

INTRODUCTION

- Krishak Doot is a Agriculture and rural developmental hindi weekly news paper.
- Krishak Doot is devoted on the develomental aspects of rural segment. Each weekly issue of Krishak Doot is designed to carry meaningful information on agriculture, Horticulture, Veterinary, Agriculture Engineering, Panchayat, Mandies and Cooperative etc.
- Krishak Doot has wide circulated in and around Madhya Pradesh & Chhatisgarh. Our present cirulation is 1,06235 copies. Our readership is over 20 lacs. We have 450 correspondent who are working in rural areas for increasing circulation and collecting news for Krishak Doot.
- We had wide experience in agriculture news sector and Krishak Doot is highly appriciated and accepted by the farmers, agricultrist and concering Government Department.
- We are regular receiving advertisement from all leading Agro inputs companies, Automobiles, Banks, Insuracne sector, financial institutes & consumer products compnies etc.
- Presently in M.P. & Chhatisgarh all Goverment Department (Concerning Agriculture & rural development) and Agro inputs dealers subscrbing Krishak Doot.
- All leading Agro inputs companies are also subscribing Krishak Doot for own field staff.
- Krishak Doot would be most fertile medium for your product and produce amongst target audience.
- Krishak Doot covers both regional and national Agriculture and rural developmental news along with maximum technical articles at the defferent Agriculture universities.

 Circulation
 : 1,06235 copies
 Frequency
 : Weekly

 Readership
 : Over 20 lacs
 Place of publication
 : Bhopal (Madhya Pradesh)

 Language
 : Hindi
 Publication Day
 : Every Tuesday

MOST FERTILE MEDIA IN RURAL SECTOR

ADVERTISEMENT RATES (regular issues)

(rates in square cm.)

Particular	Advt. Size	B/W 100/- per sq.cm.	Color 125/- per sq.cm.
Centre Spread	32x52 =1664 sqcm.	1,66,400/-	2,08,000/-
Full Page	32x25 = 800 sqcm.	80,000/-	1,00,000/-
Half Page	16x25 = 400 sqcm.	40,000/-	50,000/-
Quarter Page	17x12 = 204 sqcm.	20,400/-	25,500/-

Color rate : Rs. 125/- per square centimeter casual rate (B/w) : Rs. 100/- per square centimeter

PREMIUM CHARGES

Front Page - 50% Last Page -25% 3rd Page - 15% extra

RATES OF SPECIAL ISSUES

(rates in square cm.)

Particular	Advt. Size	B/W	Color
Full Page (Back)	32x25 sqcm.	N/A*	1,25,000/-
First & Last (Inner) Full Page	32x25 sqcm.	N/A	1,00,000/-
First & Last (Inner) Half Page	16x25 sqcm.	N/A	50,000/-
Full Page	32x25 sqcm.	80,000/-	1,00,000/-
Half Page	16x25 sqcm.	40,000/-	50,000/-
Quarter Page	17x12 sqcm.	20,400/-	25,500/-

*N/A - not available

MECHANICAL DATA

(regular & special issues) 35 cm. x 28 cm.

Overall size : 35 cm. x 28 cm.
Size of printed page : 32 cm. x 25 cm.
Number of columns : 6 per page
Length of single column : 32 cm.
Width of single column : 4 cm.
Printing process : Offset

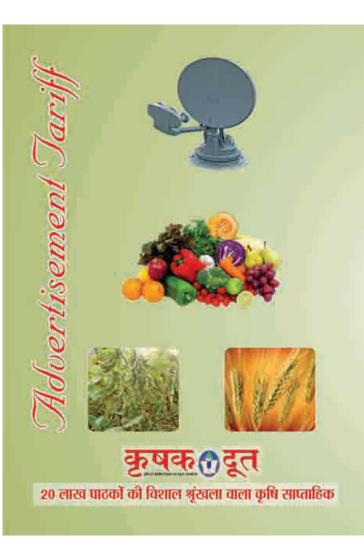
Paper used : Imported news print

MATERIAL REQUIRED

Color : 4 color design/Cdr/Pdf file

Black & White : design Cdr/Pdf file

20 LACS READERS IN RURAL AREAS



Effective from January, 2016

SUBSCRIPTION RATES:-

Annual Membership : Rs. 500/ Two Years
 Three Years
 Rs. 1350/ Five Years

Two Years : Rs. 950/-Five Years : Rs. 2250/-

OUR SPECIAL ISSUES:

- Seed Special issue
- Plant Protection Special issue
- Kharif Special issue
 Rabi Special issue
- Diwali Special issue
- Krishak Doot Diary (Annual)

Note:-

- 1. Advertisement release order must accoumpany.
- 2. Advertisement will be published on 'First Come First Serve' basis.
- 3. Advertisement material should be must to received till every Saturday.





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Member: INS THE INDIAN NEWS PAPER SOCIETY