



GOVERNMENT OF KERALA

Abstract

INFORMATION AND PUBLIC RELATIONS DEPARTMENT—UPDATING MEDIA LIST AND
REVISION OF RATES OF DAILIES FOR THE YEAR 2014-15—ORDERS ISSUED

INFORMATION AND PUBLIC RELATIONS (D) DEPARTMENT

G. O. (P) No. 17/15/I&PRD. Dated, Thiruvananthapuram, 8th December, 2015.

- Read:*—1. G. O. (P) No. 8/99/PR dated 7-7-1999.
2. G. O. (P) No. 02/12/I&PRD dated 30-1-2012.
3. G. O. (P) No. 1/13/I&PR dated 22-1-2013.
4. G. O. (Ms.) No. 4/14/I&PR dated 4-3-2014.
5. G. O. (Rt.) No. 373/15/I&PRD dated 1-8-2015.

ORDER

Government as per G. O. read as 1st paper above have issued the rules and regulations for publication of advertisement in print media. Accordingly the Media List for the year 2012-13 had been issued as per G.Os. read as 3rd paper above. As per G.O. read as 4th paper above it was proposed for an increase of 10% rate hike for all regional dailies in ABCD category from 1-4-2014. Government had ordered 10% rate hike for all regional dailies in ABCD category from 1-4-2014 on the existing Media List published vide order read as 5th paper above.

After verification of the ABC report and the Circulation details from the concerned Regional Deputy Directors, Rate Contracts have been executed with the dailies for the year 2014-2015.

In the above circumstances Government are pleased to revise the Media List and the rates of the dailies for the year 2014-2015 as detailed below. The new rates will be applicable for all release orders issued from 1-4-2015.

A discount of 15% will be allowed on all advertisements issued for publication by various Government departments either through this department or directly.

<i>Sl. No.</i>	<i>Name of Daily</i>	<i>Edition</i>	<i>Category</i>	<i>Rate Col.cm</i>
(1)	(2)	(3)	(4)	(5)

MALAYALAM DAILIES

Category—D

1	Deshabhimani	Kozhikkode	B	98
		Kannur	C	182
		Kochi	C	132
		Kottayam *	B	85
		Malappuram	B	72
		Thiruvananthapuram	C	124
		Thrissur	C	141
		All Editions	D	495

Category—C

2	Big News	Kollam	B	41
		Thiruvananthapuram	B	55
		Kochi	B	98
		Kozhikkode	A	42
		All Editions	C	165

(1)	(2)	(3)	(4)	(5)
3	Chandrika	Kottayam	B	75
		Kannur	B	108
		Kochi	C	124
		Kozhikkode	C	190
		Malappuram	C	231
		Thiruvananthapuram	B	58
		All Editions	C	355
4	Deepika	Kannur	B	55
		Kochi	B	91
		Kottayam	C	132
		Thiruvananthapuram	B	48
		Thrissur	B	62
		Kozhikkode	B	91
		All Editions	C	355
5	Janayugom	Kollam	C	124
		Kochi	C	124
		Kozhikkode	C	108
		Kannur	B	72
		Thiruvananthapuram	B	95
		All Editions	C	355

(1)	(2)	(3)	(4)	(5)
6	Kerala Kaumudi	Pathanamthitta	A	40
		Alappuzha	B	68
		Kochi	B	62
		Kollam	B	81
		Kottayam	B	55
		Kannur	B	48
		Thrissur	B	42
		Thiruvananthapuram	C	124
		Kozhikkode	B	58
		All Editions	C	355
7	Kerala Kaumudi Flash	Kannur	B	42
		Kochi	B	65
		Kollam	B	52
		Kottayam	B	42
		Thiruvananthapuram	B	62
		All Editions	C	157
8	Varthamanam	Kozhikkode	B	75
		Kochi	B	62
		All Editions	C	108
9	Madhyamam	Kannur	B	58
		Kochi	B	68
		Kottayam	A	42
		Kozhikkode	B	72
		Malappuram	C	141
		Thrissur	B	75
		Thiruvananthapuram	B	81
		All Editions	C	355

(1)	(2)	(3)	(4)	(5)
10	Rashtra Deepika	Kannur	B	55
		Kochi	B	58
		Kottayam	B	58
		Kozhikkode	B	65
		Thrissur	B	45
		Thiruvananthapuram	B	52
		All Editions	C	207
11	Siraj	Kozhikkode	C	157
		Kochi	C	124
		Kannur	B	55
		Thiruvananthapuram	B	62
		All Editions	C	322
12	Veekshanam	Kollam	B	68
		Thrissur	B	72
		Kannur	B	68
		Kochi	C	182
		Kozhikkode	B	81
		Thiruvananthapuram	B	75
		All Editions	C	355

(1)	(2)	(3)	(4)	(5)
Category—B				
13	Janasabdam	Thiruvananthapuram	B	42
14	Janmadesam	Kasaragode	B	45
15	Karaval (Malayalam)	Kasaragode	B	52
16	Kerala Bhooshanam	Thiruvalla	B	48
17	Kala Kaumudi	Mumbai	B	65
18	Kerala Vartha	Thrissur	B	42
19	Makthab	Thaliparambu	B	45
20	News Kerala	Kozhikkode	B	42
		Thiruvananthapuram	A	29
		All Editions	B	52
21	New Age	Kochi	B	108
22	Prabhatha Vartha	Thiruvananthapuram	B	42
23	Pradeepam	Kozhikkode	B	72
		Aluva	B	48
		All Editions	B	95
24	Sayanna Kairali	Kochi	B	55
25	Southern Star	Thiruvananthapuram	B	52
26	South India News	Thiruvananthapuram	B	42
27	Thalasthana Vartha	Thiruvananthapuram	B	45
28	Thuranna Kattu	Palakkad	B	52
29	Thrissivaperoor Express	Thrissur	B	45
30	Uttaradesam (Mal.)	Kasaragode	B	42
31	Venad Pathrika	Thiruvananthapuram	B	42

(1)	(2)	(3)	(4)	(5)
Category—A				
32	Bharatha Pathrika	Thiruvananthapuram	A	26
33	City Journal	Thrissur	A	25
34	Crime Story	Thiruvananthapuram	A	33
35	Crime Thaniniram	Thiruvananthapuram	A	26
36	Gadhika	Kannur	A	42
37	General	Thrissur	A	33
38	Kalapremi	Thiruvananthapuram	A	26
39	Karmasakthi	Thiruvananthapuram	A	39
40	Kera Nadu	Thiruvananthapuram	A	26
41	Latest	Kasargode	A	42
42	Malabar Vartha	Kasargode	A	42
43	Malayala Mahima	Thiruvananthapuram	A	23
44	People's Review	Kozhikkode	A	42
45	Powran	Aluva	A	35
46	Sayahnam	Palakkad	A	23
47	Swathanthra Mandapam	Thrissur	A	39
48	Telegraph	Thrissur	A	30
49	Thaniniram Express	Mavelikkara	A	35
50	Thanima	Thiruvananthapuram	A	23
51	Venadu Kaumudi	Thiruvananthapuram	A	33

(1)	(2)	(3)	(4)	(5)
ENGLISH DAILIES				
Category—D				
52	Hindu	Thiruvananthapuram	C	264
		Kochi	C	278
		Kozhikkode	B	155
		Kerala Page	D	644
Category—C				
53	Deccan Chronicle	Kozhikkode	A	73
		Thiruvananthapuram	B	79
		Kochi	B	138
		All Editions	C	205
54	Trinity Mirror	Chennai	C	395
55	Times of India	Thiruvananthapuram	B	120
		Kochi	B	166
		Kozhikkode	B	79
		All Editions	C	278
Category—B				
56	Business Line	Kochi	A	68
		Thiruvananthapuram	A	47
		Kozhikkode	A	44
		All Kerala	B	91
57	Economic Times	Kochi	B	79

(1)	(2)	(3)	(4)	(5)
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KANNADA DAILIES

Category—D

58	Vijaya Karnataka	Bagalkot	B	58
		Banglore	D	396
		Chitradurga	B	55
		Gangawati	B	65
		Kalaburagi	B	68
		Hassan	B	48
		Hubli (Dharwad)	C	231
		Manglore	C	108
		Mysore	C	116
		Shimoga	B	72
		All Editions	D	627

Category—C

59	Hosadigandha (Kannada)	Banglore	B	91
		Mangalore	C	88
		All Editions	C	157
60	Varthabarathi (Kannada)	Banglore	B	98
		Mangalore	B	81
		All Editions	C	157

Category—B

61	Jayakirana(Kannada)	Mangalore	B	78
62	Karaval Kannada	Kasaragod	B	52
63	Karavali Ale Kannada	Mangalore	B	91
64	Kannada Jana Antharanga	Karwar Kumata	B	48

(1)	(2)	(3)	(4)	(5)
TAMIL DAILIES				
Category—E				
65	Dinakaran(Tamil)	Bangalore	C	108
		Chennai	D	413
		Coimbatore	C	306
		Madurai	C	273
		Mumbai	B	58
		Nagarcoil	B	88
		New Delhi	A	26
		Puducherry	C	157
		Salem	C	240
		Tiruchirapally	C	306
		Tirunelveli	C	190
		Vellore	C	157
		All Editions	E	1106
Category—C				
66	Theekkathir	Coimbatore	C	116
		Chennai	C	141
		Madurai	C	132
		Thiruchirapally	C	108
		All Editions	D	380
HINDI DAILIES				
Category—B				
67	Daily Hindi Milap (Hindi)	Hyderabad	B	88

(1)	(2)	(3)	(4)	(5)
		TELUGU DAILIES		
Category—D				
68	Andhra Jyothi	Nizamabad	B	45
		Hyderabad	C	174
		Karimnagar	B	65
		Warangal	B	88
		Nalgonda	B	58
		Khammam	B	48
		Mahbubnagar	B	45
		Vijayawada	B	78
		Guntur	B	98
		Nellore	B	52
		Visakhapatnam	B	55
		Kakinada	B	58
		Srikakulam	B	45
		Tirupati	B	88
		Anantapur	B	62
		All Editions	D	512

By order of the Governor,

MARY MELANIE NETTAR,
Deputy Secretary.

To

All Heads of Departments.

All Departments in the Secretariat.

The Registrar, High Court, Ernakulam (with C.L.).

The Secretary, Kerala Public Service Commission (with C.L.).

The Registrar, Kerala/Mahatma Gandhi/Kozhikkode/Kannur/Agricultural University.

The Directors of all Boards/Corporations/Local Self Government Institutions/Autonomous Bodies.

Private Secretary to Chief Minister/Private Secretaries to all Ministers/PA to Additional Chief Secretary to Government.

CA to the Director, Information and Public Relations Department.

Deputy Director I, II, III/All Regional Deputy Directors.

Information Officer (Advertisement)/All District Information Officers.

The Registrar, C-Dit, Thiruvananthapuram (to include in the website).

PRD Website (www.prd.kerala.gov.in).

Stock File/Office Copy.
