



MEDIA MULTIPLIER

ADVERTISEMENT RATES
EFFECTIVE FEBRUARY 07, 2024



DISPLAY / AUCTIONS/AFR-UFR

	Base Rate	Front Page Premium	Page 3, Back Page Premium	Page 5 Premium
HT All	11330	8500	2840	1700
HT North+ East	7290	5840	1830	1100
HT West	4040	2560	1010	500
HT Delhi & NCR (Metro)+UPC+CHD,Pun, Har	6740	4780	1500	900
HT Delhi & NCR (Metro)+ UPC	6120	4780	1500	900
HT Delhi & NCR (Metro)	5970	4780	1500	900
HT Delhi UPC	475	475	175	120
HT Gurgaon	475	475	175	120
HT Noida	475	475	175	120
HT EDGE (Rs 1.5/-)	475	200	100	50
HT PACE (Rs 2.5/-)	475	200	100	50
HT Mumbai All*	3000	2100	750	400
HT Navi Mumbai	600	400	130	70
HT Thane	600	400	130	70
HT CHD MAIN BOOK	1700	800	200	100
HT UP^	500	125	100	50
HT Patna + HT Ranchi	850	250	200	100
HT Pune	1490	745	370	150

	Base Rate	Front Page Premium	Page 3, Back Page Premium	Page 5 Premium
HT City - North and East	2800	1600	950	475
HT Café West	1990	1000	540	250
HT City Delhi & NCR (Metro) + Chd	2450	1400	825	400
HT City Delhi & NCR (Metro)	2250	1350	800	400
HT City Gurgaon	250	150	100	75
HT Café Mumbai	1400	700	400	200
HT Café Pune	810	410	200	80
HT Estates Delhi NCR	2000	1000	400	115
HT Estates Mumbai + Navi Mumbai	950	365	190	90
HT Education Delhi & NCR (Metro) + Chd	2000	750	450	115
HT Education Delhi & NCR (Metro)	1625	475	250	115
HT Education Mumbai + Navi Mumbai	1050	400	200	100
HT Education All	2500	1000	600	200

TENDERS/CONTRACTS/PUBLIC NOTICES/BOARD MEETING NOTICES/FINANCIAL NOTICES

Editions	B&W
Value Pack-HT+Mint (Del+Chd*)	4550
Super V P-Value Pack + MINT ASIA	4675
HTD (Metro) + Mint (Del +CHD)	3800
HT: Delhi (Upcountry)	1000
HT : Delhi (Metro+ Upcountry) + Mint : Del + Chd + Mint Asia	4325
HT : Delhi (Metro+ Upcountry) + Mint : Del + Chd	4300
HT Mum+ HT Navi Mum+Mint Mum	3650
HT CHD, PUN	950
HT Pune	825
HT West + MINT Mum	4250
HT CE.UP	690
HT Bihar + HT Jharkhand	1000
HT Rajasthan [#]	235
HT Uttarakhand [#]	235
HT West UP [#]	235
HT Haryana [#]	235

Packages	B&W
ENGLISH+ HINDI-All INDIA PACKAGE ¹	10560
HT ALL + Mint ALL	8309
Mint ALL+ Mint Asia	2160
STAR PACKAGE-HT (DEL+CHD) + MINT (DEL+CHD*)+ HH (Delhi,NCR)	4785
HH (Bihar+Jharkhand)+HT^ (Bihar+Jharkhand)	5610
HH (UP+UT)+ HT^^ (CE.UP)	8030

Tender/Public Notice : Colour rates @ 10% premium

¹ HT All + MINT All + HH All

² HT All + MINT (Ahd + Blr + Chn + Hyd + Kol)

[#] Coverage: Areas excluding NCR

HT North + East includes HT Delhi (Metro+Upcountry),

HT Gurgaon, HT Chd, Pun, Har, HT UP, HT Bihar, HT Jharkhand,

HT Kol, HT Bhopal.

* HT Mumbai All: HT Mumbai+ Navi Mumbai+ Thane

HT=Hindustan Times, HH=Hindi Hindustan, Chd=Chandigarh,

Pun= Punjab, Har= Haryana, UP=Uttar Pradesh, UPC= Upcountry

^ HT UP Edition : Lucknow, Kanpur, Varanasi, Allahabad, Gorakhpur

HT Delhi : Delhi City, Noida & Ghaziabad

** Har: Rest of Haryana excluding the HTD upcountry

locations and Gurgaon

Any guaranteed ads for Sports/ Business Desk shall be charged 10% premium over (Base rate + All applicable premium)

For all other rates of HT and other HTML and HMVL publications and terms and conditions, log on to www.hindustantimes.com

All rates in Rs. per Sq. cm.