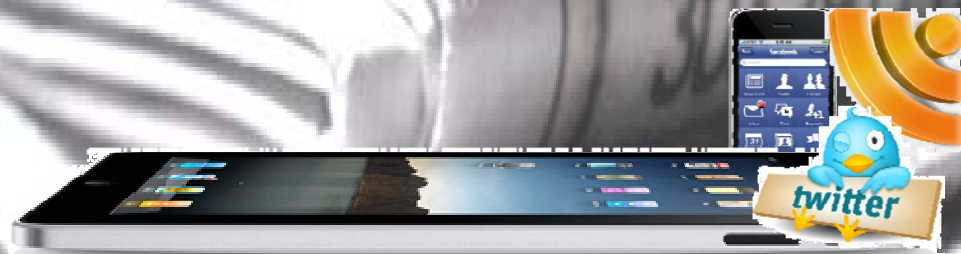


INDIA

UNIVERSO

Fonte: The Cia World Factbook 2010



TOTALE POPOLAZIONE +14: 1.166.079.217

SESSO: donne: 47.4% - uomini 52.6%

ETA': 0-14: 30.5%, 15-64: 64.3%, >65: 5.2%

POPOLAZIONE URBANA: 29.0%

ETNIE: indo ariani: 72%, dravidiani: 25%, mongoli/altro: 3%

**RELIGIONE: Hindu 80.5%, Musulmani 13.4%, Cristiani 2.3%, Sikh 1.9%,
altro 1.8%, non specificato: 0.1%**

**LINGUE: Hindi 41%, Bengali 8.1%, Telugu 7.2%, Marathi 7%, Tamil 5.9%, Urdu 5%,
Gujarati 4.5%, Kannada 3.7%, Malayalam 3.2%, Oriya 3.2%, Punjabi 2.8%, Assamese
1.3%, Maithili 1.2%, other 5.9%**

LINGUA UFFICIALE (commercio, politica, business): inglese

ALFABETIZZAZIONE: 61.0% della popolazione (donne 47.8%, uomini 73.4%)

PIL: Usd. 1.430 miliardi – PIL PRO-CAPITE: Usd 3.400 (est.2010)

Internet Users: 81.000.000

Penetrazione: 28.7%

Crescita 2000-2010: 1520%

Internet Stats (giugno 2010)

Facebook Users: 13.188.580

Penetrazione Facebook: 1.1%

Internet Stats (agosto 2010)

UNIVERSO LETTORI: 680.569.000 ETA': 15-19: 16.5%, 20-24: 13.6%, 25-34: 23.6%, 35-44: 18.4%, >45: 27.9%

CLASSE SOCIALE: A+: 2.4%, A1-A2: 10.4%, B1-B2: 18.1%, C: 22.0%, D: 22.8%, E: 24.1%

REDDITO FAMILIARE MENSILE: <€89: 90.98%, >€89: 5.81%, >€149: 2.18%, >€224: 0.69%, >€300: 0.26%, >€600: 0.08%
(ISR Indian Readership Survey 2008 R2)

INDIA

PRINCIPALI QUOTIDIANI NAZIONALI
INFORMAZIONE

HINDI E ALTRE LINGUE



INGLESE





INDIA

PRINCIPALI QUOTIDIANI NAZIONALI

INFORMAZIONE

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) – Lettori: ISR AIR Indian Readership Survey 2010/3
Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
QUOTIDIANI IN LINGUA INGLESE							
DECCAN CHRONICLE	Deccan Chronicle Holdings Ltd -Hyderabad	1938	1.349.959	92.640	68.62	1.078.000	85.93
DNA	Diligent Media Corporation - Mumbai	2005	400.000	74.922	187.30	725.400	103.28
HINDUSTAN TIMES	HT Media Ltd - Delhi	1924	1.143.000	108.758	95.15	3.517.000	30.92
THE ASIAN AGE	The Asian Age – New Delhi	1994	297.771 PS	27.874	93.61	nc	-
THE HINDU	The Hindu Group – Chennai	1878	1.360.000	100.300	73.75	2.105.000	47.64
THE INDIAN EXPRESS	The Indian Express Ltd - Delhi	1931	309.000	89.945	291.08	506.000	177.79
THE NEW INDIAN ESPRESSO	The New India Express Group Ltd - Chennai	1932	309.252	59.213	191.47	nc	-
THE STATESMAN	The Statesman Ltd - Kolkata	1931	172.000	25.860	150.35	nc	-
THE TELEGRAPH	ABP Pvt. Limited - Calcutta	1982	465.000	94.861	204.01	1.197.000	79.24
THE TIMES OF INDIA	Bennett, Coleman & Co Ltd. - Delhi	1838	3.146.000	445.727	141.78	7.254.000	61.44
QUOTIDIANI IN ALTRE LINGUE							
AMAR UJALA	Amar Ujala Publications Ltd. - Agra	1948	1.230.000	137.591	111.87	8.583.000	16.08
DAINIK JAGRAN	Jagaran Prakashan Ltd - Kampur	1942	2.168.000	128.633	59.34	15.950.000	8.07
DAINIK BHASHKAR	DB Crop Ltd.- Bophal	1958	2.547.000	219.588	86.22	13.488.000	16.29
HINDUSTAN	HT Media Ltd - Delhi	-	1.142.000	137.997	120.83	10.839.000	12.73

°rilevamento ABC 2010/1

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Bajaj Auto to give way to 3 entities

FINFIM considers fresh steps to curb inflation

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Sukhol close to deal for small civilian jet

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In just 18 months, Macquarie has already completed 11 major deals in India

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The collage consists of three distinct parts. On the left is a small, high-contrast image of a newspaper page with dense text. In the center is a large headline from 'FRESH LEASE' that reads 'RBI clears airline debt recast plan' with a sub-headline 'RIL hikes EIH stake, inches closer to open offer trigger'. Below the headline is a small photo of a man in a suit, identified as Ravi Kumar. On the right is a larger, clear portrait of a man with dark hair, wearing a dark suit and a light-colored shirt, identified as Ravi Kumar.

[illegible][illegible]

100

[illegible]

Exports lose steam

The 12 percent growth in U.S. exports to Mexico last month surprised analysts who expected just one percent increase. **By Tracy Stapp**

AP Exports rose to a nine-year high in March, but the U.S. trade deficit with Mexico widened. Exports to the Mexican market grew 12 percent in March, according to the U.S. Commerce Dept. The increase was the largest since 1992, when exports to Mexico grew 13 percent.

Exports to Mexico were valued at \$14.2 billion in March, up from \$12.6 billion in February. Exports to Mexico were valued at \$14.2 billion in March, up from \$12.6 billion in February. Exports to Mexico were valued at \$14.2 billion in March, up from \$12.6 billion in February.

Touch tip of

AP The U.S. Postal Service is planning to launch a new line of postage stamps in the fall. The new stamps will be designed by a group of artists who will be selected by a public contest. The contest will be open to all U.S. residents who are 18 years of age or older. The contest will be open to all U.S. residents who are 18 years of age or older.

Leather napkins

AP The U.S. Postal Service is planning to launch a new line of postage stamps in the fall. The new stamps will be designed by a group of artists who will be selected by a public contest. The contest will be open to all U.S. residents who are 18 years of age or older. The contest will be open to all U.S. residents who are 18 years of age or older.

New fixed-income pension on cards

AP A new fixed-income pension plan is being offered by a group of investors. The plan is designed to provide a steady stream of income to investors. The plan is designed to provide a steady stream of income to investors.

1992

AP The U.S. Postal Service is planning to launch a new line of postage stamps in the fall. The new stamps will be designed by a group of artists who will be selected by a public contest. The contest will be open to all U.S. residents who are 18 years of age or older. The contest will be open to all U.S. residents who are 18 years of age or older.

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14 SEPTEMBER 2010

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Car salesmen are getting a little more aggressive

Car salesmen are getting a little more aggressive in their sales tactics. They are now using a variety of tactics to get their customers to buy a car. Some of these tactics include offering discounts, giving away gifts, and even offering to pay for the customer's car insurance.

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More land to be freed up for coal mining

The U.S. Department of the Interior has announced that it will be releasing 1.5 million acres of federal land for coal mining. This is the largest amount of land ever released for coal mining. The land is located in the western United States and is owned by the federal government.

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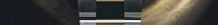


The great ₹250-cr egg-spectation

Defence boosts daily quota of eggs for Indians

By Anand Bhatnagar

It is a little-known fact that the Indian Air Force has been buying eggs for its pilots for a long time. The eggs are used to make a special kind of food called 'egg-based food' which is used to keep the pilots' energy levels up during long flights. The Air Force has been buying eggs from various sources, but in the last few years, it has been buying them from a single source, the Indian Egg Producers' Association (IEPA). The IEPA has been supplying the Air Force with eggs for a long time, but in the last few years, it has been supplying them in much larger quantities. This is because the Air Force has been buying eggs for its pilots for a long time, and the IEPA has been supplying them in much larger quantities. The Air Force has been buying eggs for its pilots for a long time, and the IEPA has been supplying them in much larger quantities. The Air Force has been buying eggs for its pilots for a long time, and the IEPA has been supplying them in much larger quantities.



ROLEX
OYSTER PERPETUAL
DATEJUST

ROLEX watches are a symbol of luxury and elegance. They are made of precious metals and are known for their precision and durability. The Rolex Oyster Perpetual Datejust is a classic watch that has been around for over 100 years. It features a fluted bezel, a diamond-set case, and a Roman numeral hour markers. The watch is made of 18k gold and is known for its timeless design. Rolex watches are a symbol of luxury and elegance. They are made of precious metals and are known for their precision and durability. The Rolex Oyster Perpetual Datejust is a classic watch that has been around for over 100 years. It features a fluted bezel, a diamond-set case, and a Roman numeral hour markers. The watch is made of 18k gold and is known for its timeless design.



INDIA

PRINCIPALI QUOTIDIANI NAZIONALI ECONOMICO-FINANZIARI

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) – Lettori: ISR AIR Indian Readership Survey 2010/3
Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

PANORAMA STAMPA

testata	Casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
BUSINESS STANDARD (english)	Business Standard Ltd. (BSL) - Mumbai	1975	144.000	28.050	194.80	160.000	175.32
HINDI BUSINESS STANDARD (hindi)	Business Standard Ltd. (BSL) - Mumbai	2008	37.000	4.888	132.11	57.000	85.76
FINANCIAL CHRONICLE	Deccan Chronicle Holding Ltd - Chennai	2008	120.229 PS	16.048	133.47	nc	-
MINT	HT Media Ltd - Delhi	2007	159.000	69.780	432.58	179.000	389.84
THE ECONOMIC TIMES	Bennett, Coleman & Co Ltd. - Delhi	1961	651.000	189.750	291.47	798.000	237.78
THE FINANCIAL EXPRESS	The Indian Express Ltd - Delhi	-	85.000 PS	37.333	439.22	nc	-
THE HINDU BUSINESS LINE	The Hindu Group - Chennai	-	163.000	30.815	189.04	101.000	305.10
THE POLITICAL AND BUSINESS DAILY	Puneet Nanda – Nw Delhi	2006	181.000 PS	6.653	36.75	nc	-

PROFILO DEI LETTORI

non disponibile



SPORTIVI

655



INDIA

QUOTIDIANI NAZIONALI DELLA DOMENICA

SUNDAY hindustantimes.com
 FEBRUARY 8, 2014

Shourie says BJP too ignoring scam
 FRIEND OF PM? Le-Miscer minister says he's ignored Scam. But he did nothing. 26. Mumbai don't seem have -take in Bolea comes

Illit by spectrum scam, Isro being restructured
 RESNA REARS PORTUALS' SPECULATIONS

Govt picks new CVC as Oppn puts its dissent on record
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

More than troops, Chinese projects in Pok worry India
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

Goa's Pacheco may be part of global racket, US tells India
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

Egypt fire spreads to Algeria, Yemen
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

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'Almost left India for good'
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

The Sunday EXPRESS
 FEBRUARY 9, 2014

Govt picks new CVC as Oppn puts its dissent on record
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

More than troops, Chinese projects in Pok worry India
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

Goa's Pacheco may be part of global racket, US tells India
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- Job placement opportunities
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- The top with Zakir's University + International

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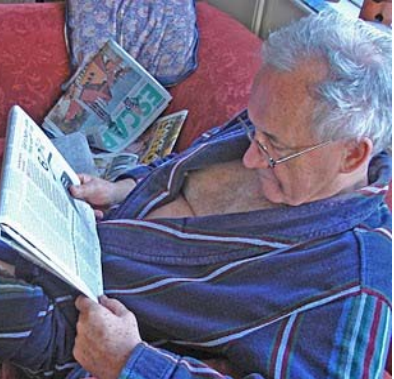
- B.B.A.
- M.Pharm.
- B.Tech. M. Sc.
- B.Lib.
- M.A.
- M.B.A.

Business Standard WEEKEND
 FEBRUARY 8, 2014

INSURERS FACE EXPENSE SCRUTINY
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

BP plans petrochem plant, to invest Rs 3,500 crore
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE

The Hindu family war may become legal battle
 THE LATEST FOR PLANNING HEAVY THEIR COURAGE



INDIA

PRINCIPALI QUOTIDIANI NAZIONALI QUOTIDIANI DELLA DOMENICA

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) –
Lettori: ISR AIR Indian Readership Survey 2010/3 - Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
BUSINESS STANDARD WEEKEND	Business Standard Ltd. (BSL) - Mumbai	1975	135.000 PS	4.322	32.02	nc	-
BUSINESS STANDARD SUNDAY	Business Standard Ltd. (BSL) - Mumbai	1975	42.000 PS*	2.660	63.34	nc	-
SUNDAY HINDUSTAN TIMES	HT Media Ltd - Delhi	1924	1.700.000 PS	289.286	170.17	nc	-
THE SUNDAY EXPRESS	The Indian Express Ltd - Delhi	1931	NC	94.380	-	nc	-

*pubblicato e diffuso solo su Mumbai, Delhi e Kolkata

PROFILO DEI LETTORI

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INDIA

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) – Lettori: ISR AIR Indian Readership Survey 2010/3

Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

PANORAMA STAMPA

quotidiano di riferimento	magazine	settore	periodicità	Diffusione	Costo 1/1 pag. 4c 2010 in €	Costo per mille in €	lettori	Costo contatto in €
THE TIMES OF INDIA	TIME N'STYLE	gioielli/orologi	bimestrale	57.000 PS	1.820	31.93	nc	-
	TIME N'STYLE BEAUTY	bellezza	bimestrale	57.000 PS	1.820	31.93	nc	-
ECONOMIC TIMES	TIME N'STYLE LUXURY	lifestyle	mensile	100.000 PS	2.600	26.00	nc	-
AMAR UJALA	RUPAYAN	femminile	settimanale	1.230.000*	3.950	3.22	8.583.000*	0.47
THE HINDU	THE HINDU MAGAZINE	lifestyle	settimanale	1.360.000*	3.820	2.81	2.105.000*	1.82
BUSINESS STANDARD	BUSINESS STANDARD MOTORING	auto-moto	mensile	70.000 PS	1.500	21.43	160.000*	9.37
THE TELEGRAPH	GRAPHITI	lifestyle	settimanale	465.000*	5.493	11.82	1.197.000*	4.59
HINDUSTAN TIMES	BRUNCH	lifestyle	settimanale	1.143.000*	14.073	12.32	3.517.000*	4.01

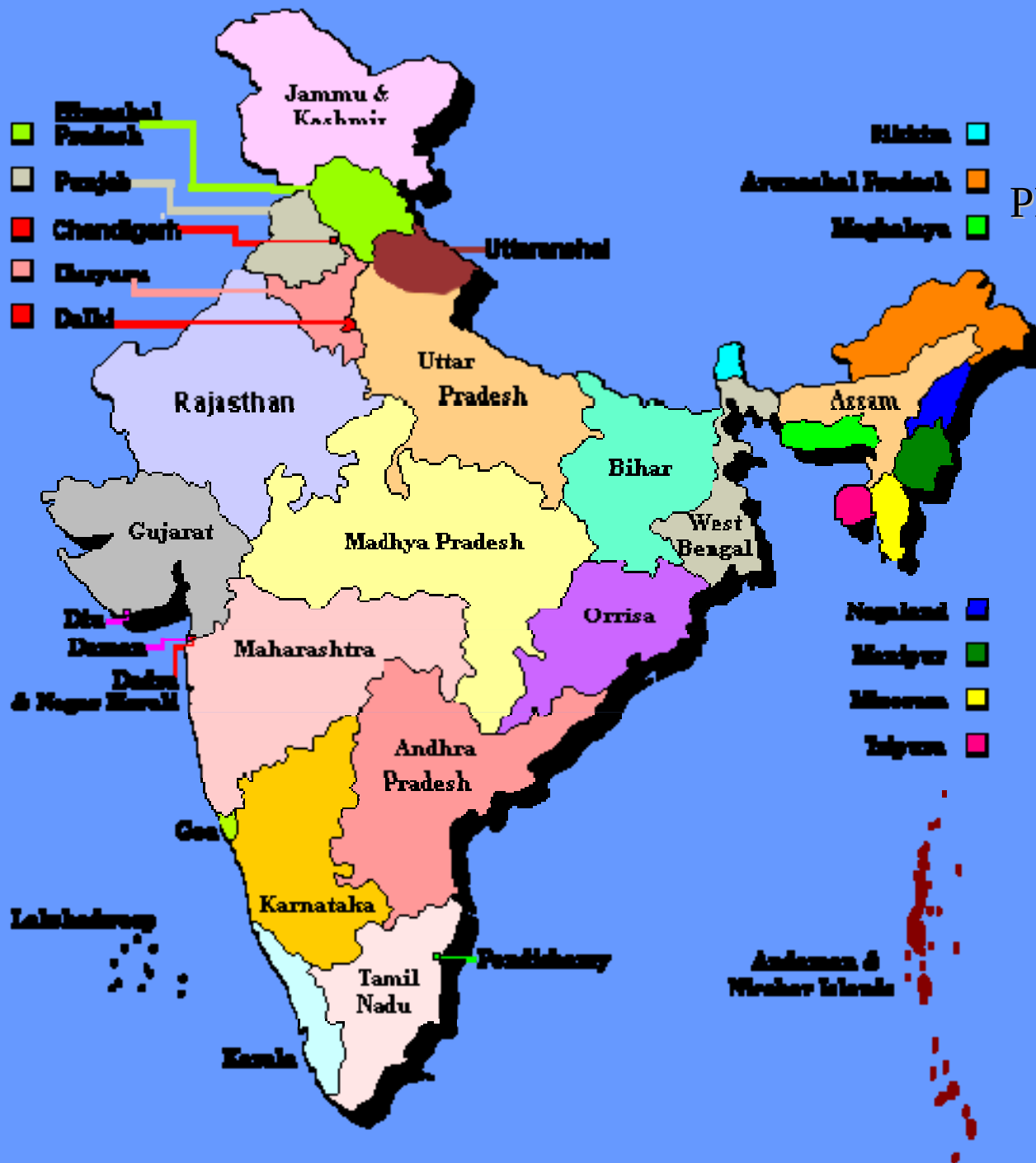
*monitoraggio del quotidiano di riferimento

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INDIA

PRINCIPALI QUOTIDIANI REGIONALI



INDIA

JAMMU – KASHMIR – HIMACHAL PRADESH
PUNJAB – HARYANA – UTTARANCHAL - DELHI



JAMMU & KASHMIR: 222.236 Km² – 7.718.700 abitanti
Lingua: Urdu, Kashmiri, Hindi, Dogri, Pahari, Ladakhi -
Capitale: Srinagar

HIMACHAL PRADESH: 55.673 Km² – 6.077.248 abitanti
Lingua: hindi - Capitale: Shimla

UTTARANCHAL: 53.566 Km² – 8.479.562 abitanti
Lingua: hindi, sanscrito - Capitale: Dehradun

PUNJAB: 50.362 Km² – 26.434.809 abitanti
Lingua: punjabi, gurmukhi - Capitale: Chandigarh

HARYANA: 44.212 Km² – 21.082.989 abitanti
Lingua: hindi - Capitale: Chandigarh

TERRITORIO NAZIONALE DI DELHI: 1.483 Km² –
13.782.976 abitanti - Lingua: hindi, inglese



INDIA

PRINCIPALI QUOTIDIANI REGIONALI

>100.000 copie

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) – Lettori: ISR AIR Indian Readership Survey 2010/3

Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

PANORAMA STAMPA

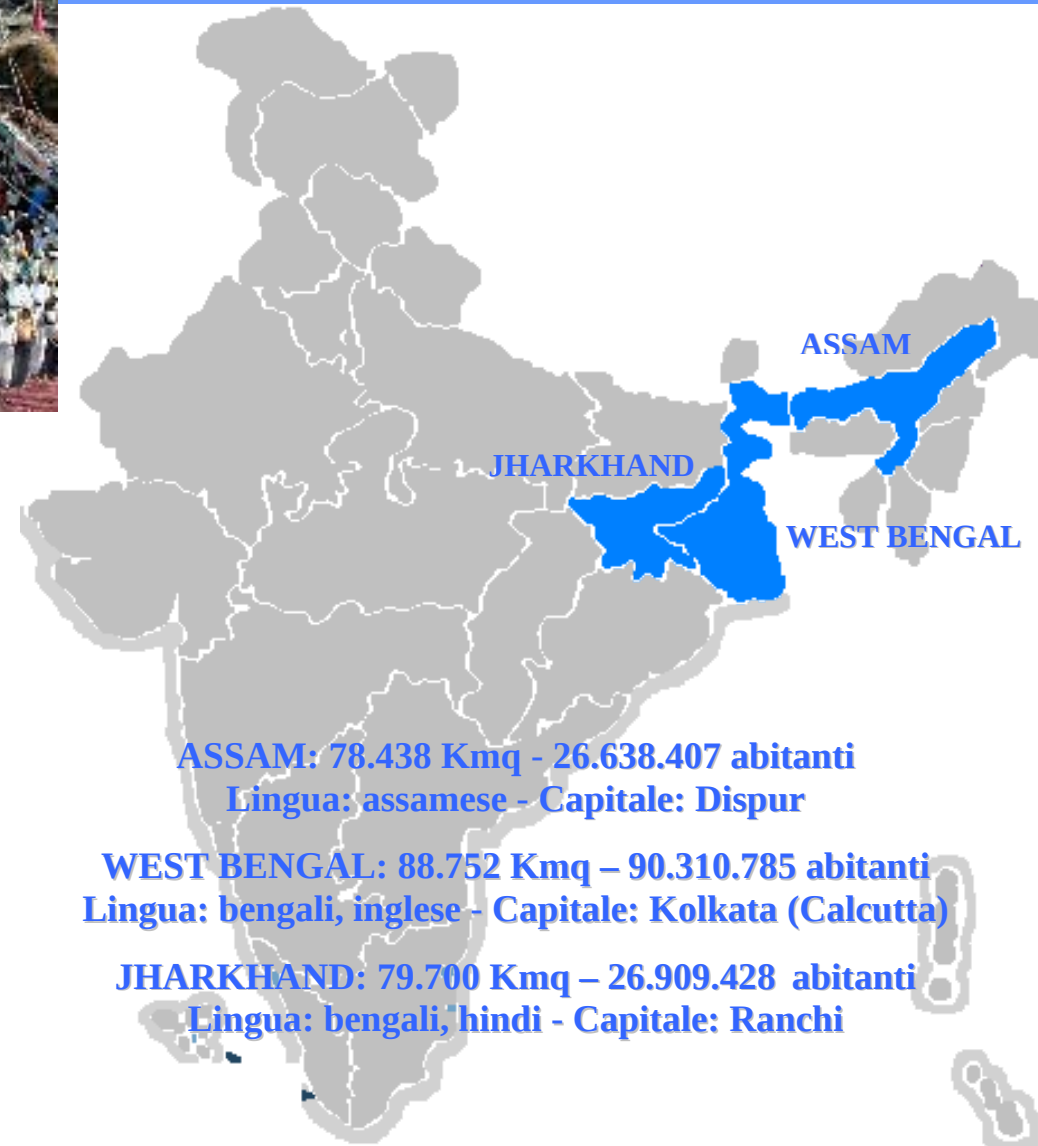
testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
PUNJAB							
AJIT DAILY	Awaaz Bawan - Jalandhar	-	170.000 PS	9.857	57.98	nc	-
AKALI PATRIKA	Daily Akali Patrika - Jalandhar	-	333.712 PAS	18.180	54.48	nc	-
JAG BANI	Punjab Kesari Group - Jalandar	-	303.155 PAS	23.640	77.98	nc	-
PUNJAB KESARI	Punjab Kesari Newspaper Group– New Delhi	1948	902.000	12.814	14.20	3.499.000	3.66
PUNJABI TRIBUNE	The Tribune House - Chandigarh	-	156.166 PAS	4.189	26.82	306.000	13.68
JAMMU & KASHMIR							
GREATER KASHMIR	GK Communications Pvt. Ltd. - Srinagar	1987	164.290 PS	9.260	56.39	nc	-
HARI BHOOMI	Haribhoomi Press - Rohtak	-	485.653 PS	28.510	58.71	1.458.000	19.56
HARYANA							
KASHMIR IMAGES	Bashir Manzar - Srinagar	-	117.015 PAS	2.872	24.55	nc	-
KASHMIR TIMES	Kashmir Times - Srinagar	1964	192.946 PAS	6.150	31.88	nc	-
STATE TIMES	State Times - Jammu	-	208.326 PAS	na	-	nc	-
THE DAILY EXCELSIOR	The Daily Excelsior – Jammu City	-	190.000 PS	5.923	31.17	nc	-
THE TRIBUNE	The Tribune House - Chandigarh	-	286.874 PAS	17.250	60.13	576.000	29.94
TERRITORIO DI DELHI							
NAVBHARAT TIMES	Bennett, Coleman & Co Ltd. - Delhi	-	501.901 PAS	43.165	86.01	2.532.000	17.05
THE PIONEER	Taphar Group - Delhi	1865	177.323 PAS	na	-	nc	-

PROFILO DEI LETTORI

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INDIA

ASSAM (DISPUR)
WEST BENGAL (KOLKATA)



ASSAM: 78.438 Km² - 26.638.407 abitanti
Lingua: assamese - Capitale: Dispur

WEST BENGAL: 88.752 Km² - 90.310.785 abitanti
Lingua: bengali, inglese - Capitale: Kolkata (Calcutta)

JHARKHAND: 79.700 Km² - 26.909.428 abitanti
Lingua: bengali, hindi - Capitale: Ranchi





INDIA

PRINCIPALI QUOTIDIANI REGIONALI

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Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

PANORAMA STAMPA

testata	casa editrice	Anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
JHARKHAND							
PRABHAT KHABAR	Prabhat Khabar - Ranchi	1984	358.996	29.570	82.36	nc	-
ASSAM (>60.000)							
DAINIK JUGASANKHA	Dainik Jugasankha - Guwahati	-	76.709 PAS	22.588	294.46	nc	-
THE ASSAM TRIBUNE	The Assam Tribune - Guwahati	-	68.786 PAS	9.857	143.30	nc	-
THE SENTINEL	The Sntinel Group - Dispur	1983	61.938 PAS	4.928	79.56	nc	-
WEST BENGAL							
ANANDA BAZAR PATRIKA	Anadabazar Patrika Ltd. - Kolkata	1922	1.277.000	94.861	74.28	6.277.000	15.11
BARTAMAN PATRIKA	Bartaman Pvt - Kolkata	-	427.987 PAS	10.575	24.71	nc	-
SANGBAD PRATIDIN	Swapan Sadhan Basu.-Kolkata	1992	298.351 PAS	7.345	24.62	nc	-
THE STATESMAN	The Statesman Ltd - Kolkata	1875	180.000 PS	18.236	101.32	nc	-
UTTARBANGA SAMBAD	Uttar Banga Sambad - Shiligudi	-	140.233 PAS	9.790	69.82	nc	-

PROFILO DEI LETTORI

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INDIA

RAJASTHAN – BIHAR
UTTAR PRADESH

RAJASTHAN

UTTAR PRADESH

BIHAR

RAJASTHAN: 342.236 Km² - 56.473.122 abitanti
Lingua: hindi, rajasthani - Capitale: Jaipur

UTTAR PRADESH: 307.713 Km² - 166.052.859 abitanti
Lingua: Khadibili, hindi, urdu - Capitale: Lucknow

BIHAR: 94.164 Km² - 82.878.796 abitanti
Lingua: hindi, urdu - Capitale: Patna



INDIA

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testata	casa editrice	Anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
UTTAR PRADESH							
AAJ	Jnanamandal Limited - Varanasi	1920	748.000	na	-	nc	-
AMAR UJALA	Amar Ujala - Varanasi	1948	458.038 PAS	172.370	376.33	2.870.000 PS	60.06
AVADHNAMA	Avadhnama Press- Lucknow	-	175.000 PS	31.418	179.53	nc	-
DLA	DLA Media- Agra	2007	175.965 PAS	5.923	33.66	250.000 PS	23.69
RAJASTHAN							
JAIPUR MAHANAGAR TIMES	Mahanagar Times- Jaipur	-	114.873 PAS	1.355	11.80	nc	-
PRATAHKAL	Pratahkal Multimedia Limited - Udaipur	1979	268.152 PAS	3.484	13.00	nc	-
RAJASTHAN PATRIKA	Rajasthan Patrika - Jaipur	1956	643.623 PAS	184.818	287.16	7.217.000	25.60
BIHAR							
AJ	The Aj - Varanasi	-	230.889 PAS	58.294	252.48	nc	-
PRABHAT KHABAR	Prabhat Khabar - Patna	1984	169.083 PAS	29.000	171.52	1.465.000	19.80

PROFILO DEI LETTORI

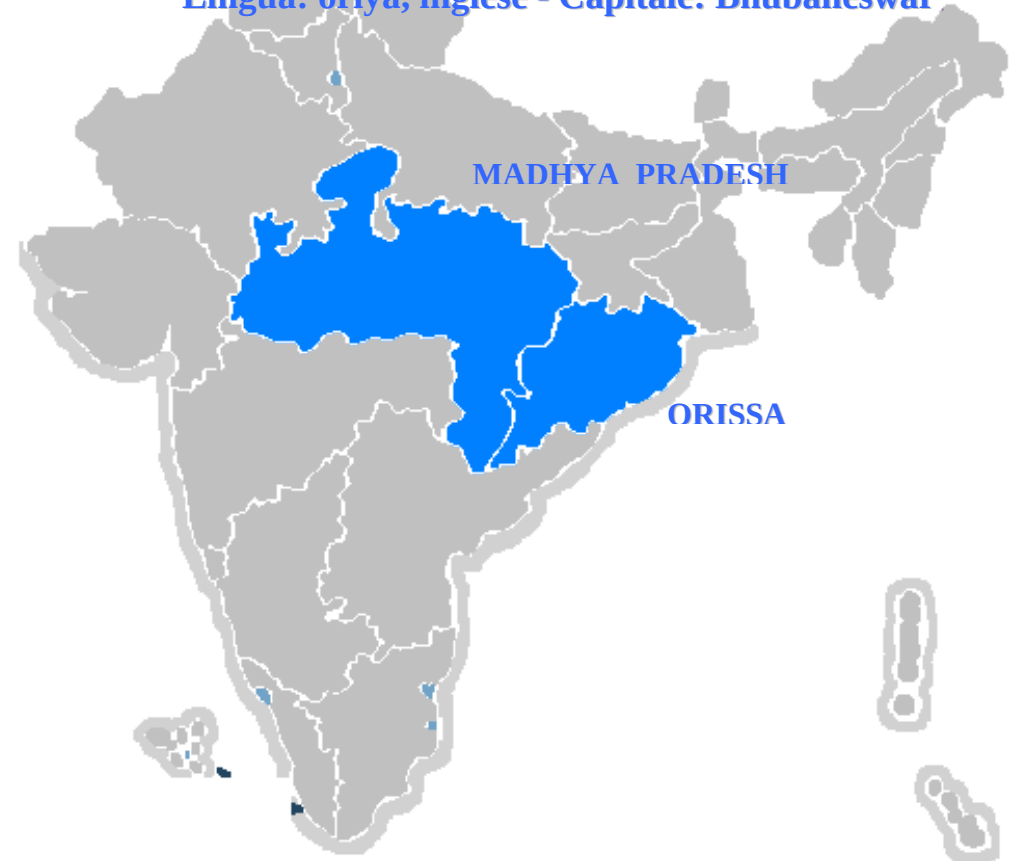
non disponibile

INDIA

MADHYA PRADESH
ORISSA

MADHYA PRADESH: 308.144 Km² – 60.385.118 abitanti
Lingua: hindi, marathi - Capitale: Bhopal

ORISSA: 155.707 Km² – 36.706.920 abitanti
Lingua: oriya, inglese - Capitale: Bhubaneswar





INDIA

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PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
MADHYA PRADESH							
DESHBANDHU	Deshbandhu - Bhopal	1959	100.000 PS	31.000	31.00	nc	-
HINDUSTAN EXPRESS	Hindustan Express - Morena	2006	174.648 PAS	7.860	45.01	nc	-
NAIDUNIYA	NaiDunia Media Pvt. - Indore	1947	139.720 PAS	33.054	236.58	1.554.000	21.28
SWADESH PRAKSHAN	Swadesh Prakshan PVD - Bhopal	-	463.090 PS	16.157	34.89	nc	-
ORISSA							
DHARITRI	Dharitri - Bhubaneswar	1974	206.562 PAS	10.596	51.30	nc	-
PRAGTIVADI	Pragativadi - Bhubaneswar	1983	183.496 PAS	7.321	39.90	nc	-
SAMBAD	Eastern Media Sambad Ltd - Bhubaneswar	1984	283.856 PS	58.000	204.33	6.000.000	9.67

PROFILO DEI LETTORI

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GUJARAT
HARASHTRA

Lingua: marathi- Capitale: Mumbai





INDIA

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testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
GUJARAT							
DIVYA BHASKAR	DB Corp Ltd. - Gujarati	2003	854.097 PAS	70.072	82.05	3.603.000	19.45
GUJARAT SAMACHAR	Lok Prakashan Ltd - Ahmedabad	1940	1.051.000	125.000	118.94	5.249.000	23.82
SANDESH	The Sandesh Limited - Karelibaug	1923	789.536 PAS	22.178	28.09	1.000.000 PS	22.18
MAHARASHTRA (>150.000 copie)							
AAJ KA ANAND	Aaj Ka Anand Papers Ltd - Pune	-	261.927 PS	8.056	30.76	1.000.000 PS	8.06
DESHONATTI	Deshonatti Newspapers Ltd - Akola	-	154.796 PAS	18.070	116.64	nc	-
LOCKSATTA	The Indian Express Ltd - Delhi	-	199.641 PAS	51.000	255.46	nc	-
LOKMAT	Media Lokmat Ltd - Jalgaon	-	353.801 PAS	49.945	141.17	7.809.000	6.40
MAHARASHTRA TIMES	Bennett Coleman & Co. Ltd. - Delhi	-	323.889 PAS	48.367	149.34	nc	-
MID DAY	Mid Day Infomedia Ltd - Mumbai	-	148.226 PAS	13.326	89.91	nc	-
MUMBAI MIRROR	Bennett Coleman & Co. Ltd. - Delhi	-	715.208 PAS	72.427	101.27	nc	-
PUDHARI	Pudhari Bhavan - Kolhapur	-	358.162 PAS	47.139	131.62	nc	-
PUNE MIRROR	Bennett Coleman & Co. Ltd. - Delhi	2008	132.908	na	-	nc	-
SAKAAL	Sakal Media Group - Pune	1932	879.000	151.304	172.14	4.639.000	32.62

PROFILO DEI LETTORI

non disponibile



INDIA

ANDHRA PRADESH – TAMIL NADU
KARNATAKA (BANGALORE)

ANDHRA PRADESH: 276.814 Km² – 80.499.421 abitanti
Lingua: telugu, urdu, hindi, tamil - Capitale: Hyderabad

TAMIL NADU: 130.058 Km² – 62.405.679 abitanti
Lingua: tamil - Capitale: Chennai (Madras)

KARNATAKA: 192.000 Km² – 55.868.200 abitanti
Lingua: kannada, urdu, telugu, marathi, tamil –
Capitale: Bangalore

ANDHRA PRADESH
KARNATAKA
TAMIL NADU



INDIA

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ANDHRA PRADESH							
ANDHRA BOOMI	Andhra Boomi- Hyderabad	-	365.794 PAS	26.614	72.75	nc	-
ANDHRA JYOTHY	Andra Jyothy Tegulu Daily - Hyderabad	-	489.882 PAS	46.204	94.31	nc	-
ANDHRA PRABHA	New Indian Express Group - Hyderabad	1938	378.443 PAS	42.385	112.00	nc	-
EENADU	Ramoji Group - Hyderabad	1974	1.350.000	108.758	80.56	6.161.000	17.65
ETEMAD URDU	Etemat Urdu Daily - Hyderabad	-	48.437	2.218	45.80	nc	-
HINDI MILAP	Hindi Milap - Hyderabad	-	40.000 PS	13.292	332.30	nc	-
MUNSIF DAILY	Mussif Daily - Hyderabad	-	58.840 PS	5.835	99.16	nc	-
SAKSHI	Jagati Publications Ltd. - Hyderabad	2008	12.568.090	77.943	6.20	4.816.000	16.18
VAARTHA	Vaaritha Telugu - Hyderabad	-	189.824	55.445	292.09	nc	-
TAMIL NADU							
DINAKARAN	Kal Publications - Chennai	1977	901.000	25.352	28.13	4.861.000	5.21
DINAMALAR	Dinamalar - Madurai	1951	582.000 PS	20.330	34.93	nc	-
DINA THANTHI	Dina Thanthi - Madurai	1942	854.000	27.008	31.62	7.245.000	3.72

segue



INDIA

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PANORAMA STAMPA

testata	casa editrice	Anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
KARNATAKA							
BANGALORE MIRROR	Bennett Coleman & Co. Ltd. - Delhi	-	120.000 PS	4.308	35.90	nc	-
DECCAN HERALD	The Printers Private Ltd - Bangalore	1948	214.797 PAS	35.703	166.21	nc	-
KANNADAPRABHA	The New India Express Group Ltd - Chennai	-	104.662 PAS	15.951	152.50	nc	-
PRAJAVANI	The Printers Private Ltd - Bangalore	1948	364.000	37.390	102.71	2.920.000	12.80
UDAYAVANI	Manipal Media Network Ltd- Manipal	-	185.000 PAS	14.000	75.67	nc	-
VIJAYA KARNATAKA	Bennett Coleman & Co. Ltd. - Delhi	2000	553.000	49.360	89.25	3.430.000	14.39

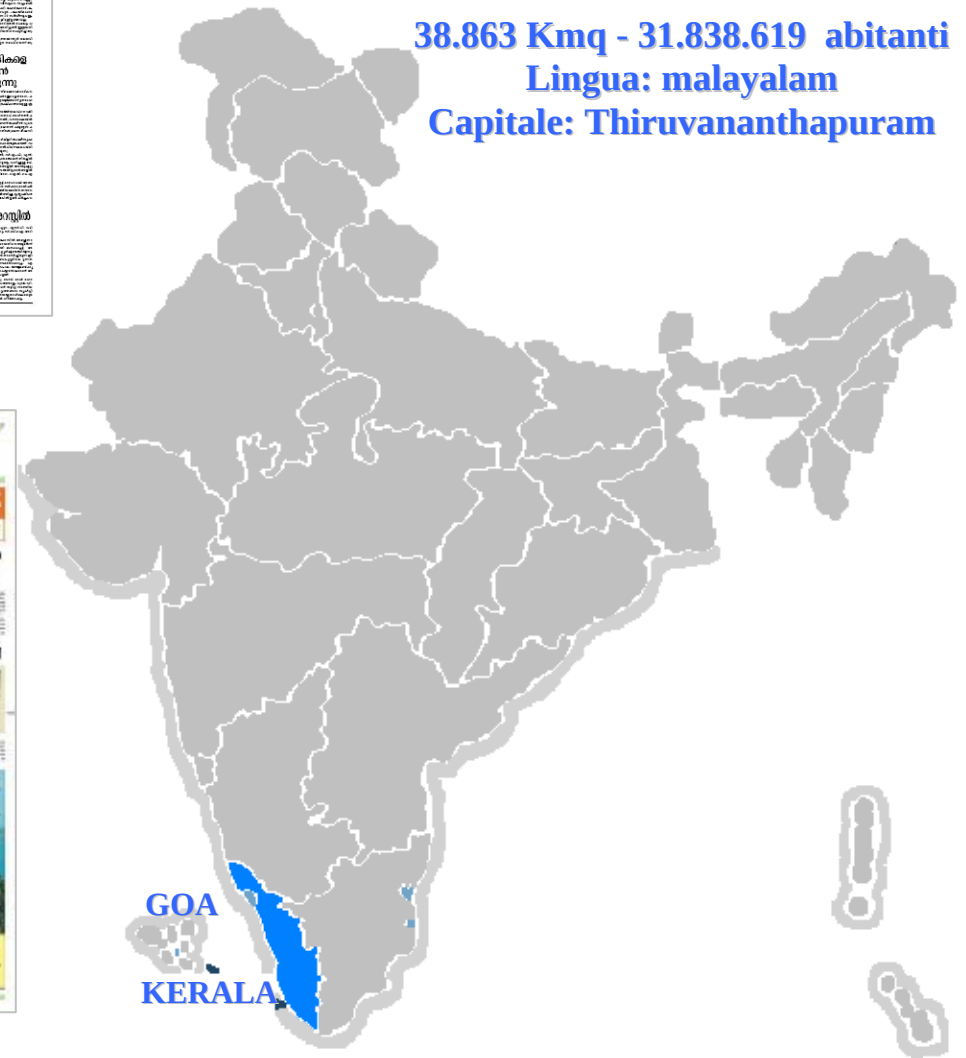
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INDIA

KERALA - GOA

38.863 Km² - 31.838.619 abitanti
Lingua: malayalam
Capitale: Thiruvananthapuram



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KERALA



INDIA

PRINCIPALI QUOTIDIANI REGIONALI

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) – Lettori: ISR AIR Indian Readership Survey 2010/3
Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037

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PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4C 2010 i €	costo per mille in €	lettori	costo contatto in €
KERALA							
DESHABHIMANI	E.P.Jayarajan - Calcutta	-	297.211 PAS	36.131	121.57	nc	-
MADHYAMAN	Ideal Publications Trust - Calcutta	1987	133.963 PAS	na	-	1.100.000	-
MALAYAMA MANORAMA	Malayala Manorama Group - Kottayam	1888	1.514.000	59.142	39.06	9.927.000	5.95
MATHRUBHUMI	The Mathrubhumi Group - Kozhicode	1923	1.007.000	42.680	42.38	6.678.000	6.39
GOA (>35.000 copie)							
NAVHIND TIMES	Navhind Papers & Publications - Goa	1963	39.486 PAS	na	-	nc	-
O HERALDO	M/s Herald Publications Pvt Ltd - Goa	1900	48.894 PAS	14.800	302.69	nc	-

PROFILO DEI LETTORI

non disponibile



INDIA

FREE PRESS QUOTIDIANA

Fonte diffusione: ABC 2009, PAS 2008 (Publisher's Annual Statement) – Lettori: ISR AIR Indian Readership Survey 2010/3
Cambio applicato: Inr=€ 69.636 – Usd=€ 1.5037



LANCIATO NEL 2007 a CHENNAI (49.500 copie)
CHIUSO NEL 2009

-

dal 2010 solo online





ਚੜ੍ਹਦੀਵਲਾ

The Political and Business Daily

Business Line

THE FINANCIAL EXPRESS

THE ASIAN AGE

अमर उजाला

बिज़नेस स्टैंडर्ड

Business Standard

प्रातःकाल राष्ट्रीय हिन्दी दैनिक

THE HINDU

THE ECONOMIC TIMES

THE TIMES OF INDIA

hindustantimes.com



अमर उजाला

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The Telegraph calcutta, india

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DHARITRI.COM

प्रगतिवादी
PRAGATIVADI

HERALD

The Munsif Daily

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THE ETMAAD URDU DAILY

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ಪ್ರಜಾವಾಣಿ

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MumbaiMirror.com

BangaloreMirror.com

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INDIA

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PRINCIPALI SITI WEB NEWS

sito web	URL	settore	Utenti unici mensili	Visite mensili	Page views mensili	I Phone mobile	I Pad tablet	e-paper	RSS	Facebook	Twitter
QUOTIDIANI											
THE TIMES OF INDIA	timesofindia.indiatimes.com	news	4.200.000	34.000.000	120.000.000	x	-	x	x	x	x
HINDUSTAN TIMES	hindustantimes.com	news	2.000.000 PS	5.100.000	100.000.000 PS	-	-	x	x	x	x
THE ECONOMIC TIMES	economictimes.indiatimes.com	economico	1.600.000	6.600.000	28.000.000	x	-	x	x	x	x
DAINIK JAGRAN	jagran.yahoo.com	news	1.000.000	5.600.000	51.000.000	-	x	-	-	-	-
THE HINDU	thehindu.com	news	840.000	3.200.000	9.100.000	x	-	x	x	-	-
THE INDIAN EXPRESS	indianexpress.com	news	680.000	2.400.000	6.700.000	x	-	x	x	x	x
DAINIK BHASKAR	bhaskar.com	news	560.000	5.300.000	43.000.000	x	-	-	x	x	x
DNA	dnaindia.com	news	510.000	1.500.000	4.200.000	x	-	x	x	x	x
BUSINESS STANDARD (english)	business-standard.com	economico	470.000	1.200.000	3.500.000	-	x	x	x	x	x
THE HINDU BUSINESS LINE	thehindubusinessline.com	economico	270.000	700.000	1.900.000	-	-	x	x	x	-
DECCAN CHRONICLE	deccanchronicle.com	news	240.000	1.100.000	5.100.000	-	-	x	x	x	x
MINT	livemint.com	economico	240.000	570.000	1.500.000	-	x	x	x	x	x
THE TELEGRAPH	telegraphindia.com	news	220.000	820.000	3.200.000	x	-	-	x	-	-
THE FINANCIAL EXPRESS	financialexpress.com	economico	200.000	430.000	1.200.000	-	-	x	x	-	-
MADHYAMAM	madhyamam.com	news	110.000	750.000	8.200.000	-	-	-	x	x	x
FINANCIAL CHRONICLE	mydigitalfc.com	economico	52.000	110.000	180.000	x	-	x	x	x	x
THE ASIAN AGE	asianage.com	news	29.000	94.000	300.000	-	-	x	x	x	x
THE STATESMAN	thestatesman.net	news	24.000	100.000	320.000	-	-	x	-	-	-
HINDI BUSINESS STANDARD (hindi)	hindi.business-standard.com	economico	10.000	27.000	120.000	-	-	-	-	-	-
AMAR UJALA	amrujala.com	news	nc	nc	nc	x	-	-	-	x	x
HINDUSTAN DAINIK	hindustandainik.in	news	nc	nc	nc	-	-	-	-	-	-
PRATAH KAL	pratahkal.com	news	nc	nc	nc	x	-	-	x	-	x
THE POLITICAL AND BUSINESS DAILY	pbd.in	economico	nc	nc	nc	-	-	x	x	x	x



INDIA

ONLINE

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PRINCIPALI SITI WEB NEWS

sito web	URL	settore	Utenti unici mensili	Visite mensili	Page views mensili	I Phone mobile	I Pad tablet	e-paper	RSS	Facebook	Twitter
INFORMAZIONE REGIONALE											
PUNJAB											
PUNJABI TRIBUNE	tribuneindia.com	news	240.000	1.200.000	5.500.000	x	-	-	-	-	-
AJIT DAILY	ajitjalandhar.com	news	180.000	2.600.000	16.000.000	x	-	x	-	-	-
PUNJAB KESARI	punjabkesari.in	news	47.000	200.000	2.900.000	-	-	x	-	x	x
JAG BANI	jagbani.in	news	44.000	360.000	5.100.000	-	-	x	-	x	x
AKALI PATRIKA	dailyakalipatrika.com	news	nc	nc	nc	-	-	x	-	-	-
JAMMU & KASHMIR											
GREATER KASHMIR	greaterkashmir.com	news	52.000	390.000	2.900.000	x	-	x	x	-	-
KASHMIR TIMES	kashmirtimes.com	news	9.300	64.000	94.000	-	-	x	x	x	x
KASHMIR IMAGES	dailykashmirimages.com	news	nc	nc	nc	x	-	x	-	-	-
STATE TIMES	statetimes.in	news	nc	nc	nc	-	-	x	-	-	-
HARYANA											
THE TRIBUNE	tribuneindia.com	news	240.000	1.200.000	5.500.000	x	-	-	-	-	-
HARI BHOOMI	haribhoomi.com	news	nc	nc	nc	-	-	x	-	-	-
TERRITORIO DI DELHI											
NAVBHARAT TIMES	navbharattimes.indiatimes.com	news	570.000	3.800.000	38.000.000	-	-	x	x	x	-
THE PIONEER	dailypioneer.com	news	43.000	180.000	690.000	-	-	x	-	-	-
JHARKHAND - BIHAR											
PRABHAT KHABAR	prabhatkhabar.com	news	30.000	84.000	520.000	-	-	x	x	-	-



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PRINCIPALI SITI WEB NEWS

sito web	URL	settore	Utenti unici mensili	Visite mensili	Page views mensili	I Phone mobile	I Pad tablet	e- paper	RSS	Facebook	Twitter
INFORMAZIONE REGIONALE											
ASSAM											
THE ASSAM TRIBUNE	assamtribune.com	news	22.000	100.000	920.000	-	-	x	-	-	-
THE SENTINEL	sentinelassam.com	news	6.900	20.000	48.000	-	-	-	-	-	-
DAINIK JUGASANKHA	dainikjugasankha.net	news	nc	nc	nc	-	-	x	-	-	-
WEST BENGAL											
ANANDA BAZAR PATRIKA	anandabazar.com	news	140.000	1.200.000	9.000.000	-	-	x	-	-	-
BARTAMAN PATRIKA	bartamanpatrika.com	news	51.000	390.000	1.300.000	-	-	x	-	-	-
SANGBAD PRATIDIN	sangbadpratidin.in	news	20.000	100.000	390.000	-	-	x	-	-	-
THE STATESMAN	thestatesman.net	news	24.000	100.000	320.000	-	-	x	-	-	-
UTTARBANGA SAMBAD	uttarbangasambad.com	news	7.000	30.000	290.000	-	-	x	-	-	-
UTTAR PRADESH											
AMAR UJALA	amarujala.com	news	120.000	570.000	3.500.000	x	-	x	-	x	x
DLA	dlamedia.com	news	nc	nc	nc	-	-	x	-	-	-
AVADHNAMA	avadhnama.com	news	nc	nc	nc	-	-	x	-	-	-
RAJASTHAN											
RAJASTHAN PATRIKA	rajasthanpatrika.com	news	92.000	430.000	2.600.000	-	-	x	x	x	x
JAIPUR MAHANAGAR TIMES	mahanagartimes.net	news	nc	nc	nc	-	-	x	x	-	-
PRATAHKAL	pratahkal.com	news	nc	nc	nc	-	-	x	-	-	x
MADHYA PRADESH											
DESHMANDHU	deshbandhu.co.in	news	7.800.000	25.000.000	160.000.000	-	-	x	-	-	-
NAIDUNIYA	naidunia.com	news	27.000	180.000	2.000.000	-	-	x	x	-	-
HINDUSTAN EXPRESS	dailyhindustanexpress.com	news	nc	nc	nc	-	-	x	-	-	-



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PRINCIPALI SITI WEB NEWS

sito web	URL	settore	Utenti unici mensili	Visite mensili	Page views mensili	I Phone mobile	I Pad tablet	e-paper	RSS	Facebook	Twitter
INFORMAZIONE REGIONALE											
ORISSA											
DHARITRI	dharitri.com	news	25.000	93.000	620.000	-	-	x	-	-	-
SAMBAD	orissasambad.com	news	22.000	93.000	690.000	-	-	-	-	-	-
PRAGATIVADI	pragativadi.com	news	nc	nc	nc	-	-	-	x	-	-
GUJARAT											
DIVYA BHASKAR	divyabhaskar.co.in	news	200.000	3.200.000	27.000.000	x	-	x	x	x	x
SANDESH	sandesh.com	news	150.000	1.500.000	11.000.000	x	-	x	x	x	x
GUJARAT SAMACHAR	gujaratsamachar.com	news	100.000	1.100.000	5.100.000	-	-	x	-	-	-
AHMEDABAD MIRROR	ahmedabadmirror.com	news	18.000	40.000	92.000	-	-	x	x	x	x
TAMIL NADU											
DINAMALAR	dinamalar.com	news	690.000	11.000.000	42.000.000	x	-	x	x	x	x
DINAKARAN	dinakaran.com	news	290.000	1.500.000	11.000.000	-	-	x	x	x	x
DINA THANTHI	dailythanthi.com	news	150.000	750.000	8.300.000	-	-	x	-	-	-
KARNATAKA											
DECCAN HERALD	deccanherald.com	news	290.000	1.300.000	4.200.000	-	-	x	x	-	-
KANNADAPRABHA	kannadaprabha.com	news	52.000	320.000	2.300.000	-	-	x	-	-	-
BANGALORE MIRROR	bangaloremirror.com	news	47.000	110.000	320.000	-	-	x	x	x	x
PRAJAVANI	prajavani.net	news	40.000	220.000	1.200.000	-	-	x	-	-	-
VIJAYA KARNATAKA	vijaykarnatakaepaper.com	news	36.000	170.000	1.600.000	-	-	x	-	-	-
UDAYAVANI	udayavani.com	news	30.000	150.000	570.000	-	-	-	-	-	-



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PRINCIPALI SITI WEB NEWS

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INFORMAZIONE REGIONALE											
MAHARASHTRA											
MID DAY	mid-day.com	news	420.000	1.800.000	7.500.000	x	-	x	x	x	x
MAHARASHTRA TIMES	maharashtratimes.indiatimes.com	news	220.000	1.600.000	11.000.000	-	-	-	x	x	-
MUMBAI MIRROR	mumbaimirror.com	news	160.000	470.000	1.500.000	-	-	x	x	x	x
SAKAAL	esakaal.com	news	160.000	920.000	4.200.000	-	-	x	-	-	-
LOCKSATTA	locksatta.com	news	93.000	510.000	2.100.000	-	-	x	x	-	-
LOKMAT	onlinenews1.lokmat.com	news	62.000	350.000	1.600.000	-	-	x	-	-	x
PUDHARI	epaper.pudhari.com	news	52.000	260.000	3.800.000	-	-	x	-	-	-
PUNE MIRROR	punemirror.in	news	18.000	35.000	70.000	-	-	x	x	x	x
DESHONATTI	newsportal.deshonnati.com	news	nc	nc	nc	-	-	x	-	-	-
GOA											
NAVHIND TIMES	navhindtimes.in	news	14.000	86.000	290.000	-	-	x	-	x	-
O HERALDO	oheraldo.in	news	18.000	200.000	910.000	-	-	x	-	-	-
ANDHRA PRADESH											
EENADU	eenadu.net	news	680.000	6.800.000	61.000.000	x	-	-	-	-	-
SAKSHI	sakshi.com	news	320.000	2.600.000	24.000.000	-	-	x	-	-	-
ANDHRA JYOTHY	andhrajyothy.com	news	140.000	930.000	4.200.000	-	-	x	-	-	-
ANDHRA BOOMI	andhrabhoomi.net	news	27.000	160.000	830.000	-	-	x	-	-	-
VAARTHA	vaartha.com	news	22.000	63.000	320.000	-	-	x	-	-	-
MUNSIF DAILY	munsifdaily.com	news	20.000	150.000	470.000	-	-	x	-	x	x
ETEMAD URDU	etemaaddaily.com	news	13.000	110.000	760.000	-	-	x	-	-	-
ANDHRA PRABHA	andhraprabha.com	news	7.100	47.000	110.000	-	-	-	-	-	-
HINDI MILAP	hindimilap.com	news	nc	nc	nc	-	-	x	-	-	-



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PRINCIPALI SITI WEB NEWS

sito web	URL	settore	Utenti unici mensili	Visite mensili	Page views mensili	I Phone mobile	I Pad tablet	e- paper	RSS	Facebook	Twitter
INFORMAZIONE REGIONALE											
KERALA											
MALAYAMA MANORAMA	manoramaonline.com	news	1.200.000	13.000.000	110.000.000	-	-	-	x	x	x
MATHRUBHUMI	mathrubhumi.com	news	470.000	4.100.000	34.000.000	x	-	-	-	-	-
MADHYAMAN	madhyamam.com	news	110.000	750.000	8.200.000	-	-	-	x	x	x
DESHABHIMANI	deshabhimani.com	news	24.000	100.000	350.000	-	-	x	-	-	-
NEWS											
-	in.news.yahoo.com	news	73.000.000	888.000.000	3.600.000.000	-	-	-	-	-	-
-	indiatimes.com	news	6.700.000	50.000.000	310.000.000	-	-	-	x	x	x
-	news.google.co.in	news	na	na	na	-	-	-	x	-	-
-	goergo.in	news	nc	nc	nc	-	-	-	x	-	-

INDIA

AGGIORNAMENTO

Paese immenso – 28 stati e 7 Territori oltre al distretto della Capitale Delhi - con uno scenario media complesso. Oltre un miliardo di persone che parlano 24 lingue e leggono prevalentemente quotidiani. Seicento i titoli pubblicati ogni giorno per un totale di oltre 80 milioni di copie e 200 milioni di lettori. A livello sovra-nazionale si contano testate prevalentemente in lingua inglese e hindu mentre le letture nazionali si concentrano poi sulla lingua parlata dalla maggioranza nel territorio. Regolare il monitoraggio dei lettori ma sempre datato per la complessità del conteggio, mentre la giovane età della media della popolazione e l'estrazione storica di matrice anglosassone fanno di questa un bacino interessato all'offerta online piuttosto articolata.

BLEI E' PRESENTE CON

