



INTRODUCTION

- Krishak Doot is a Agriculture and rural developmental hindi weekly news paper.
- Krishak Doot is devoted on the developmental 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 circulation is 1,06,235 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 appreciated and accepted by the farmers, agriculturist and concerning Government Department.
- We are regular receiving advertisement from all leading Agro inputs companies, Automobiles, Banks, Insurance sector, financial institutes & consumer products companies etc.
- Presently in M.P. & Chhatisgarh all Government Department (Concerning Agriculture & rural development) and Agro inputs dealers subscribing 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 different Agriculture universities.

Circulation : 1,06,235 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		Color	
		100/- per sq.cm.	125/- per sq.cm.	125/- per sq.cm.	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)

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

Advertisement Tariff



कृषक दूत

20 लाख पाठकों की विशाल श्रृंखला वाला कृषि साप्ताहिक

Effective from January, 2016

SUBSCRIPTION RATES :-

● Annual Membership : Rs. 500/-	● Two Years : Rs. 950/-
● Three Years : Rs. 1350/-	● Five Years : Rs. 2250/-

OUR SPECIAL ISSUES :-

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

Note :-

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



कृषक दूत

H.O. FM-16, Block-C, Mansarover Complex, Near Habibganj
Railway Station, Hoshangabad Road, Bhopal-462016 (M.P.)
Phone : (0755) 4013744, 4233824
Fax : 0755-4013744, Mobile : 9425013875
E-mail : Krishak_doot@yahoo.co.in, Web : www.krishakdoot.org

Area Office

Indore : 135, Trade Centre, 1st Floor, 18
South Tukoganj, Indore (M.P.) Mobile : 9174155762
Member : **INS** THE INDIAN NEWS PAPER SOCIETY