

Sheet1

National Target audience            491309  
    39.5            491085

Cover	Cover	% cover	Ranking
The Observer	62088	12.64	4
CitiZen	100389	20.43	3
HebdoMAg	110925	22.58	1
The Reporter	104520	21.27	2
YourNews	56005	11.4	5

Affinity		Ranking
The Observer	52	4
CitiZen	54.5	1
HebdoMAg	52.2	3
The Reporter	53.6	2
YourNews	48.7	5

CPT		Ranking
The Observer	217.43	3
CitiZen	104.59	1
HebdoMAg	171.29	2
The Reporter	218.14	4
YourNews	226.77	5

Overall Performance		Final ranking
The Observer	11	4
CitiZen	5	1
HebdoMAg	6	2
The Reporter	8	3
YourNews	15	5

GRP		Ranking
The Observer	75.82	2
CitiZen	102.16	1
HebdoMAg	22.58	3
The Reporter	21.27	4
YourNews	11.4	5



Sheet2

One-week intensive burst campaign with budget of Rs 150000

	Price of one insert	One week	Cumulative costs	
CitiZen	10500	63000	63000	6 inserts
The Observer	13500	67500	130500	5 inserts
HebdoMAg	19000	19000	149500	1 insert
The Reporter	2280			
YourNews	12700			
		Total Costs	149500	

So, put 6 times in CitiZen, 5 times in The Observer and one in HeboMag

One-month drip campaign with budget of Rs 200000

	Costs	Excess
Once in all	57980	
Twice in all	115960	
Thrice in all	173940	
Four times in all	231920	31920
Drop YourNews once	219220	
Drop The Reporter once	196420	
Total Costs	196420	

So. put four times in CitiZen, The Observer and HebdoMag  
And, three times in Your News and The Reporter