

“ The most effective platform to reach a predominant malayalam speaking audience in the middle east ”



middle east
chandrika
malayalam daily

Impressive | Effective | Powerful



WHAT WE CAN OFFER

Middle East Chandrika - the Gulf Edition of the Kerala-based Chandrika Daily enjoys the highest readership base per copy read by all sections of the society and has made its presence felt strongly in the life of the Keralite community in the Middle East. With its wide coverage of local news and events, offering a variety of perspectives on issues that matter, has become the heart beat of hundreds of thousands of Malayalee readers. Accurate and credible news reports, meaningful editorials, insight into the Arab lifestyle and updates on local laws and regulations are some features which make Middle East Chandrika stand apart from others.



INNOVATIVE POSITIONS

Banner Gold rate, Weather Report, Exchange rate, Prayer Timings, Flight Details, Stock Exchange: Dhs. 500.00/Insert

Display Rates (Col. cm) UAE Edition

Front Page Color	Back page	Inside page
Dhs. 85.00	Dhs. 70.00	Dhs. 60.00

Pravasa Mahila Chandrika Magazine Rate Card

Size	Rate
Back Cover	8000.00
Front Inner Page	6000.00
Back Inner Page	6000.00
Centre Spread	5000.00
Inside Page	2500.0

Size	Height	Width
Full Page	52 cm	32.8 cm
Half Page	26 cm	32.8 cm
Quarter Page	26 cm	16.2 cm
Column	1 cm	4 cm

Mechanical Data

Size	Height	Width
Full Page	25.5 cm	18.5 cm

“ *The Middle East Chandrika Advantage:
Middle East Chandrika Reaches 80% of the
Malayalee expatriate population. Talk to an
influential audience.* ”

OUR SPECIAL ISSUES

Middle East Chandrika brings special pullout and journal on every special occasion. Below are the pre-planned special issues.

Month	Special Issue	Type
January	New Year Special, DSF Official guide	Guide
February	Middle East Chandrika Anniversary special	Booklet
March	Back to school	Spreadsheet
April	Vishu special	Spreadsheet
May	Mothers day special	Spreadsheet
June	DSS official guide	Guide
July	Ramadan, Cook Book	Booklet
August	Independence day special, Eid ul Fitr	Booklet
September	World Heart Day, Onam	Spreadsheet, Booklet
October	Eid ul Adha	Spreadsheet
November	Kerala Piravi, Deepawali	Spreadsheet
December	UAE National day journal, Christmas	Journal

OUR RATE CARD Middle East Chandrika Daily – Rate Card

Size	Front Page	Back Page		Inside Page	
	CLR	CLR	B/W	CLR	B/W
Full Page	-	18000	14000	14000	12000
Half Page	12500 <small>(20 x 8 cm)</small>	11500	8000	8500	6000
Quarter Page	8000	6000	5000	5000	4000

Banner Ad	AED
Front Page	3000
Back page	2500
page 2	2000

Ear Panel	AED
Front	500
Sports	350

Pointer	AED
Front	500

Sunday	Arts, Culture, Literature, Entertainment, Technological News, Features
Friday	Weekly updates on News, Events, Cultural Activities in UAE

Special Editions

Friday/Sunday	Ear panel 400	Strip : 1100
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Matrimonial / Property

Classified Ads	200 AED 7 days	150 AED 3 Days	600 AED 1 Month
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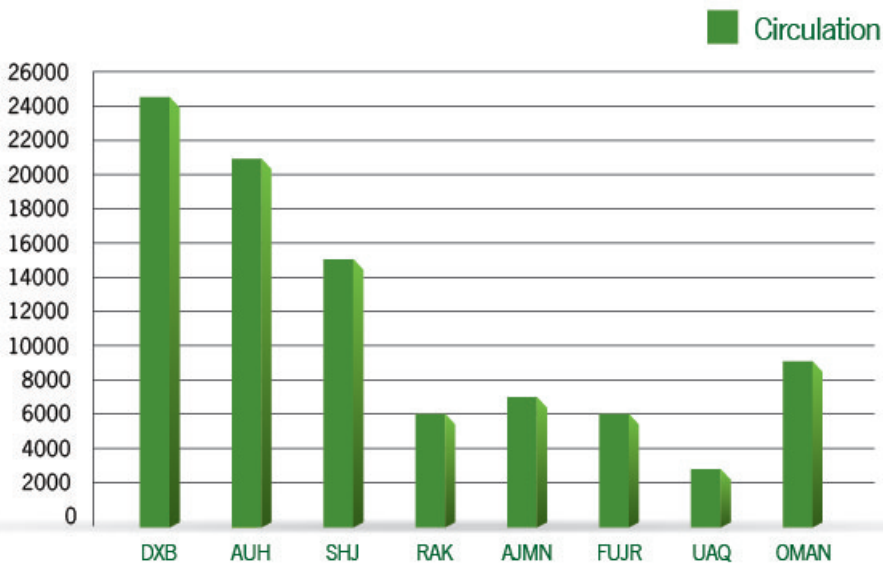
OUR CREDIBILITY & REACH

Middle East Chandrika is read and endorsed by several eminent personalities and organizations including the IUML (Indian Union Muslim League) and the KMCC (Kerala Muslim Cultural Centre) which recognizes Middle East Chandrika as its official mouthpiece, is one of the largest Malayalee expatriate organizations in the Gulf with a very strong membership. Middle East Chandrika is distributed through KMCC and also through Tawseel, a leading distributor of Print Media. For the last twelve years Middle East Chandrika has made its presence felt in the life of the Keralite community and has carved out a niche for itself growing to become an indivisible part of life for a large number of readers both in Kerala and abroad.

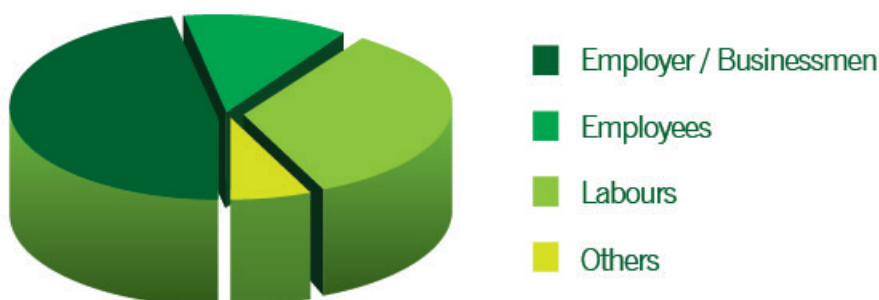
Middle East Chandrika Circulation Highlights

Total Circulation: 90,500 in UAE + Oman

Circulation break-up location-wise



Readership based on Occupation



OUR PUBLICATIONS

Besides the Malayalam Daily, Middle East Chandrika also publishes a monthly family magazine - Pravasa Mahila Chandrika which touches various aspects of the Keralite community's life in the region. The Pravasa Mahila Chandrika is highly popular among readers and much sought after as it features interesting anecdotes, stories of the lives of inspiring women and other such features.

“ For last several years Middle East Chandrika was given exclusive right to print Dubai Shopping Festival (DSF) guide & Dubai Summer Surprise (DSS) guide in Malayalam.”



★ AWARDS ★



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