



GOVERNMENT OF KERALA

Abstract

Information & Public Relation Department- Updating Media List and Revision of Rates for the year 2008-09 - Orders Issued-

General Administration (Information & Public Relations (D) Department
G.O. (Rt) No. 312/08/PRD Dated, Thiruvananthapuram 31-12-08

- Read:- 1. G.O.(P) 8/99/PR dated 7..7..1999
2. G.O. (Rt) No. 144/07/I&PRD dated 26..7..07
3. Report of ABC for the period from July- December.
4. Rate Contract No. 4000/D1/08/PR signed with the Director and Advertisement Manager of the Newspapers.

ORDER

As per the Government Order read as 1st paper above. Government have to revise the media list and advertisement rates of newspapers every financial year. As per Government Order 2nd paper above. media list and advertisement rates were fixed for the financial year 2008-09.

In the report of Audit Bureau of Circulations, as 3rd paper read above, edition wise circulation of dailies were published. Government have examined the report in detail and the rate contracts were signed accordingly between the Director, Information & Public Relations Department and the Advertisement Manager of the Newspapers.

In the circumstances. Government are pleased to revise the Media list and rates as detailed below. The new rates shall be valued for one year from 1.4.2008. The new rates will be applicable for all the release orders issued by the Information & Public Relations Department since 1.4.2008.

Sl. No	Name of Daily	Edition	Categ ory	Rate as on 1..4..2008	Remarks
1.	Deshabhinani	Kannur	C	86	
		Kochi	C	75	
		Kottayam	B	45	
		Kozhikode	B	81	
		Tvpm.	B	60	
		Thirissur	B	70	
		All Edition	D	288	

2.	✓ Mangalam	Kochi	B	61
		Kozhikode	B	38
		Kottayam	C	132
		Thiruvananthapuram	B	63
		All Edition	C	247
3.	Malayala Manorama	Kannur	C	138
		Kochi	D	265
		Kollam	C	167
		Kottayam	D	288
		Kozhikode	C	155
		Bangalore	B	43
		Chennai	B	29
		Mumbai	B	40
		Malappuram	C	127
		Pathanamthitta	C	138
		New Delhi	B	31
		Palakkad	C	127
		Tvm	C	201
		Thrissur	C	190
		All Kerala Edition	D	851
		All India Edition	D	886
4.	Mathrubhumi	Kannur	C	173
		Kochi	C	190
		Kollam	C	109
		Kottayam	C	161
		Kozhikode	C	173
		Bangalore	A	26
		Chennai	A	19
		Mumbai	B	31
		Malappuram	C	98
		Palakkad	C	103
		Tvm	C	167
		Thrissur	C	196
		All Kerala Edition	D	656
		All India Edition	D	667
5.	Rashtradeepika	Kannur	B	38
		Kochi	A	29
		Kottayam	B	45
		Kozhikode	A	26
		Thrissur	A	29
		Tvm	A	23
		All Edition	C	109

ENGLISH DAILIES

6	✓ The Hindu	Kerala Edition		Rs. 285 -
7	✓ New Indian Express	Kerala Edition	C	190
		Southern Edition (Including Shimoga Edition)	D	449

MEDIA LIST NOT INCLUDED IN THE A,B,C REPORT

8.	Venad Kaumudi	Tvpm	A	17
9.	Janmabhumi	Tvpm	B	33
		Kottayam	B	45
		Kochi	B	61
		Kozhikode	B	40
		Kannur	B	38
		All Edition	C	150
10	Sayannasabdham	Kollam	A	21
11	Latest	Kanhangad	A	26
12	News Kerala	Kozhikode	A	25
13	Savanna Kairali	Kochi	B	31
14	Deepika	Kannur	B	63
		Kozhikode	B	40
		Kochi	B	45
		Kottayam	C	132
		Tvpm	A	25
		Thrissur	B	38
		All Edition	C	247
15.	Madhyamam	Kannur	B	63
		Kochi	C	109
		Kozhikode	C	109
		Malappuram	C	144
		Tvpm	B	63
		Kottayam	A	29
		All Edition	C	247
✓16.	Prabhatha Vartha	Tvpm	A	26
✓17	Venad Pathrika	Tvpm	A	21
18.	Utharadesam	Kasargod	B	33
19.	Swathanthra Mandapam	Thrissur	A	21
20	Sudinam	Kannur	A	26
✓21	Southern Star	Tvpm	B	29

22	Pradeepam	Kozhikode	A	26
23	Padayani	Thalasseri	A	24
24	Karaval Kamada	Kasaragod	A	26
25	Karaval	Kasaragod	B	33
26	Kalapremi	Tvpm	A	21
27	Jannadesam	Kanhangad	A	26
28	General	Thrissur	A	26
29	Crime Story	Tvpm	A	22
30	Kerala Kaumudi	Tvpm	C	86
		Kollam	B	54
		Alappuzha	B	38
		Kottayam	B	40
		Kochi	B	31
		Trissur	A	28
		Kozhikode	A	26
		Kannur	A	26
		All Edition	C	213
31	Thalasthan Vārtha	Tvpm	A	23
32	Thanima	Tvpm	A	17
33	Kera Nadu	Tvpm	A	21
34	Spodanam	Kannur	A	24
35	Chandrika	Kannur	C	81
		Kozhikode	C	184
		Kochi	C	81
		Tvpm	B	38
		All Kerala Edition	C	247
36	Kaumudi Flash	Kannur	B	29
		Kozhikode	A	25
		Kochi	B	29
		Trissur	A	26
		Kottayam	B	29
		Alappuzha	B	29
		Kollam	B	29
		Tvpm	B	36
		All Edition	C	115
37	Makthab	Kanhangadu	B	31
38	Kerala Rajvam	Kollam	A	21
39	Punniyabhoorni	Tvpm	B	38
40	Janayugam	Kozhikode	B	53
		Kochi	B	59
		Tvpm	C	75
		All Edition	C	150