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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.

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|--------------------|----------------------|
| 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% |

| | |
|--|-----------------|
| 2013 B&W RATE CARD (COLOR +10%) | |
| PRICES IN USD | |
| NATIONWIDE EDITION | |
| ROP Main Section | \$104.00 sq. cm |
| HT CITY - DAILY COLOR SUPPLEMENT | |
| Mon-Thu - \$60.00 per sq. cm | |
| Fri-Sun - \$69.00 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 | |

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| 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" |

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