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Hindustan Times is the main general English language newspaper of India's capital, New Delhi. With four local editions and remote satellite printing, **Hindustan Times** has full leadership in the northern, eastern, and central regions of the country. **Hindustan Times** is the first smart-age newspaper in India to evolve into a new international size, sleeker and smarter, which ensures enhanced ease of reading and handling.

COUNTRY
India
LANGUAGE
English
CATEGORY
General Interest
PUBLISHER
The Hindustan Times
ESTABLISHED
1924
FREQUENCY
Daily
CIRCULATION
1,520,000 Nationwide
AD CLOSE
7-Day

READERSHIP

GENDER	
Male	68.0%
Female	32.0%
AGE	
15-19	14.5%
20-24	15.2%
25-34	25.2%
35-44	19.4%
45+	25.8%
EDUCATION	
Middle School	20.7%
High School	50.0%
College	29.2%
SOCIOECONOMIC CLASS	
Upper	22.7%
Upper Middle	55.8%
Middle	26.2%
Middle Lower	8.3%
Lower	2.6%

2011 B&W RATE CARD (COLOR +10%)	
PRICES IN USD	
NATIONWIDE EDITION	
ROP Main Section	\$126.00 sq. cm
Classified	\$118.00 col. cm
HT CITY - DAILY COLOR SUPPLEMENT	
Mon-Thu - \$42.00 per sq. cm	
Fri-Sun - \$47.00 per sq. cm	
<i>Minimum Ad Size 4cm Width x 3 cm Depth (1-9/16" W x 1-3/16"D)</i>	
VOLUME & FREQUENCY DISCOUNTS AVAILABLE	

MECHANICAL SPECIFICATIONS	
Broadsheet Ad Page Size: 33.2 cm width x 52 cm depth (13-1/16" x 20-1/2")	
Spread Broadsheet width: 68.4 cm (26-15/16")	

Special Weekly Supplements
Horizons (Education), Careers (Employment)
Estates (Real Estate), Sunday Magazine

COLUMN WIDTHS		
NEWS BROADSHEET (8-COLUMN)		
COLUMNS	CM	INCH
1	4.1 cm	1-6/8"
2	8.3 cm	3-1/4"
3	12.4 cm	4-7/8"
4	16.4 cm	6-7/8"
5	20.5 cm	8-1/16"
6	24 cm	9-7/16"
7	29 cm	11-7/16"
8	33.2 cm	13-1/16"
CLASSIFIED BROADSHEET (10-COLUMN)		
COLUMNS	CM	INCH
1	3.3 cm	1-5/16"
2	6.6 cm	2-5/8"
3	9.9 cm	3-7/8"
4	13.2 cm	5-3/16"
5	16.6 cm	6-9/16"
6	19.9 cm	7-13-16"
7	23.2 cm	9-1/8"
8	26.5 cm	10-7/16"
9	29.8 cm	11-3/4"
10	33.2 cm	13-1/16"

DIGITAL PRODUCTION REQUIREMENTS	
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.	
Complete Digital File Instructions Available for Production	



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7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

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