

## Readership Profile

### SURVEY CONDUCTED BY HANSA RESEARCH GROUP

- ❖ 64% of FPJ readers are in the age group of 21- 40 years
- ❖ 60% of FPJ readers are graduates or post graduates
- ❖ 60% readers pour over the FPJ from 2 hours to 30 minutes
- ❖ 40% of FPJ readers don't read the Times of India

### MECHANICAL DATA & OTHER INFORMATION

Columns	1	2	3	4	5	6	7	8
Width in cms.*	4	8	12	16	20	24	28	33

\*Width is same for all types of advertisements

Print Area	H-52 Cms. x W-33 Cms.	Type of Ptg. Process	Web Offset
No. of Columns	8 Cols.	Material required	CD/Art Pull
Height of Column	52 Cms.	For Colour Ads	CD with Colour Print
Kind of Paper used	Newsprint	<b>Front Page:</b>	Min. Size- W 8 cm x H 15 cm. Max. Size-W 33 cm x H 45 cm.

Screen for Colour Advt. 85%-100% - Screen for B/W Advt. 85%-100%

#### Digital material specifications - Broadsheet:

File Formats	: EPS, PDF, TIFF
Resolution	: 600 dpi or higher, Greyscale or CMYK

### OTHER TERMS

- The rates quoted are applicable for all issues of the week including The Sunday issue of The Free Press Journal, Free Press (Indore + Bhopal) and Navshakti.
- Local Advertising Agencies/Advertisers are requested to obtain Voucher copies within 7 days from the date of insertion of the Advertisement. The management cannot be held responsible to supply Voucher Copies after 7 days.
- No complaints will be entertained regarding publication of advertisements after seven days of its publication in respective publication.
- In all the publications, the minimum size of an advertisement acceptable is 4 cm. W x 3 cm. H. Display ads. in 47 cms. height and over will be billed for 52 cms. height. Full page advertisement in all the above dailies will be billed for 1716 sq. cm.
- FOR COMBINED RELEASES in The Free Press Journal and Navshakti, 2 copies of the Release Order and Advertisement Material should be provided.

## RATE CARD: Advertisement rates in Rs. per sq. cm. Effective from 22nd January, 2018

### Advertisement Type

	FPJ (Mumbai)	NS (Mumbai)	FP (Indore+Bhopal)
Commercial Display/ Tender Notices	660/-	147/-	390/-
Public Notices	75/-	48/-	84/-

### Combined Rates

	FPJ & NS	FPJ & FP	FPJ & FP & NS
Commercial Display/ Tender Notices	795/-	975/-	1110/-

### Special Rates

	FPJ & NS	FPJ & FP	FPJ & FP & NS
Audited/Unaudited Quarterly/Half-Yearly Financial Results, Fixed Deposits, Abridged Unaudited Balance Sheet	57/-	138/-	174/-
Company Notice on Board Meetings on Audited/ Unaudited Financial Results, AGM, EGM, Book Closures			

	FPJ	NS	FPJ & NS
Education	201/-	102/-	291/-

COLOUR AD : 100% extra over & above display rate

GUARANTEED POSITION: Front Page : 100% extra for solus and 50% extra for semi-solus

OTHER GUARANTEED PAGE : 50% extra

**NOTE :** Publication Codes: **FPJ** The Free Press Journal - Mumbai, **FP** Free Press - Indore+Bhopal, **NS** Navshakti - (Marathi Daily).

### Eyeball Enticers

The FPJ has a range of attractive sections which keep readers glued and also ensure optimum advertising efficacy. Some of the more popular sections are:

**BUSINESS**  
DISTINCTIVE AND  
DEFINITIVE FINANCIAL NEWS

**ETCETRA**  
MIX OF LIFESTYLE,  
TECHNOLOGY AND  
HEALTH

**KIDS CORNER**  
A WHOLESOME DIET FOR  
THE LITTLE ONE

**GLAM**  
GATHER SOME STARDUST

**KNOWLEDGE**  
SPRINGBOARD TO CAREER

**FPJ Mumbai:** A peppy update on the city's happenings, a combination of civic concerns and the high life which makes for rich rewarding reading.

**Tender / Notice Ads:** One of the significant strengths of The Free Press Journal has always been to offer unparalleled rates along with substantial coverage. Many government organisations and corporate houses find our tender and notice ad rates irresistibly attractive.