



প্রথম আলো

With its rich contents, presentation, unique layout and design, **Prothom Alo (First Light)**, is the leading newspaper in Bangladesh. **Prothom Alo**, published by Mediastar Limited, is the largest local language daily in Bangladesh. With its firm commitment to the ideals of democracy, **Prothom Alo** has established itself as an independent and respected voice in the field of journalism.

COUNTRY	Bangladesh
LANGUAGE	Bangla
CATEGORY	General Interest
PUBLISHER	Mediastar Limited
ESTABLISHED	1998
FREQUENCY	Daily
CIRCULATION	450,000 Nationwide
AD CLOSE	7-Day

READERSHIP

GENDER	
Male	81.0%
Female	19.0%
AGE	
15-24	37.0%
25-34	27.0%
35-44	16.0%
45+	19.0%
EDUCATION	
Primary School	4.0%
High School	23.0%
*SSC	22.0%
**HSC	25.0%
Grad / Post Grad	26.0%
SOCIOECONOMIC CLASS	
Upper	8.0%
Upper Middle	17.0%
Middle	22.0%
Middle Lower	29.0%
Lower	25.0%

*Secondary School Certificate
** Higher School Certificate

2015 RATE CARD		
PRICES PER COLUMN CM USD		
	B&W	COLOR
Front Page	-	\$300.00
Page 2	-	\$170.00
Page 3	-	\$200.00
Page 5	-	\$160.00
Page 7	\$100.00	-
Page 9	\$90.00	\$130.00
ROP	\$80.00	\$100.00
Business	\$90.00	\$100.00
Entertainment	\$85.00	\$110.00
Sports	-	\$120.00
Back Inside	-	\$150.00
Back Cover	-	\$250.00

MECHANICAL SPECIFICATIONS		
COLUMN WIDTHS		
COLUMNS	CM	INCH
1	3.8 cm	1-1/2"
2	7.9 cm	3-1/8"
3	12.1 cm	4-3/4"
4	16.3 cm	6-7/16"
5	20.5 cm	8-1/16"
6	24.6 cm	9-11/16"
7	28.8 cm	11-5/16"
8	33 cm	13"
Broadsheet Ad Page Size: 33 cm width x 52 cm depth (13" x 20-1/2")		
25% Surcharge for Premium Position		

DIGITAL PRODUCTION REQUIREMENTS

Only digital material accepted. Non-separated PC-based PDF file, sent via e-mail or on CD-ROM.

Complete Digital File Instructions Available for Production



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