

SPECIAL ISSUE

नवम्बर 2016
नवम्बर
NOVEMBER 2016

यदा यदा हि धर्मस्य खलिभंगति भारत , अभ्युत्थानमधर्मस्य तदात्मानं सृजाम्यहम्
परित्राणायसाधुनां विनाशाय च दुष्कृताम् , धर्मसंस्थापनार्थाय संभवामि युगे युगे

प्रतिध्वनि

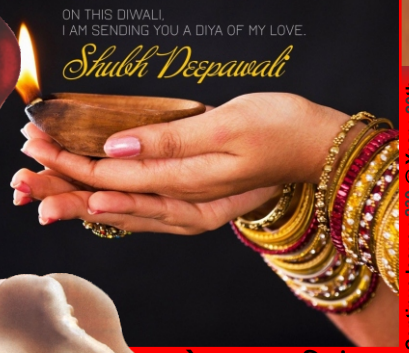


संपादक: प्रवेश मुलाणी THE VOICE OF INDIA



ON THIS DIWALI,
I AM SENDING YOU A DIYA OF MY LOVE.

Shubh Deepawali



आसो:कारतक @ वि.सं.2073

Continue Issue : 239 @ Year : 20th

The Largest Circulated A National & International Monthly Magazine

या वर्षासाठी साहित्य पर अद्यापि मासिक परिचय

दीपोत्सवी 2072
नूतन वर्ष 2073



Bangladesh.....Taka 20.00
Brunei.....B\$ 02.00
China.....RMB 10.00
Guam.....US\$ 01.00
Hon Kong.....HK\$ 10.00

India.....₹ 15.00
Indonesia.....Rp. 1,500
[PPN Incl.]
Japan.....¥250
Korea.....Won1,050

Macao.....HK\$11.00
Malasia.....RM 02.00
Maldives.....Rf 11.00
Myanmar.....K 02.00
Nepal.....NRs 17.00

Others.....US\$ 01.00
P.New Guinea...K 01.50
Philippines.....P20.00
Saipan.....US\$ 01.00
Singapore.....S\$ 02.00

Sri Lanka.....Rs 20.00
Taiwan.....NT\$ 35.00
Thailand.....B 30.00
U.S.Forces...US\$ 01.00



Mission
**Change
India**
for Quality Life

तुमारे संकल्प भारता निर्माण करी शके छे !

छेरादो मजभूत छेय तो कंठ पण हांसल करी
शकाय छे. नूतनवर्षे कंठक नयु निर्माण करवानो
संकल्प करीये... Change **India** Change



PRATIDHWANI published by **Universal Media Ltd.** are the foremost and leading Gujarati Monthly in Gujarat, India & Overseas. It is circulated through subscriptions and shop sales in **23** country also.

The National & International Monthly edition of **PRATIDHWANI** has established itself as a wholesome family magazine in Gujarat, India and Overseas by its own style of special coverage. This edition is read by over **9** lakh discerning readers through the circulation of **1,95,000** copies in every nook and corner of Gujarat, India and Overseas amongst highly credible editorial columns which provides highest **OTS**.

The Last **21** years giving comprehensive coverage of the National & International features, Opinions & columns on the wide variety of subjects.

Following are the Advantages of Advertising in the edition :

- 1. Highly credible editorial column with wide coverage enhances the intensity of reading and there by higher noticeability of ads.**
- 2. Topical and interesting analysis of all the events and there by best quality response.**
- 3. Best reproduction-Similar to international standards. Ads and editorial pages are given equal weighted and printed on same kind of paper. This adds value to the Advertisements appearing in the magazines.**

Considering the qualitative and quantitative reach and cost effectiveness, may we request you to consider **PRATIDHWANI** in your media plan to reach your Gujarati target audience.

MEDIA SCENE

Exposure by sex	:	Men.....	43.8%
		Women.....	27.3%
Habits by age	:	15-24.....	38.2%
		25-44.....	48.9%
		45+	46.7%
Reach by Income	:	Up to ₹ 5000.....	50.6%
		Up to ₹ 8000.....	53.7%
		Up to ₹ 10000.....	63.8%
Reach by Population Strata	:	Below 1 Lakh	28.5 %
		1-5 lakhs.....	36.2%
		5 lakhs +	56.7%
Reach by Education	:	Below SSC	34.4%
		Between SSC & Graduation	69.4%
		Graduation & Above	82.3%

AVAIL UNMATCHED VISIBILITY !

• Periodicity	: Monthly
• Language	:Gujarati, Hindi, English
• Issue Retail Price	: ₹ 15/-
• Circulation	:1,95,000
• Size	:28 x 21.5 cm.
• Printing	:	:Offset Machine, Col. &B/w
• Printing Material	:	: Positive, Paper, Art paper
• Binding	:	:

MECHANICAL SPECIFICATIONS

Full Page - bleed	28 x 21.5 cms.
Full Page	25 x 19 cms.
Half Page - Horizontal	12 x 19 cms.
Half Page - vertical	25 x 9 cms.
Quarter Page	12 x 9 cms.
Island	12 x 9 cms.

TERMS & CONDITIONS

INS accredited agencies must settle within 60 days of the date of invoice. Non accredited agencies are required to make full advance payment along with the release orders. Payment for direct client release must be in cash. In case of payment by cheque, Advertisement will be published only after realization of the cheque. All cheque / draft to be made in favor of **PRA'VIDHWANI** only.

REVISED RATES EFFECTIVE JAN. 2008

Advt. Space.....	₹
01 D/sread F/P Colour	78000
02 Last Cover Page Colour	66000
03 II & III Cover Page Colour	60000
04 D/sread H/P Colour	58000
05 F/P Colour	44000
06 H/P Colour	32000
07 Island Colour	28000
08 Quarter Page Colour	20000
09 D/sread F/P B&W	46000
10 D/sread H/P B&W	34000
11 F/P B&W	26000
12 H/P, B&W	18000
13 Island B&W	14000
14 Quarter Page B&W	10000

CIRCULATION BREAKUP

GUJARAT		INDIA		WORLD	
City	Circulation	State	Circulation	Country	Circulation
Ahmedabad	30800	A.P.	950	Africa	860
Anand	6280	Arunachal P.	1090	Australia	810
Amreli	1520	Assam	910	Bahrain	206
Bhuj	5400	Bihar	2015	Canada	815
Bhavnagar	5480	Chhatisgarh	1235	China	430
Bharuch	6200	Gujarat	140000	France	425
Dahod	1360	GOA	750	Hon Kong	270
Gandhi ngr.	3540	H.P.	885	India	180000
Godhra	1220	Hariyana	905	Indonesia	400
Himmat ngr.	1580	J & K	810	Japan	300
Jamnagar	2030	Karnataka	705	Kuwait	215
Junagadh	1870	Kerala	580	Malasia	550
Kheda	1790	Maharashtra	16750	Nepal	560
Mehsana	6080	M.P.	2090	N.Zealand	835
Navsari	2820	Manipur	410	Others	474
Porbandar	2300	Nagaland	320	Philippines	250
Palanpur	5740	Orissa	560	Singapore	495
Rajkot	9100	Punjab	1220	Sri Lanka	410
S.Nagar	2390	Rajasthan	1505	Taiwan	305
Surat	20260	Tamilnadu	1050	Thailand	320
Valsad	4960	U.P.	2130	U.A.E.	850
Vadodara	14840	Uttranchal	1580	U.K.	2010
Vapi	2440	West Bengal	1550	U.S.A.	3210
Total	140000	Total	180000	Total	195000