

# INDIAN READERSHIP SURVEY



m r u c

# RSCI

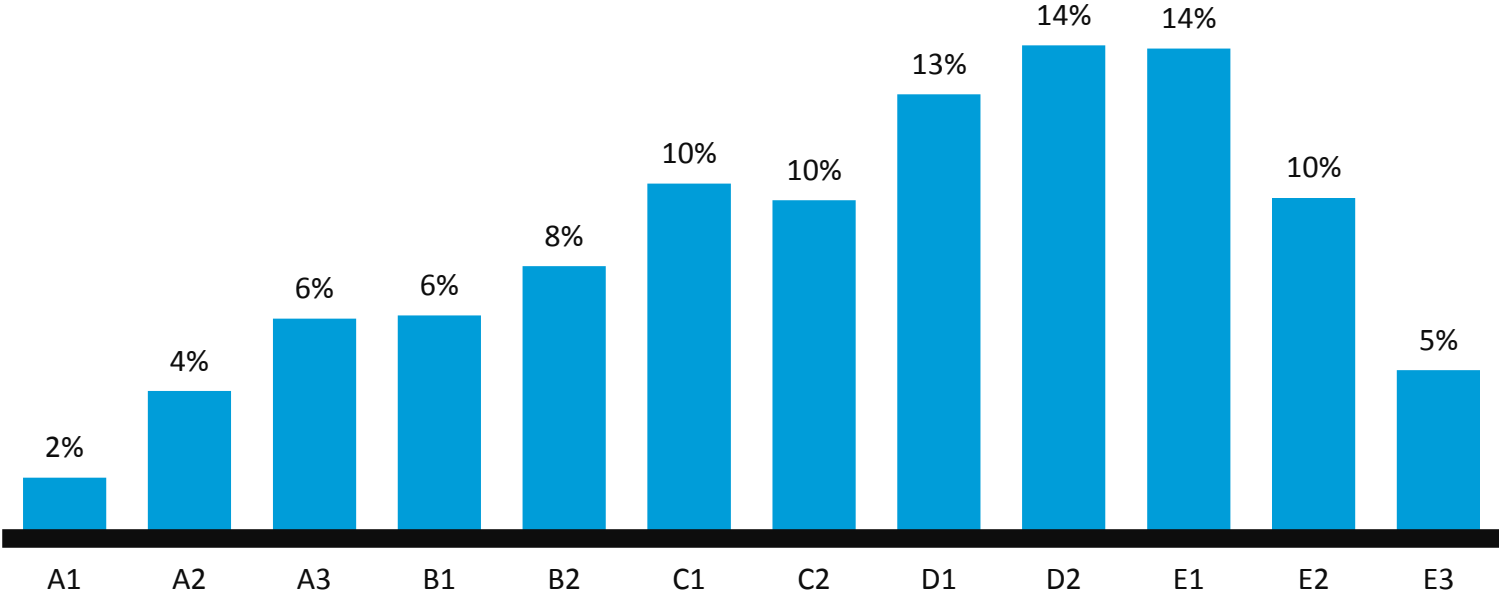
nielsen  
.....



## THE INDIAN CONSUMER

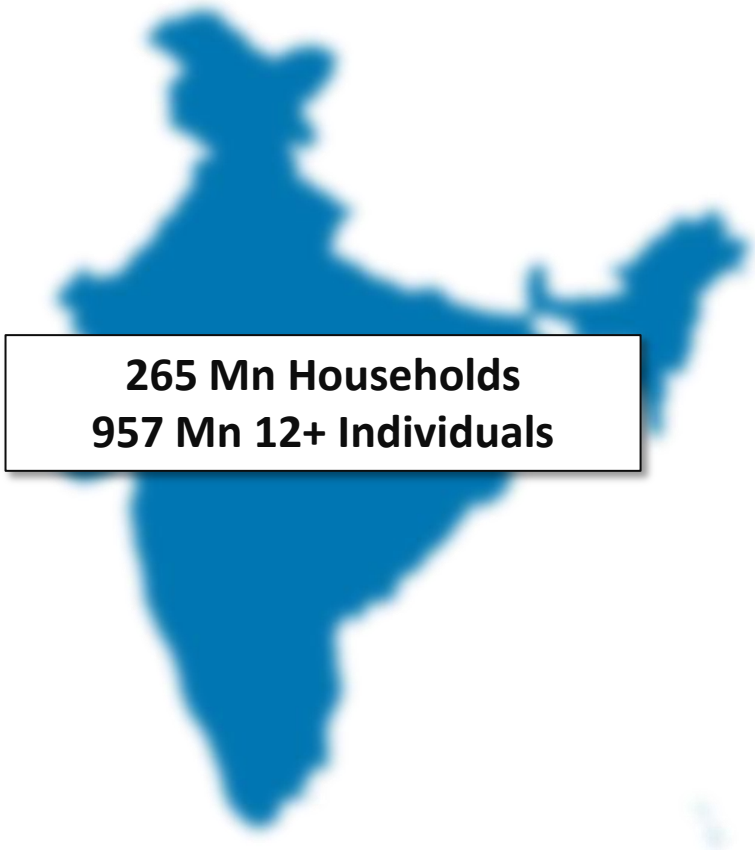
# THE MIDDLE BURGEONS, THE TOP CONSOLIDATES

National Consumer Classification System



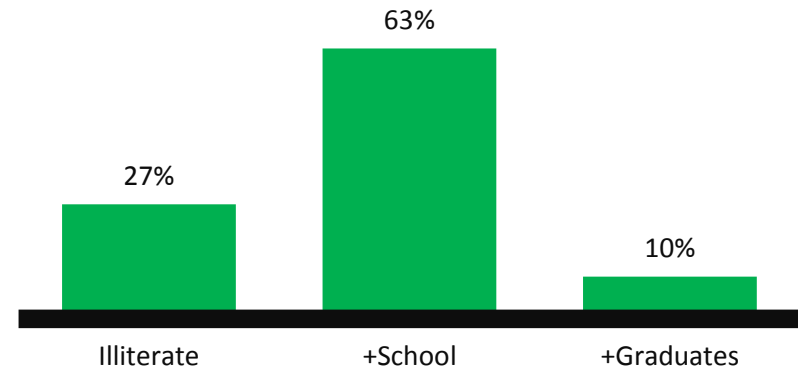
Base (000s) – 265,813  
All Households

# INDIA DEMOGRAPHICS

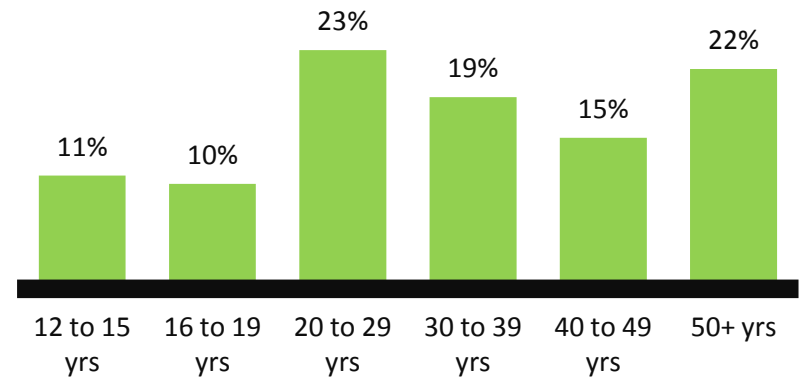


**265 Mn Households**  
**957 Mn 12+ Individuals**

## Education\*



## Age Distribution\*

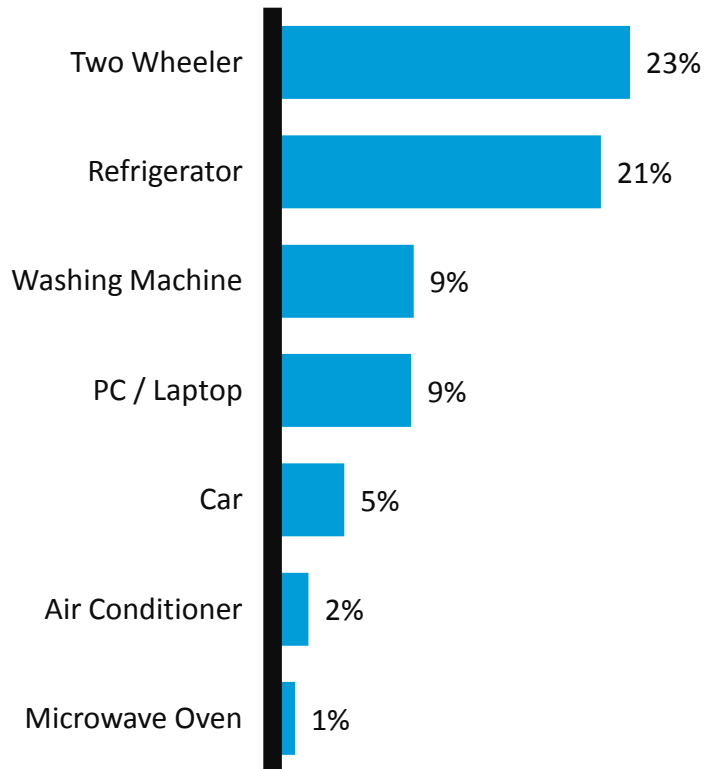


Population Projected to December 2013 on the basis of Census of India 2011  
\* Individuals 12+, Base (000s) – 9,57,486

# MEDIA PRODUCTS LEAD THE RURAL CHARGE

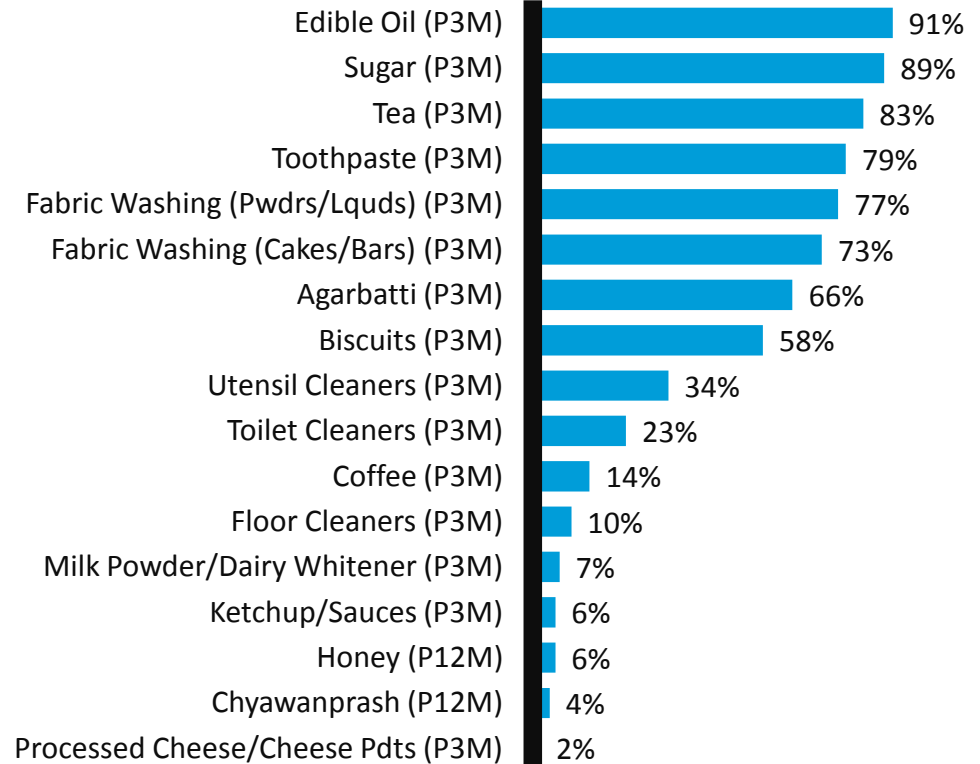
## Durable Ownership

All India



## Consumer Products' Purchase

All India



Base (000s) – 265,813  
All Households

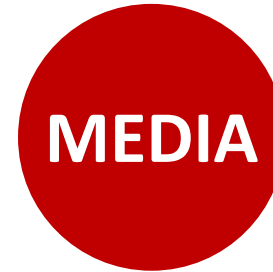


## MEDIA CONSUMPTION

# MEDIA CONSUMPTION



**700,940**



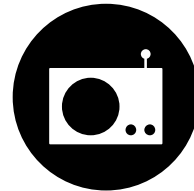
**656,251**



**281,830**



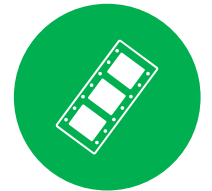
**602,620**



**83,680**



**50,669**



**76,403**

Base (000s) – 9,57,486  
Figures in 000s

# TOP PUBLICATIONS

Publication	Language	Periodicity	Readership*
Dainik Jagran	Hindi	Daily	15,527
Hindustan	Hindi	Daily	14,246
Dainik Bhaskar	Hindi	Daily	12,857
Malayala Manorama	Malayalam	Daily	8,565
Daily Thanthi	Tamil	Daily	8,156
Rajasthan Patrika	Hindi	Daily	7,665
The Times Of India	English	Daily	7,254
Amar Ujala	Hindi	Daily	7,071
Mathrubhumi	Malayalam	Daily	6,136
Lokmat	Marathi	Daily	5,601

Base (000s) – 957,486

\* AIR, Figures in 000s



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Dainik Bhaskar	Hindi	Daily	12,857
Rajasthan Patrika	Hindi	Daily	7,665
Amar Ujala	Hindi	Daily	7,071
Patrika	Hindi	Daily	4,628
Hari Bhoomi	Hindi	Daily	2,757
Prabhat Khabar	Hindi	Daily	2,719
Navbharat Times	Hindi	Daily	2,480
Punjab Kesari	Hindi	Daily	2,291

Base (000s) – 957,486

\* AIR, Figures in 000s

# TOP ENGLISH DAILIES

Publication	Language	Periodicity	Readership*
The Times Of India	English	Daily	7,254
Hindustan Times	English	Daily	4,335
The Hindu	English	Daily	1,473
Mumbai Mirror	English	Daily	1,084
The Telegraph	English	Daily	937
The Economic Times	English	Daily	722
Mid Day	English	Daily	500
Deccan Herald	English	Daily	458
The Tribune	English	Daily	453
Deccan Chronicle	English	Daily	337

Base (000s) – 957,486

\* AIR, Figures in 000s

# TOP LANGUAGE DAILIES

Publication	Language	Periodicity	Readership*
Malayala Manorama	Malayalam	Daily	8,565
Daily Thanthi	Tamil	Daily	8,156
Mathrubhumi	Malayalam	Daily	6,136
Lokmat	Marathi	Daily	5,601
Ananda Bazar Patrika	Bengali	Daily	5,515
Eenadu	Telugu	Daily	5,380
Gujarat Samachar	Gujarati	Daily	4,339
Divya Bhaskar	Gujarati	Daily	3,770
Sandesh	Gujarati	Daily	3,724
Daily Sakal	Marathi	Daily	3,707

Base (000s) – 957,486

\* AIR, Figures in 000s

# TOP MAGAZINES

Publication	Language	Periodicity	Readership*
Vanitha	Malayalam	Fortnightly	2,762
India Today (English)	English	Weekly	1,532
Pratiyogita Darpan	Hindi	Monthly	1,457
Saras Salil	Hindi	Fortnightly	1,174
India Today (Hindi)	Hindi	Weekly	1,151
SamanyaGyan Darpan	Hindi	Monthly	1,094
Manorama Thozil Veedhi	Malayalam	Weekly	1,012
Grih Shobha	Hindi	Fortnightly	979
Mathrubhumi Arogya Masika	Malayalam	Monthly	928
Mathrubhumi Thozhilvartha	Malayalam	Weekly	874

Base (000s) – 957,486

\* AIR, Figures in 000s

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Grih Shobha (Hindi)	Hindi	Fortnightly	979
Jagran Josh Plus	Hindi	Weekly	783
Cricket Samrat	Hindi	Monthly	643
Meri Saheli	Hindi	Monthly	562
Sarita	Hindi	Fortnightly	476
GrehLakshmi	Hindi	Monthly	439

Base (000s) – 957,486

\* AIR, Figures in 000s

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Publication	Language	Periodicity	Readership*
India Today	English	Weekly	1,532
Pratiyogita Darpan	English	Monthly	571
The Sportstar	English	Weekly	543
General Knowledge Today	English	Monthly	507
Outlook	English	Weekly	452
Competition Success Review	English	Monthly	394
Readers Digest	English	Monthly	356
Filmfare	English	Fortnightly	276
Business Today	English	Fortnightly	264
Diamond Cricket Today	English	Monthly	263

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Mathrubhumi Thozhilvartha	Malayalam	Weekly	874
Grihalakshmi	Malayalam	Monthly	826
Kumudam	Tamil	Weekly	769
Malayala Manorama	Malayalam	Weekly	661
Kungumam	Tamil	Weekly	658
Balarama	Malayalam	Weekly	621
Karmasangsthaan	Bengali	Weekly	614

Base (000s) – 957,486

\* AIR, Figures in 000s



# RESPONSIBLE USE OF IRS DATA

## Usage of data

IRS data can only be used post subscription. Any divergence from this may have legal implications.

## Reporting Data

Any analysis based on a respondent count of less than 30 cannot be analyzed or published. A variable with respondent count of less than 30 does not meet the statistically valid threshold.

## Slicing and Cutting data

We strongly advise against slicing data to a point where the unweighted respondent count does not fit the representation of the market or the target audience selected. E.g.:- Do not merge multiple demographic variables which would give preference to a particular publication or brand and which may or may not be representative of the overall market scenario.

## Comparisons with previous rounds

Since the adoption of the new methodology, it would not be right to compare the results between the previous IRS rounds and the one starting with IRS 2013. For more information on the changes in methodology you could refer to the methodology document

THANK YOU