



**JUGASHREE JUGANARI**

Advertising Tariff &  
Media Particulars

## INTRODUCTION

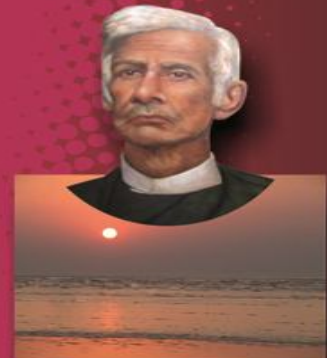
"Juganari" Monthly Women Literary Magazine was founded and edited by Dr Radha Devi on 2nd October, 1961 from Soviet Press, Kolakata and later on from Balasore.

It is said that "Juganari" is the second monthly literary magazine for women after Reba Ray's "Asha" and Dr Radha Devi was the third woman editor of Orissa.

But due to operational problems "Juganari" got discontinued and again republished in the name of Jugashree Juganari" from 1994. It devotes to the causes of women for their rights and justice, various social dimensions of present day society along with regular features on socio-economic features besides articles on autobiography, novels, stories, poems, health & medicines, beauty care, culinary, culture, spiritual literature, tourism, self-employment etc by leading literatures.

## MECHANICAL DATA

Frequency	:	Monthly
Number of Pages	:	64(Regular Issue)
Special Issues	:	<b>January</b> Anniversary Issue <b>October</b> Puja Dussehra Issue
Overall Size	:	25 cms x 20 cms
Printed Area	:	23 cms x 17 cms
Process	:	Offset Printing
Paper Used	:	Glaze Newsprint / Cream wove & Art Paper



## AD MATERIAL DETAILS

SPECIFICATION	HEIGHT	WIDTH
Full Page Bleed	25 cms	20 cms
Full Page Non-Bleed	23 cms	17 cms
Double Spread Bleed	25 cms	40 cms
Double Spread Non-Bleed	23 cms	34 cms
Half Page	11.5 cms	17 cms
Quarter Page	5.75 cms	17 cms
Single Column	2.87 cms	17 cms



**READERSHIP PROFILE**

General	:	45 %
Student & Professors	:	30%
Professionals	:	15%
Business	:	10%

**GENDER**

Female	:	65%
Male	:	35%

**AGE**

Between 5 – 15	:	10%
Between 16-30	:	31%
Between 31-50	:	39%
Above 50	:	20%

**EDUCATION**

Below HSC	:	15%
Below Graduation	:	25%
Above Graduation	:	60%

**READERSHIP RATIO PER COPY**

: 1:20



**JUGASHREE JUGANARI REACHES TO THE FOLLOWING PLACES OF INDIA**

**STATE**

**ORISSA**

**CITY/ TOWN**

Anugul, Balasore, Berhampur, Bolangir, Cuttack, Dhenkanal, Jagatsinghpur, Jajpur, Jeypur, Jharsuguda, Kendrapada, Keonjhar, Khurda, Koraput, Nabarangpur, Paradeep, Puri, Raygada, Rourkela, Sambalpur and other places

**WEST BENGAL**

**DELHI**

**ANDHRA PRADESH**

Kharagpur, Kolkata

Delhi

Hyderabad, Visakhapatnam



**TAMILNADU**  
**GUJRAT**  
**MAHARASTRA**  
**MADHYA PRADESH**  
**JHARKHAND**  
**KARNATAKA**

Chennai  
Surat, Ahmedabad  
Mumbai  
Bhopal  
Tata, Sadheikala  
Bangalore



**ADVERTISEMENT TARIFF**

<b>TYPE</b>	<b>COLOUR</b>	<b>B &amp; W</b>
INSIDE DOUBLE SPREAD	Rs. 1,00,000	
HALF PAGE DOUBLE SPREAD	Rs. 60,000	
BACK COVER	Rs. 75,000	
INSIDE FRONT COVER	Rs. 65,000	Rs. 35,000
INSIDE BACK COVER	Rs. 60,000	Rs. 35,000
FULL PAGE	Rs. 50,000	Rs. 30,000
HALF PAGE	Rs. 30,000	Rs. 20,000
QUARTER PAGE	Rs. 10,000	
SINGLE COLUMN	Rs. 7,500	

**TERMS AND CONDITIONS FOR ADVERTISEMENT**

- ◆ Processing cost of colour transparency/ art work will be charged extra.
- ◆ Contact before two weeks for cancellation/ shift/ correction of advertisement matter.
- ◆ The last date for receipt of advertisement materials in all respects is 15th of the proceeding month.
- ◆ Release orders and cheques / drafts must be in favour of "Jugashree Juganari", payable at Balasore.

**JUGASHREE JUGANARI**



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