(a. or 273 m)

30/12/2017

Siraj News Daily, the leading news service in print media provides advertising and marketing solutions in Government Services, Public Services, Retail, Marketing, Products, Electronics, Jewellery, Textiles, Food Items, Equipment and much more that need for daily life.

# Outstanding audience:

Expand your reach even further by adding your brand with Siraj, which has a profound stronghold of readership Siraj cater a wider market range through dedicated well-wishers all over the country, which is the specified attraction of the daily.

Special coverage on Business, Culture and Society Activi-

Reaching directly to customers on their doorsteps.

## **Priority advantages:**

- Increased coverage of the UAE local news
- Quality, targeted audience with discretionary income
- Unique advertising positions
- Compelling advertising environment
- Brilliant color with crisp resolution of the art printers



#### **EDITIONS**

**DUBAI MUSCAT** DOHA CALICUT COCHIN TRIVANDRUM KANNUR **BANGALORE** 

Siraj believes and strongly advocates for the realistic presentation of the news accounts based on strong moral values

### Basic facts

#### Reach:

Nation wide

#### Target:

Highest dedicated subscribers

#### Distribution

75% Subscription 20% News stand sale 5% Complimentary

### Frequency

Daily

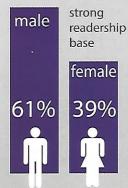
#### Language

Malayalam (Indian)

# Display advertising rates:

Specification and details	ad size centimetr	Rate (AED) per insertion
Full Page	52 x 33	12,000
Half Page	52 x 16.5	7,000
Quarter Page	26 x 16.5	3,500
Centre Spread	52 x 68	20,000
Jacket Page	47 x 33	15,000
Special position	ad size	Rate (AED)
Ear Panel	4.6 x 7	6,000/M
Strip	5 x 33	1,500
Front Base	20 x 33	4,500
Top Strip	<b>1.</b> 5 x 18	2,500/M

## Our readers - active consumers



Average Age Group

42.5

Employed/SE

65% / 20%