



COUNTRY
India
LANGUAGE
English
CATEGORY
Business
PUBLISHER
HT Media Ltd.
ESTABLISHED
2007
FREQUENCY
Mon-Sat
CIRCULATION
180,000 Nationwide
AD CLOSE
10-Day

Mint is a business newspaper from HT Media Ltd, launched in collaboration with *The Wall Street Journal* in 2007. It is a premium business news publication aimed at decision makers and policy makers of the country and it is the first newspaper in India to be published in the Berliner format.

READERSHIP

GENDER	
Male	87.0%
Female	13.0%
AGE	
20-24	7.0%
25-29	25.0%
30-34	32.0%
35-39	21.0%
40+	15.0%
EDUCATION	
Middle School	%
High School	%
College	%
SOCIOECONOMIC CLASS	
Upper	64.0%
Upper Middle	36.0%

2015 ROP RATE CARD – PRICES IN USD		
	BERLINER FORMAT	COLOR
Full Page	28.5 cm x 44 cm (11-1/4" x 17-5/16")	\$64,850.00
Half Page	28.5 cm x 22 cm (11-1/4" x 8-11/16")	\$32,450.00
Junior Page	14 cm x 22 cm (5-1/2" x 8-11/16")	\$15,900.00
Rate Per Square Cm		\$52.00
<i>Premium Positions Available at Additional Charge</i>		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		

PRODUCTION REQUIREMENTS	
BLACK & WHITE: Camera ready art or negative film, right reading emulsion down, screen 85-line per inch, rounded dots.	
COLOR: Negative film, right reading emulsion down, screen 110-line per inch, rounded dots, color hard proof.	
Ask About Digital File Requirements and Production Instructions	



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 PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN15