

VI. DAILY PUBLICATIONS

6.1 A study of dailies along with tri/bi-weeklies has been included in this chapter. For the year 2014-15, 7,871 dailies and 25 tri/bi-weeklies submitted their Annual Statements online as against 6,730 dailies and 25 tri/bi-weeklies for the year 2013-14. This shows an increase of 16.95 and 36.00 per cent respectively in numbers over the last year. The circulation of dailies and tri/bi-weeklies registered an increase of 12.11 and 8.96 per cent respectively over the last year. Data on their working and organizational statement was received from 3998 dailies, analysis of which can be seen from paras 6.5 to 6.11.

LANGUAGE- WISE ANALYSIS

6.2. So far as newspapers and periodicals in different language are concerned, dailies were published in all the principal Indian languages mentioned in the Eighth Schedule of the Indian Constitution except Bodo. The largest number of dailies were brought out in Hindi (3,698) followed by Urdu (1,121), English (790), Telugu (720), Marathi (369), Gujarati (350), Odia (127), Kannada (125) and Tamil (123). Tri/bi-weeklies were brought out in 09 principal languages i.e. English (20), Tamil (03), Hindi (03), Gujarati (02), and (01) each in Assamese, Bengali, Marathi and Urdu. (Table 6.3)

CIRCULATION- WISE ANALYSIS

6.3. Circulation figures for 2014-15 were furnished by 7,871 dailies and 34 tri/bi-weeklies claiming a combined circulation of 29,72,75,898 copies as against 26,51,83,029 copies per publishing day in 2013-14. The increase in combined circulation for 2014-15 over the previous year is 12.10 per cent. The circulation of Hindi dailies with a total of 14,13,61,942 copies per publishing day was the largest in the country followed by English dailies with a total circulation of 3,37,77,613 copies, and Urdu with a total circulation of 3,32,55,696 copies per publishing day was on third position. (Table 6.3)

CENTRES OF PUBLICATION

6.4.1 Out of 7,905 dailies and tri/bi-weeklies that furnished their circulation data for 2014-15, 45.79 per cent were published from Big Cities with a population of 1,00,000 and above (excluding Metropolitan Cities and State Capitals), remaining 29.97 per cent were published from State Capitals, 11.51 per cent were Small Towns and 1.18 per cent were published from Union Territories. The four Metropolitan Cities had a share of 11.55 per cent. (Table 6.4)

6.4.2 Circulation wise also, dailies and tri/bi-weeklies published from Big Cities with a population of 1,00,000 and above have the largest share with 40.96 per cent of the total circulation i.e. 12,17,51,401 copies per publishing day. Publications brought out from State Capitals were the next, accounting for 26.39 per cent or 7,84,40,751 copies, followed by

Small Towns with 15.88 per cent or 4,72,12,648 copies, the Metropolitan Cities with 15.57 per cent or 4,62,71,811 copies and Union Territories 1.21 per cent or 35,99,287 copies per publishing day. (Table 6.4)

STATE-WISE ANALYSIS

6.5.1 Uttar Pradesh continued to be the largest publisher of dailies with 2,048 publications followed by Andhra Pradesh 910, Madhya Pradesh 716, Delhi 658, Maharashtra 539, Rajasthan 439, Gujarat 421, Uttarakhand 236 and J&K 226 daily publications. (Refer Table 3.2 of Chapter 3).

6.5.2 Uttar Pradesh was reported to be the largest publisher of dailies with a maximum circulation of 6,33,54,550 copies per publishing day followed by Delhi 2,72,42,906 copies, Madhya Pradesh 2,68,14,189 copies, Maharashtra 2,53,37,444 copies, Andhra Pradesh 2,21,85,575 copies, Rajasthan 1,80,19,721copies and Gujarat 1,78,96,867 copies per publishing day. (Refer Table 4.3 of Chapter 4)

WORKING OF PUBLICATIONS

6.6 Information on the working and organization of the publications was received from 6,054 dailies during 2014-15. It can be grouped under seven heads, viz. (i) Staff, (ii) Editing, (iii) Advertising, (iv) Pages, Page Area and Price and (v) Home and (vi) Foreign News.

CORRESPONDENTS

6.7 As per available data, 7905 daily publications were utilizing the services of 1,057 Indian and 124 foreign news agencies. (Table 6.5)

REPORTERS

6.8 As many as 8350 Indian and 127 foreign reporters were working for 6,054 daily publications. Out of them 2,762 served for 560 'big' dailies, 2,976 for 2,850 'medium' dailies and 2,612 for 2,644 'small' daily publications. The break-up of correspondents, retainers and reporters, employed in India and abroad by Indian dailies is given in Table 6.5.

EDITORIAL STAFF

6.9 According to available data, 5,326 full time staff members were working in the editorial staff for 6,054 dailies. These included the services of special writers for writing comments, editorials and features. Out of them, 618 worked for 'big', 2,623 for 'medium' and 2,085 for 'small' dailies. (Table 6.6)

OTHER STAFF

6.10 There were 5,587 full time and 158 part time photographers, 738 full time cartographers, 1,783 full time and 987 part time cartoonists were working with 6,054 dailies. (Table 6.6)

ADVERTISEMENTS

6.11 Income from advertisements is the main source of revenue for publications. Out of 6,054 daily publications, which supplied data pertaining to advertisement, 2,142 dailies, (141 big, 923 'medium' and 1,078 'small') derived more than 75 per cent of their income from advertisements and 1,111 dailies derived 50 to 74 per cent of their income from advertisement. The category-wise break-up of the income of these dailies from advertisements is given in Table 6.7.

GOVERNMENT ADVERTISEMENTS

6.12 Data regarding income derived from Government Advertisements (in per cent age terms) was available from 6,054 dailies. Out of them, 2,058 dailies received 75 per cent or more of their advertisement revenue from Government Sources and 1,388 dailies earned Government Advertisement revenue between 50 and 74 per cent (Table 6.8).

PAGES, PAGE AREA AND PRICE

6.13.1 On an average, 'big' (560), 'medium' (2850) and 'small' (2,644) dailies published 16.78, 8.96 and 7.00 pages per day respectively. Overall average pages of these dailies were 10.91 pages per day. (Table 6.9)

6.13.2 The average price of 6054 daily publications, who gave this data to the RNI, was Rs. 2.54 per newspaper copy. On an average, 'big' dailies were priced at Rs. 2.83, 'medium' at Rs. 2.52 and 'small' Rs. 2.28, respectively. (Table 6.9)

6.13.3 The average size of page of 6054 dailies was 1899.05 sq. cm. An average size of pages of 'big' dailies was 1912.12 sq. cm. and of medium dailies was 1904.5 sq. cm. The average size of pages of 'small' dailies was 1880.52 sq. cm. (Table 6.9).

ADVERTISING SPACE

6.14 Data about space, taken up by advertisements were given by 6,054, dailies (560 'big', 2,850 'medium' and 2,644 'small'). Out of these, 1089 dailies (115 'Big', 472 'Medium' and 502 'Small') devoted 60 per cent and more of the total space to advertisements and 1018 dailies (96 'big', 560 'medium' and 362 'small') devoted 40 to 59 per cent space to advertisement. The space occupied by advertisements in remaining 3,947 dailies (349 'big', 1818 'medium and 1780 'small') was below 40 per cent of the total. (Table 6.10)

HOME AND FOREIGN NEWS

6.15 As per information filed by 6,054, dailies, 4,335 dailies (328 'big', 2,045 'medium' and 1,962 'small') devoted 90 per cent or more space to home news. As many as 1,474 dailies (101 'big', 745 'medium' and 628 'small') devoted between 50 to 89 per cent to home news and remaining 245 dailies (131 'big', 60 'medium' and 54 'small') devoted below 50 per cent to home news. (Table 6.11)

LIST OF DAILIES CLAIMING MORE THAN ONE LAKH CIRCULATION

| TITLE | LANGUAGES | PLACE OF PUBLICATION | CIRCULATION |
|---------------------|-----------|----------------------|-------------|
| ANANDABAZAR PATRIKA | BENGALI | KOLKATA | 1178779 |
| HINDUSTAN TIMES | ENGLISH | DELHI | 1018367 |
| THE TIMES OF INDIA | ENGLISH | DELHI | 972180 |
| THE TIMES OF INDIA | ENGLISH | MUMBAI | 893796 |
| PUNJAB KESARI | HINDI | JULLUNDUR | 742190 |
| NAVBHARAT TIMES | HINDI | DELHI | 669948 |
| AAJ SAMAJ | HINDI | DELHI | 641297 |
| BARTAMAN | BENGALI | KOLKATA | 619738 |
| SAKAL | MARATHI | PUNE | 608772 |
| MUMBAI MIRROR | ENGLISH | MUMBAI | 605786 |
| DNA | ENGLISH | MUMBAI | 518055 |
| THE TIMES OF INDIA | ENGLISH | BANGALORE | 512597 |
| DECCAN CHRONICLE | ENGLISH | SECUNDERABAD | 505873 |
| DAILY THANTHI | TAMIL | CHENNAI | 498091 |
| DIVYA BHASKAR | GUJARATI | AHMEDABAD | 492665 |
| DAINIK BHASKAR | HINDI | JAIPUR | 492238 |
| GUJARAT SAMACHAR | GUJARATI | AHMEDABAD | 485678 |
| DAINIK JAGRAN | HINDI | DELHI | 452007 |
| THE TELEGRAPH | ENGLISH | KOLKATA | 448187 |
| RAJASTHAN PATRIKA | HINDI | JAIPUR | 444687 |
| EENADU | TELUGU | RANGAREDDY | 439310 |
| HINDUSTAN | HINDI | PATNA | 420079 |
| HINDUSTAN TIMES | ENGLISH | MUMBAI-16 | 413932 |
| SANDESH | GUJARATI | AHMEDABAD | 397666 |
| AJIT | PUNJABI | JALANDHAR | 396930 |
| PUDHARI | MARATHI | KOLHAPUR | 395615 |
| PUNJAB KESARI | HINDI | DELHI | 385175 |
| SAMBAD | ODIA | BHUBANESWAR | 379140 |
| RAIGAD VRUTVEDH | MARATHI | RAIGARH | 372292 |
| METRO HERALD | HINDI | AHMEDABAD | 365665 |
| PRAMEYA | ODIA | KHURDA | 360563 |
| THE HINDU | ENGLISH | CHENNAI | 359498 |
| HAMARA MAHANAGAR | HINDI | MUMBAI | 357134 |
| GUJARAT VAIBHAV | HINDI | AHMEDABAD | 352359 |
| AMRIT KALASH | MARATHI | ULHASNAGAR,THANE | 352125 |
| RAIGADCHA AWAZ | MARATHI | RAIGAD-ALIBAG | 352124 |
| THE TRIBUNE | ENGLISH | CHANDIGARH | 349765 |
| THE TIMES OF INDIA | ENGLISH | CHENNAI | 348038 |
| MALAYALA MANORAMA | MALAYALAM | KOCHI | 344864 |
| THE SAMAJA | ODIA | CUTTACK | 336809 |
| JAG BANI | PUNJABI | JULLUNDUR | 335509 |
| DAINIK JAGRAN | HINDI | KANPUR | 328712 |
| DAINIK JAGRAN | HINDI | PATNA | 321720 |
| NAVBHARAT | HINDI | MUMBAI | 317032 |

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| THE TIMES OF INDIA | ENGLISH | KOLKATA | 315910 |
| DAINIK JAGRAN | HINDI | MEERUT | 312977 |
| DHARITRI | ODIA | BHUBANESWAR | 312954 |
| DAINIK BHASKAR | HINDI | INDORE | 311809 |
| NAVBHARAT | HINDI | NAGPUR | 310838 |
| EXCELSIOR | ENGLISH | JAMMU | 310103 |
| PATRIKA | HINDI | BHOPAL | 309858 |
| MAHARASHTRA TIMES | MARATHI | MUMBAI | 302631 |
| LOKMAT | MARATHI | PUNE | 298852 |
| SANGBAD PRATIDIN | BENGALI | KOLKATA | 298126 |
| GANDHAWARTA | MARATHI | SATARA | 297000 |
| DAINIK BHASKAR | HINDI | BHOPAL | 296599 |
| VIRAT VAIBHAV | HINDI | DELHI | 294200 |
| DAINIK LOKMAT | MARATHI | AURANGABAD | 290821 |
| STATE TIMES | ENGLISH | JAMMU | 286770 |
| MALAYALA MANORAMA | MALAYALAM | KOTTAYAM | 283568 |
| NAI DUNIA | HINDI | INDORE | 282387 |
| RAJ EXPRESS | HINDI | INDORE | 281363 |
| DAINIK JAGRAN | HINDI | LUCKNOW | 277707 |
| PRAJAVANI | KANNADA | BANGALORE | 277332 |
| VIJAY KARNATAKA | KANNADA | BANGALORE | 277053 |
| PRAGATIVADI | ODIA | BHUBANESWAR | 275969 |
| HINDUSTAN | HINDI | DELHI | 272378 |
| SAAMNA | GUJARATI | SURAT | 272358 |
| DINAKARAN | TAMIL | CHENNAI | 269884 |
| RAJ EXPRESS | HINDI | BHOPAL | 269065 |
| LOKMAT | MARATHI | NAGPUR | 268048 |
| THE TIMES OF INDIA | ENGLISH | HYDERABAD | 267065 |
| DAINIK JAGRAN | HINDI | VARANASI | 264855 |
| THE HINDU | TAMIL | CHENNAI | 261249 |
| SAMACHAR JAGAT | HINDI | JAIPUR | 261085 |
| HINDUSTAN | HINDI | LUCKNOW | 260175 |
| 6 O'CLOCK | ENGLISH | VISAKHAPATNAM | 256300 |
| PRADESH TODAY | HINDI | BHOPAL | 255149 |
| PRATAHKAL | HINDI | MUMBAI | 254912 |
| HARI BHOOMI | HINDI | RAIPUR | 252551 |
| SAKSHI | TELUGU | HYDERABAD | 252339 |
| SAAMNA TIMES | HINDI | SURAT | 251965 |
| GUJARAT SAMACHAR | GUJARATI | SURAT | 251838 |
| MALAYALA MANORAMA | MALAYALAM | CALICUT | 250295 |
| TEHALKA SAMACHAR | MARATHI | MUMBAI | 250265 |
| THE TIMES OF INDIA | ENGLISH | PUNE | 244650 |
| EI SAMAY SANGBADPATRA | BENGALI | CALCUTTA | 244547 |
| KASHMIR TIMES | ENGLISH | JAMMU | 243869 |
| VAARTHA BHARATHI | KANNADA | MANGALORE | 243373 |
| PATRIKA | HINDI | BHOPAL | 242772 |
| GUJARAT SAMACHAR | GUJARATI | KASGUL RD MILI PARA RAJKO | 241698 |
| MALAYALA MANORAMA | MALAYALAM | TRIVANDRUM | 238970 |
| SAMAYA | ODIA | BHUBANESWAR | 238550 |

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| MATHRUBHUMI | MALAYALAM | KOZHIKODE | 236097 |
| AMAR UJALA | HINDI | LUCKNOW | 236008 |
| RAJ EXPRESS | HINDI | JABALPUR | 235790 |
| JAGRUK TIMES | HINDI | MUMBAI | 235691 |
| GUJARAT SAMACHAR | GUJARATI | MUMBAI | 233426 |
| VIJAYAVANI | KANNADA | BANGALORE | 230815 |
| JAIPUR MAHANAGAR TIMES | HINDI | JAIPUR | 230529 |
| SWATANTRA VAARTHA | HINDI | HYDERABAD | 229824 |
| RASHTRA DOOT | HINDI | JAIPUR | 228448 |
| PUDHARI | MARATHI | PUNE | 227901 |
| THE ECONOMIC TIMES | ENGLISH | MUMBAI | 227412 |
| TOP STORY | ENGLISH | NOIDA | 227380 |
| DECCAN CHRONICLE | ENGLISH | CHENNAI | 226697 |
| RAJ EXPRESS | HINDI | GWALIOR | 226196 |
| PIONEER | HINDI | LUCKNOW | 224409 |
| DAINIK BHASKAR | HINDI | RAIPUR | 222842 |
| LOKSATTA | MARATHI | MUMBAI | 221377 |
| JANTA SARKAR | HINDI | SURAT | 220725 |
| DINAMALAR | TAMIL | MADURAI | 219928 |
| GUJARAT SAMACHAR | GUJARATI | BARODA | 219834 |
| AMAR UJALA | HINDI | MEERUT | 217631 |
| SANDESH | GUJARATI | TRAVELS SHRI SADAR RAJKOT | 217364 |
| MAIL TODAY | ENGLISH | DELHI | 214808 |
| RAJASTHAN PATRIKA | HINDI | RAJASTHAN | 213867 |
| SAKAL | MARATHI | KOLHAPUR | 211814 |
| MALAYALA MANORAMA | MALAYALAM | TRICHUR | 207646 |
| DAINIK SAVERA TIMES | HINDI | JALANDHAR | 206617 |
| DECCAN HERALD | ENGLISH | BANGALORE | 204182 |
| THE TIMES OF INDIA | ENGLISH | AHMEDABAD | 201141 |
| PRATAHKAL | HINDI | JAIPUR | 201025 |
| PRATAHKAL | HINDI | UDAIPUR | 200933 |
| PATRIKA | HINDI | JABALPUR | 200272 |
| PATRIKA | HINDI | RAIPUR | 200127 |
| JAIPUR MAHANAGAR TIMES | HINDI | DAUSA | 199857 |
| TELUGU JAATIYA DINA PATRIKA VAARTHA | TELUGU | HYDERABAD | 199481 |
| MALAYALA MANORAMA | MALAYALAM | KOLLAM | 198800 |
| ODISHA BHASKAR | ODIA | KHURDA | 198601 |
| AMAR UJALA | HINDI | VARANASI | 197770 |
| AMAR UJALA | HINDI | DELHI | 197539 |
| DAINIK NAVAJYOTI | HINDI | JAIPUR | 197010 |
| AMRIT GARIMA | HINDI | DELHI | 196774 |
| JOURNEY LINE | ENGLISH | JAMMU | 196592 |
| AMAR UJALA | HINDI | AGRA | 194752 |
| DAINIK BHASKAR | HINDI | JABALPUR | 194719 |
| SURAT SAMANA | GUJARATI | CHORASI PRANT,SURAT | 194535 |
| AAJ | HINDI | KANPUR | 193397 |
| AAJ | HINDI | VARANASI | 192558 |
| MAHARASHTRA TIMES | MARATHI | PUNE | 192136 |

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| JANAYUGOM | MALAYALAM | KOCHI | 190805 |
| DABANG DUNIYA | HINDI | INDORE | 190116 |
| MATHRUBHUMI | MALAYALAM | THRISSUR | 190020 |
| DINAMALAR | TAMIL | CHENNAI | 189527 |
| SAMBAD KALIKA | ODIA | BHUBANESWAR | 189337 |
| HERALD YOUNG LEADER | HINDI | AHMEDABAD | 187565 |
| DABANG DUNIYA | HINDI | BHOPAL | 185736 |
| DAINIK JAGRAN | HINDI | REWA | 185687 |
| DAINIK BHASKAR | HINDI | PANIPAT | 185422 |
| NAV BHARAT | HINDI | RAIPUR | 185176 |
| NATIONAL DUNIYA | HINDI | DELHI | 185000 |
| SIRAJ | MALAYALAM | CALICUT | 184549 |
| MATHRUBHUMI | MALAYALAM | KANNANUR. | 184277 |
| CITY TODAY | HINDI | BHOPAL | 183707 |
| LOKSATYA | HINDI | DELHI | 182000 |
| SANDESH | GUJARATI | SURAT | 181164 |
| MATHRUBHUMI | MALAYALAM | TRIVANDRUM | 179471 |
| STANDARD HERALD | GUJARATI | AHMEDABAD | 179425 |
| TEJ | HINDI | HANUMANGARH | 178600 |
| UDAYAVANI | KANNADA | MANIPAL | 178366 |
| DINAMALAR | TAMIL | COIMBATORE | 176605 |
| DAINIK JAGRAN | HINDI | BHOPAL | 175468 |
| SANDHYANAND | MARATHI | PUNE | 175290 |
| JADEED IN DINON | URDU | DELHI | 175200 |
| ODISHA EXPRESS | ODIA | BHUBANESWAR | 175143 |
| HARI BHOOMI | HINDI | JABALPUR | 173321 |
| NEETI DINA PATRIKA SURYA | TELUGU | HYDERABAD | 171500 |
| YOUNG LEADER | HINDI | AHMEDABAD | 171400 |
| JANAYUGOM | MALAYALAM | THIRUVANANTHAPURAM | 170435 |
| DAINIK NAVAJYOTI | HINDI | AJMER | 170249 |
| DINAKARAN TRICHY EDITION | TAMIL | TRICHI | 170234 |
| NAVATELANGANA SAMAGRA TELUGU DINA PATRIKA | TELUGU | HYDERABAD | 170008 |
| RAJASTHAN PATRIKA | HINDI | KOTA | 169594 |
| DAINIK BHASKAR | HINDI | CHANDIGARH | 169527 |
| CITY TODAY | HINDI | INDORE | 169194 |
| HINDUSTAN | HINDI | MUZAFFARPUR | 169002 |
| MATHRUBHUMI | MALAYALAM | KERALA | 168945 |
| TELUGU JAATIYA DINA PATRIKA VAARTHA | TELUGU | GUNTUR | 168572 |
| NAV GUJARAT SAMAY | GUJARATI | AHMEDABAD | 167939 |
| MORNING INDIA | ENGLISH | KOLKATA | 167245 |
| DAINIK JAGRAN | HINDI | BHAGALPUR | 167068 |
| CITY TODAY | HINDI | JABALPUR | 167012 |
| THE STATESMAN | ENGLISH | KOLKATA | 166415 |
| NYAYADHEESH | HINDI | ALLAHABAD | 165500 |
| DINAKARAN | TAMIL | COIMBATORE | 165378 |
| THE HINDU | ENGLISH | CHENNAI(PRINTED AT HYDERABAD) | 165010 |
| THE HINDU | ENGLISH | CHENNAI(PRINTED AT BANGALORE) | 164508 |

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| VIJAYGARH SANDESH | HINDI | BAYANA BHARATPUR | 163783 |
| MALAYALA MANORAMA | MALAYALAM | ALAPPUZHA | 163651 |
| HINDUSTAN | HINDI | BHAGALPUR | 163555 |
| PRADESH TODAY | HINDI | JABALPUR | 163297 |
| DIVYA BHASKAR | GUJARATI | RAJKOT | 163195 |
| HINDUSTAN | HINDI | KANPUR | 162347 |
| NAVBHARAT | HINDI | JABALPUR | 162313 |
| NAVBHARAT | HINDI | BHOPAL | 161900 |
| DAINIK BHASKAR | HINDI | PATNA | 161554 |
| SANDESH | GUJARATI | VADODARA | 161552 |
| HINDUSTAN | HINDI | MEERUT | 161477 |
| AMAR UJALA | HINDI | KANPUR | 161017 |
| DECCAN CHRONICLE | ENGLISH | BANGALORE(NORTH) | 160911 |
| MATRUBHASA | ODIA | CUTTACK | 160687 |
| HARI BHOOMI | HINDI | BILASPUR | 160188 |
| AMAR UJALA | HINDI | BAREILLY | 159837 |
| HINDUSTAN TIMES | ENGLISH | CHANDIGARH | 159821 |
| TARUN BHARAT | MARATHI | BELGAUM | 159622 |
| CITY TODAY | HINDI | GWALIOR | 159126 |
| SAKAL | MARATHI | AURANGABAD | 158903 |
| HERALD YOUNG LEADER | HINDI | SURAT | 158650 |
| PRABHAT KHABAR | HINDI | RANCHI | 158284 |
| DAINIK JAGRAN | HINDI | GORAKHPUR | 157226 |
| THE PRAJATANTRA | ODIA | CUTTACK | 156749 |
| PRABHAT KHABAR | HINDI | PATNA | 155812 |
| MALAYALA MANORAMA | MALAYALAM | PATHANAMTHITTA | 155809 |
| ANTHIMATEERPU | TELUGU | RANGAREDDI | 155700 |
| DLA(DAILY LIFE ANALYSIS) | HINDI | AGRA | 155198 |
| AMAR UJALA | HINDI | DEHRADUN | 154720 |
| HERALD YOUNG LEADER | HINDI | VADODARA | 154550 |
| DAINIK NAVAJYOTI | HINDI | KOTA | 154410 |
| UTTAR BANGA SAMBAD | BENGALI | SILIGURI | 154020 |
| PRAHAR | MARATHI | AMRAVATI | 153794 |
| AMAR UJALA | HINDI | ROHTAK | 152347 |
| JAIPUR MAHANAGAR TIMES | HINDI | KOTA | 151715 |
| AJ DI AWAZ | PUNJABI | JALLANDHAR | 151620 |
| NYAYADHEESH | HINDI | LUCKNOW | 151600 |
| JANAYUGOM | MALAYALAM | KANNUR | 151432 |
| HARI BHOOMI | HINDI | ROHTAK | 151177 |
| DAINIK NAVAJYOTI | HINDI | JODHPUR | 151079 |
| DAINIK BHASKAR | HINDI | BHOPAL | 150728 |
| ACTION INDIA | HINDI | DELHI | 150450 |
| AAJ | HINDI | PATNA | 150220 |
| AHMEDABAD EXPRESS | GUJARATI | AHMEDABAD | 150100 |
| DAINIK LOKMAT | MARATHI | THANE | 150028 |
| PRATIDIN | ODIA | KHURDA | 149971 |
| DINIK LOKMAT | MARATHI | KOLHAPUR | 149335 |
| PRADESH TODAY | HINDI | GWALIOR | 148648 |
| DABANG DUNIYA | HINDI | RAIPUR | 147111 |

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| SANMARG | HINDI | RANCHI | 145985 |
| DABANG DUNIYA | HINDI | MUMBAI | 145419 |
| DINAKARAN MADURAI EDITION | TAMIL | MADURAI | 144972 |
| JAGRAN | HINDI | AGRA | 144882 |
| DAINIK JAGRAN | HINDI | MUZAFFARPUR | 144580 |
| NAI DUNIA | HINDI | RAIPUR | 143887 |
| AAJ KA ANAND | HINDI | PUNE | 143116 |
| PUNYA NAGARI | MARATHI | AURANGABAD | 142884 |
| MALAYALA MANORAMA | MALAYALAM | MALLAPURAM | 141972 |
| BANGALORE MIRROR | ENGLISH | BANGALORE | 141803 |
| NAVBHARAT TIMES | HINDI | MUMBAI | 141711 |
| NAVDUNIA | HINDI | BHOPAL | 141649 |
| MALAYALA MANORAMA | MALAYALAM | CANNANORE | 141105 |
| PRADESH TODAY | HINDI | INDORE | 140676 |
| GLIMPSES OF FUTURE | ENGLISH | JAMMU | 140200 |
| NAVATELANGANA SAMAGRA TELUGU DINA PATRIKA | TELUGU | KHAMMAM | 139418 |
| MORNING NEWS | HINDI | JAIPUR | 139409 |
| DABANG DUNIYA | HINDI | JABALPUR | 139249 |
| EENADU | TELUGU | VISAKHAPATNAM | 137927 |
| PRADESH TODAY | HINDI | RAIPUR | 137674 |
| THE PIONEER | ENGLISH | DELHI | 137663 |
| HINDUSTAN | HINDI | VARANASI | 137582 |
| CHANDRIKA | MALAYALAM | MALAPPURAM | 137576 |
| MALAYALA MANORAMA | MALAYALAM | ERNAKULAM | 137496 |
| AMAR UJALA | HINDI | MORADABAD | 137029 |
| JAGRUK TIMES | HINDI | SIROHI | 136225 |
| RASHTRA DOOT | HINDI | CHURU | 135726 |
| NAVATELANGANA SAMAGRA TELUGU DINA PATRIKA | TELUGU | RANGAREDDY | 135599 |
| ROZANA SPOKESMAN | PUNJABI | CHANDIGARH | 135247 |
| NEETI DINA PATRIKA SURYA | TELUGU | GUNTUR | 135000 |
| THE PIONEER | ENGLISH | LUCKNOW | 134838 |
| ECONOMIC TIMES | ENGLISH | DELHI | 134320 |
| RAJASTHAN PATRIKA | HINDI | SIKAR | 134164 |
| SANDHYA JYOTI DARPAN | HINDI | NAGOR | 133950 |
| AMAR UJALA | HINDI | CHANDIGARH | 133215 |
| AMRIT KALASH | MARATHI | MUMBAI | 133016 |
| RASHTRA DOOT | HINDI | JALORE | 132788 |
| NAVBHARAT | HINDI | PUNE | 132344 |
| MUMBAI CHOUFER | MARATHI | MUMVAI | 132175 |
| RASHTRA DOOT | HINDI | HINDAUNCITY | 132037 |
| LOKMAT | MARATHI | JALGAON | 131954 |
| UTKAL MAIL | ODIA | SUNDARGARH | 131070 |
| DAINIK BHASKAR | HINDI | RANCHI | 130937 |
| DESHBANDHU | HINDI | DELHI | 130690 |
| DINAKARAN SALEM EDITION | TAMIL | SALEM | 130670 |
| DAILY THANTHI | TAMIL | TIRUNELVELI | 130205 |
| VRITTA MANAS | MARATHI | MUMBAI | 130000 |
| MUMBAI MITRA | MARATHI | MUMBAI | 130000 |

| | | | |
|---|-----------|--|--------|
| SAKAL | MARATHI | MUMBAI | 129919 |
| DANDAKARANYA SAMACHAR | HINDI | BASTER | 129203 |
| SURYA PRAVA | ODIA | CUTTACK | 128247 |
| TELUGU JAATIYA DINA PATRIKA VAARTHA | TELUGU | VIJAYAWADA | 127674 |
| EVENING PLUS | HINDI | JAIPUR | 127663 |
| SIRAJ | MALAYALAM | KOCHI | 127654 |
| DAILY THANTHI | TAMIL | MADURAI | 127429 |
| DIVYA BHASKAR | GUJARATI | SURAT | 126632 |
| SAMAY JAGAT | HINDI | DELHI | 126500 |
| SATYAGRAH SANDESH | GUJARATI | GANDHINAGAR | 126500 |
| HINDUSTAN | HINDI | RANCHI | 126155 |
| THE HIMALAYAN MAIL | ENGLISH | JAMMU | 126000 |
| SAMAY JAGAT(MORNING) | HINDI | BHOPAL | 126000 |
| JAGRUK TIMES | HINDI | UDAIPUR | 125950 |
| DAINIK BHASKAR | HINDI | GWALIOR | 125931 |
| THE HINDU | ENGLISH | CHENNAI(PRINTED AT GAUTAMBUDDH NAGAR)) | 125713 |
| NEETI PRAJALA CHAITHANYAM KOSAM VAARTHA TODAY | TELUGU | RANGAREDDI | 125300 |
| RASTRADOOT | HINDI | AJMER | 125108 |
| DESHONNATI | MARATHI | NAGPUR | 124837 |
| DAILY THANTHI | TAMIL | SALEM | 123735 |
| DAINIK BHASKAR | HINDI | SIKAR | 123568 |
| DAINIK AVANTIKA | HINDI | UJJAIN | 123503 |
| JAGRUK TIMES | HINDI | JAIPUR | 123425 |
| AGNI BAN | HINDI | INDORE | 122873 |
| DAILY THANTHI | TAMIL | COIMBATORE | 122394 |
| DAINIK JAGRAN | HINDI | DEHRADUN | 122261 |
| SANMARG | HINDI | KOLKATA | 121775 |
| MATHRUBHUMI | MALAYALAM | CALICUT | 121589 |
| THE HINDU BUSINESS LINE | ENGLISH | CHENNAI | 121518 |
| TIMES DAY | ENGLISH | DELHI | 121300 |
| DABANG DUNIYA | HINDI | GWALIOR | 121265 |
| NEW INDIA HERALD | HINDI | DELHI | 121200 |
| SANDHYA JYOTI DARPAN | HINDI | BHARATPUR | 121000 |
| HINDI MILAP | HINDI | JULLUNDAR | 120976 |
| CHANDRIKA | MALAYALAM | KOZHICODE | 120528 |
| ROLLI SAMACHAR | HINDI | PILIBHIT | 120300 |
| EENADU | TELUGU | VIJAYAWADA | 120153 |
| HIND SAT | HINDI | JAGADALPUR | 120000 |
| RATNAGIRI TIMES | MARATHI | RATNAGIRI | 119861 |
| DARSHANA | ODIA | KHURDA | 119770 |
| PRABHAT KIRAN | HINDI | INDORE | 119574 |
| DAINIK JAGRAN | HINDI | BAREILLY | 119218 |
| DAILY VEER ARJUN | HINDI | DELHI | 118003 |
| DESHBANDHU | HINDI | RAIPUR | 117588 |
| NYAYA BATI | ODIA | CUTTACK | 117467 |
| RASHTRIYA SAHARA | HINDI | DELHI | 117002 |
| AAWAMI NEWS | URDU | RANCHI | 116865 |
| NEW INDIA HERALD | HINDI | FARIDABAD | 116200 |

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|--|-----------|-----------------------------|--------|
| AJIKALI | ODIA | BHUBANESWAR | 115604 |
| HINDUSTAN | HINDI | AGRA | 115568 |
| NAVATELANGANA SAMAGRA TELUGU DINA PATRIKA | TELUGU | KARIMNAGAR | 115394 |
| DINAMALAR | TAMIL | TIRUCHIRAPPALLI | 114864 |
| SARBASADHARANA | ODIA | KHORDHA | 114860 |
| DIVYA MARATHI | MARATHI | AURANGABAD | 114455 |
| AMAR BHARTI | HINDI | DELHI | 114416 |
| RAJ EXPRESS | HINDI | MUMBAI | 114073 |
| DAINIK BHASKAR | HINDI | UDAIPUR | 113620 |
| AMAR UJALA COMPACT | HINDI | KANPUR | 113212 |
| YESHOBHUMI | HINDI | MUMBAI | 113010 |
| RAJ EXPRESS | HINDI | SATNA | 112835 |
| MILLENNIUM POST | ENGLISH | DELHI | 112731 |
| THE TIMES OF INDIA | ENGLISH | LUCKNOW | 111945 |
| RAJ EXPRESS | HINDI | UJJAIN | 111303 |
| GLOBAL HERALD | HINDI | BHOPAL | 111288 |
| MATHRUBHUMI | MALAYALAM | KOTTAYAM | 111181 |
| CHANDRIKA | MALAYALAM | KANNUR | 111106 |
| TASKEEN | URDU | JAMMU | 110721 |
| MATHRUBHUMI | MALAYALAM | PALAKKAD | 110557 |
| MAHAMEDHA | HINDI | DELHI | 109983 |
| RAJ EXPRESS | HINDI | DELHI | 109791 |
| KHABAR MANTRA | HINDI | RANCHI | 109645 |
| RASHTRA DOOT KOTA | HINDI | KOTA | 109567 |
| RAJASTHAN PATRIKA | HINDI | UDAIPUR | 109188 |
| RASHTRA DOOT | HINDI | UDAYPUR | 108717 |
| SAAMNA | MARATHI | BUDADI NAI P DEVI RD BOM | 108301 |
| NAV PRADESH | HINDI | RAIPUR | 108300 |
| AGROWON | MARATHI | PUNE | 108229 |
| VISHWAMITRA | HINDI | KOLKATA | 107723 |
| METRO VAARTHA | MALAYALAM | ERNAKULAM | 107528 |
| LOKMAT | MARATHI | NASHIK | 107497 |
| RAJASTHAN PATRIKA | HINDI | SRIGANGANAGAR | 107440 |
| RAJ EXPRESS | HINDI | JAIPUR | 107438 |
| DAILY THANTHI | TAMIL | NAGERCOIL | 107252 |
| UDAAN | URDU | JAMMU | 106875 |
| MORNING INDIA | ENGLISH | RANCHI | 106860 |
| DAINIK BHASKAR | HINDI | ALWAR | 106857 |
| GULABI HALCHAL | HINDI | JAIPUR | 105950 |
| DINAKARAN | TAMIL | TIRUNELVELI | 105087 |
| RAJ EXPRESS | HINDI | REWA | 105029 |
| NEETI DINA PATRIKA SURYA | TELUGU | VIJAYAWADA | 105000 |
| MAHAKA BHARAT | HINDI | JAIPUR | 105000 |
| METRO TODAY | GUJARATI | AHMEDABAD | 104855 |
| DAINIK JAGRAN | HINDI | MORADABAD | 104710 |
| PAL PAL | HINDI | FATEHABAD | 104416 |
| PUNE TIMES MIRROR | ENGLISH | PUNE | 104377 |
| PRADESH TODAY | HINDI | SAGAR | 104357 |

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|--------------------|----------|-----------------|--------|
| HINDUSTAN | HINDI | DHANBAD | 103972 |
| DAINIK JAGRAN | HINDI | ALLAHABAD | 103649 |
| AMAR UJALA | HINDI | GORAKHPUR | 103367 |
| MAHARASHTRA JANMAT | MARATHI | RAIGAD | 103218 |
| SUN STAR | HINDI | RAIPUR | 103158 |
| DINALIPI | ODIA | BHUBANESWAR | 103097 |
| RAJ EXPRESS | HINDI | RATLAM | 102973 |
| NAVBHARAT | HINDI | INDORE | 102958 |
| METRO TODAY | GUJARATI | SURAT | 102759 |
| DAILY THANTHI | TAMIL | TIRUCHIRAPPALLI | 102522 |
| PRABHAT KHABAR | HINDI | MUZAFFARPUR | 102001 |
| KHABRE AAJ TAK | HINDI | MUMBAI | 101918 |
| KANNADA PRABHA | KANNADA | BANGALORE | 101770 |
| AMAR UJALA | HINDI | NAINITAL | 101686 |
| HINDUSTAN | HINDI | MORADABAD | 101500 |
| EENADU | TELUGU | KARIMNAGAR | 101444 |
| ACTION INDIA | HINDI | DEHRADUN | 100500 |
| ICHCHASHAKTI | HINDI | FAIZABAD | 100500 |
| KANNADA TILAKA | KANNADA | KOLAR | 100500 |
| AMAR UJALA COMPACT | HINDI | ALLAHABAD | 100484 |
| GREATER KASHMIR | ENGLISH | SRINAGAR | 100253 |

TABLE 6.1
NUMBER & CIRCULATION OF DAILIES
(2004-05 to 2014-15)

| Year | Number | Circulation | Annual Growth in Circulation (+) (-) Percentage |
|----------|--------|--------------|---|
| 2004-05 | 1834 | 7,86,89,266 | (+) 7.0 |
| 2005-06 | 2130 | 8,88,63,048 | (+) 12.9 |
| 2006 -07 | 2337 | 9,88,37,248 | (+) 11.22 |
| 2007-08 | 2566 | 10,57,91,199 | (+) 7.04 |
| 2008-09 | 3386 | 13,58,05,315 | (+) 28.37 |
| 2009-10 | 3909 | 16,23,12,686 | (+) 19.52 |
| 2010-11 | 4396 | 17,56,65,243 | (+) 8.23 |
| 2012-13 | 4929 | 19,69,51,390 | (+) 12.12 |
| 2012-13 | 5767 | 22,43,37,652 | (+) 13.91 |
| 2013-14 | 6730 | 26,42,89,811 | (+) 17.81 |
| 2014-15 | 7871 | 29,63,02,606 | (+) 12.11 |

TABLE 6.2
NUMBER & CIRCULATION OF TRI&BI-WEEKLIES
(2004-05 to 2014-15)

| Year | Number | Circulation | Annual Growth in Circulation | |
|---------|--------|-------------|------------------------------|-------|
| | | | (+) | (-) |
| 2004-05 | 40 | 5,53,873 | (-) | 52.9 |
| 2005-06 | 39 | 5,66,198 | (+) | 2.2 |
| 2006-07 | 37 | 7,37,572 | (+) | 30.26 |
| 2007-08 | 34 | 6,54,972 | (-) | 11.20 |
| 2008-09 | 28 | 5,749,84 | (-) | 12.21 |
| 2009-10 | 26 | 6,35,503 | (+) | 10.53 |
| 2010-11 | 31 | 9,69,361 | (+) | 52.53 |
| 2012-13 | 28 | 9,28,927 | (-) | 4.17 |
| 2012-13 | 36 | 11,87,995 | (+) | 27.89 |
| 2013-14 | 25 | 8,93,218 | (-) | 24.81 |
| 2014-15 | 34 | 9,73,292 | (+) | 8.96 |

TABLE 6.3
NUMBER & CIRCULATION OF DAILIES DURING 2014-15
(Language & Periodicity-wise)

| Language | Dailies | | Tri/Biweekly | |
|--------------|-------------|------------------|--------------|---------------|
| | Number | Circulation | Number | Circulation |
| ASSAMESE | 30 | 958821 | 1 | 23210 |
| BENGALI | 64 | 4538848 | 1 | 50700 |
| BILINGUAL | 115 | 2578871 | 1 | 0 |
| DOGRI | 1 | 49009 | 0 | 0 |
| ENGLISH | 790 | 33777613 | 20 | 86048 |
| GUJARATI | 350 | 14095250 | 2 | 12548 |
| HINDI | 3698 | 141361942 | 3 | 243097 |
| KANNADA | 125 | 4281282 | 0 | 0 |
| KASHMIRI | 2 | 117500 | 0 | 0 |
| KONKANI | 1 | 2550 | 0 | 0 |
| MAITHILI | 1 | 16197 | 0 | 0 |
| MALAYALAM | 107 | 8349592 | 0 | 0 |
| MANIPURI | 5 | 183075 | 0 | 0 |
| MARATHI | 369 | 15621783 | 1 | 6000 |
| MULTILINGUAL | 8 | 195590 | 0 | 0 |
| NEPALI | 8 | 329022 | 0 | 0 |
| ODIA | 127 | 8012913 | 1 | 32498 |
| OTHERS | 28 | 714519 | 0 | 0 |
| PUNJABI | 60 | 3070050 | 0 | 0 |
| SANSKRIT | 10 | 165300 | 0 | 0 |
| SANTHALI | 1 | 25500 | 0 | 0 |
| SINDHI | 7 | 359852 | 0 | 0 |
| TAMIL | 123 | 5219972 | 3 | 509744 |
| TELUGU | 720 | 19021859 | 0 | 0 |
| URDU | 1121 | 33255696 | 1 | 9447 |
| Total | 7871 | 296302606 | 34 | 973292 |

TABLE 6.4
CIRCULATION (Centre-Wise)

| Centre of Publication | Dailies/Tri&Bi Weeklies | Circulation | Percentage share in Total | |
|--------------------------|----------------------------|-------------|---------------------------|-------------|
| | | | Number | Circulation |
| BIG CITY | 3620 | 121751401 | 45.79 | 40.96 |
| METROPOLITAN CITY | 913 | 46271811 | 11.55 | 15.57 |
| STATE CAPITAL | 2369 | 78440751 | 29.97 | 26.39 |
| SMALLER TOWNS | 910 | 47212648 | 11.51 | 15.88 |
| UNION TERRITORY | 93 | 3599287 | 1.18 | 1.21 |
| Total | 7905 | 297275898 | 100 | 100 |

TABLE 6.5
NEWS-GATHERING SYSTEM

| Category | No. of Papers | News Agency | | Features Services | | Full Time Corres. | | Reporters | | Retainer/ Stringers | |
|---------------|------------------|-------------|---------|-------------------|---------|-------------------|---------|-----------|---------|------------------------|---------|
| | | Indian | Foreign | Indian | Foreign | Indian | Foreign | Indian | Foreign | Indian | Foreign |
| Big | 560 | 148 | 68 | 602 | 0 | 612 | 0 | 2762 | 72 | 1223 | 0 |
| Medium | 2850 | 344 | 35 | 1872 | 0 | 1776 | 0 | 2976 | 55 | 4212 | 0 |
| Small | 2644 | 565 | 21 | 1596 | 0 | 1642 | 0 | 2612 | 0 | 3224 | 0 |
| Total | 6054 | 1057 | 124 | 4070 | 0 | 4030 | 0 | 8350 | 127 | 8659 | 0 |

TABLE 6.6
NEWS-GATHERING SYSTEM

| Category | No. of Papers | Editorial Staff | | Photographers | | Cartographers | | Cartoonists | | Other non- editorial Staff | | Total |
|---------------|------------------|-----------------|--------------|---------------|--------------|---------------|--------------|--------------|--------------|-------------------------------|-----------|-------|
| | | Full Time | Part Time | Full Time | Part Time | Full Time | Part Time | Full Time | Part Time | Full Time | Part Time | |
| Big | 560 | 618 | 0 | 651 | 51 | 80 | 0 | 191 | 166 | 0 | 0 | 2317 |
| Medium | 2850 | 2623 | 0 | 2510 | 61 | 215 | 0 | 906 | 257 | 0 | 0 | 9422 |
| Small | 2644 | 2085 | 0 | 2426 | 46 | 443 | 0 | 686 | 564 | 0 | 0 | 8894 |
| Total | 6054 | 5326 | 0 | 5587 | 158 | 738 | 0 | 1783 | 987 | 0 | 0 | 20633 |

TABLE 6.7
INCOME DERIVED FROM ADVERTISEMENTS
(Percentage of total income)

| Category | No. of Dailies | 1-24% | 25-49% | 50-74% | 75% & above | Total |
|--------------|----------------|-------------|-------------|-------------|-------------|-------------|
| Big | 560 | 197 | 170 | 52 | 141 | 560 |
| Medium | 2850 | 786 | 679 | 462 | 923 | 2850 |
| Small | 2644 | 599 | 370 | 597 | 1078 | 2644 |
| Total | 6054 | 1582 | 1219 | 1111 | 2142 | 6054 |

TABLE 6.8
INCOME DERIVED FROM GOVERNMENT ADVERTISEMENTS
(Percentage of total income from advertisement)

| Category | No. of Dailies | 1-24% | 25-49% | 50-74% | 75% & above | Total |
|--------------|----------------|-------------|-------------|-------------|-------------|-------------|
| Big | 560 | 157 | 148 | 118 | 137 | 560 |
| Medium | 2850 | 865 | 496 | 464 | 1025 | 2850 |
| Small | 2644 | 437 | 505 | 806 | 896 | 2644 |
| Total | 6054 | 1459 | 1149 | 1388 | 2058 | 3998 |

TABLE 6.9
PHYSICAL PROFILE OF DAILIES

| Category | No. of Papers | Avg. No. of pages | Avg. Page area(in sq.cms.) | Avg. Price Per Copy |
|--------------|---------------|-------------------|----------------------------|---------------------|
| Big | 560 | 16.78 | 1912.12 | 2.83 |
| Medium | 2850 | 8.96 | 1904.5 | 2.52 |
| Small | 2644 | 7.00 | 1880.52 | 2.28 |
| Total | 6054 | 10.91 | 1899.05 | 2.54 |

TABLE 6.10
SPACE DEVOTED TO ADVERTISEMENTS

| % of Space devoted to advt. | No. of Dailies | | | Total |
|-----------------------------|----------------|-------------|-------------|-------------|
| | Big | Medium | Small | |
| 60% & above | 115 | 472 | 502 | 1089 |
| 40% to 59% | 96 | 560 | 362 | 1018 |
| Below 40% | 349 | 1818 | 1780 | 3947 |
| Total | 560 | 2850 | 2644 | 6054 |

TABLE 6.11
PER CENTAGE OF READING MATTER DEVOTED TO HOME NEWS

| Category | 90% & above | 50% to 89% | Below 50% | Total |
|--------------|-------------|-------------|------------|-------------|
| Big | 328 | 101 | 131 | 560 |
| Medium | 2045 | 745 | 60 | 2850 |
| Small | 1962 | 628 | 54 | 2644 |
| Total | 4335 | 1474 | 245 | 6054 |