

Dear Madam/Sir,

We would like to inform you that **Jagran International (Unit of Dainik Jagran)** is publishing a special report on **Hong Kong** in an A-4 size magazine on the hand – over (Establishment) Day of Hong Kong, which will be distributed free with our daily newspaper **Dainik Jagran**, which is the largest read daily in the country with the **Circulation of 2.3 million copies (Jan - June 2008, Audit Bureau of Circulation)** and **56.6 million readers (2008 R1, Indian Readership Survey)**

Details of the Report on Hong Kong

Publication: July 2009

Format: A-4 glossy Magazine

Language: English

Editorial: The Dainik Jagran Special Report on Hong Kong will project a comprehensive profile of the country and its multihued splendor. The special issue will carry features on:

- Bilateral Ties/Tourism Industry/Trade & Investment/Cultural Diversity

Circulation : 1.1 Million copies (India)

- Copies of the Special Report on Hong Kong will be circulated free with our newspaper **Dainik Jagran**.
- Copies will be circulated government institutions, book stores, airports coffees outlets and many important business towers/residential apartments

The cost for the Advert in Magazine are mentioned below:

Size	Dimensions H (cm) X W (cm)	Advertisement Rate (in USD)	Advertisement Rate (in INR)	Advertisement Rate (in HKD)
Full Page	25 X 18	\$ 3330	166500	27750
Centre Spread	25 X 36	\$ 6900	345000	57500
Half Page	12.5 X 18	\$ 1890	94500	15750
Quarter Page	12.5 X9	\$ 1350	67500	11250
Strip Advertisement	7 X 18	\$ 1680	84000	14000

Special Positions:

- **Outside Back Cover(50%Extra)**
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- **Inside Front and Back Cover(25% Extra)**

Significant details about Dainik Jagran

1. As per WAN Dainik Jagran is The Largest Read Daily in the World
2. Dainik Jagran is the only Hindi newspaper to have both the Consumer Super brand & the Business Super brand Status
3. Dainik Jagran is the most trusted Source of news in Press Media in India as per BBC—Reuters poll
4. Dainik Jagran is the largest read daily of India with 56.6 million readers
5. Dainik Jagran's readership is higher than all the English newspapers put together. The combined readership of the 26 English titles reported in IRS is 48.7 million while Dainik Jagran alone has a readership of 56.6 million

We are looking forward to your participation in a way of any advertisement from your esteemed organization in making the Special Report on HK a grand success.

For any further information/clarification, please feel free to get in touch.

Thanks & Regards,

Sakshi Jain

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