



WELCOME TO
PATRIKA TV

PATRIKA GROUP

One of the largest Media Conglomerates in India, Patrika Group is known for its journalistic values and high credibility. Aptly called the '**newspaper with a soul**', Rajasthan Patrika was started more than **60 years** ago. Today, it is read by **12.9 million** readers.

Globally,
Rajasthan Patrika
is ranked
24th
among top 50
paid for dailies (WAN-IFRA).



In India,
Rajasthan Patrika
is amongst the
TOP THREE
most trusted newspapers
(as per BBC-Reuters survey).



It also
stands amongst country's
**5 community
newspapers,**
as per AMIC UNESCO.



“Forbes describes it as
‘Keeping readers
above advertisers’.”

“The ‘New York Times describes it as
‘Civic-minded hyper-local
with large circulation.’”

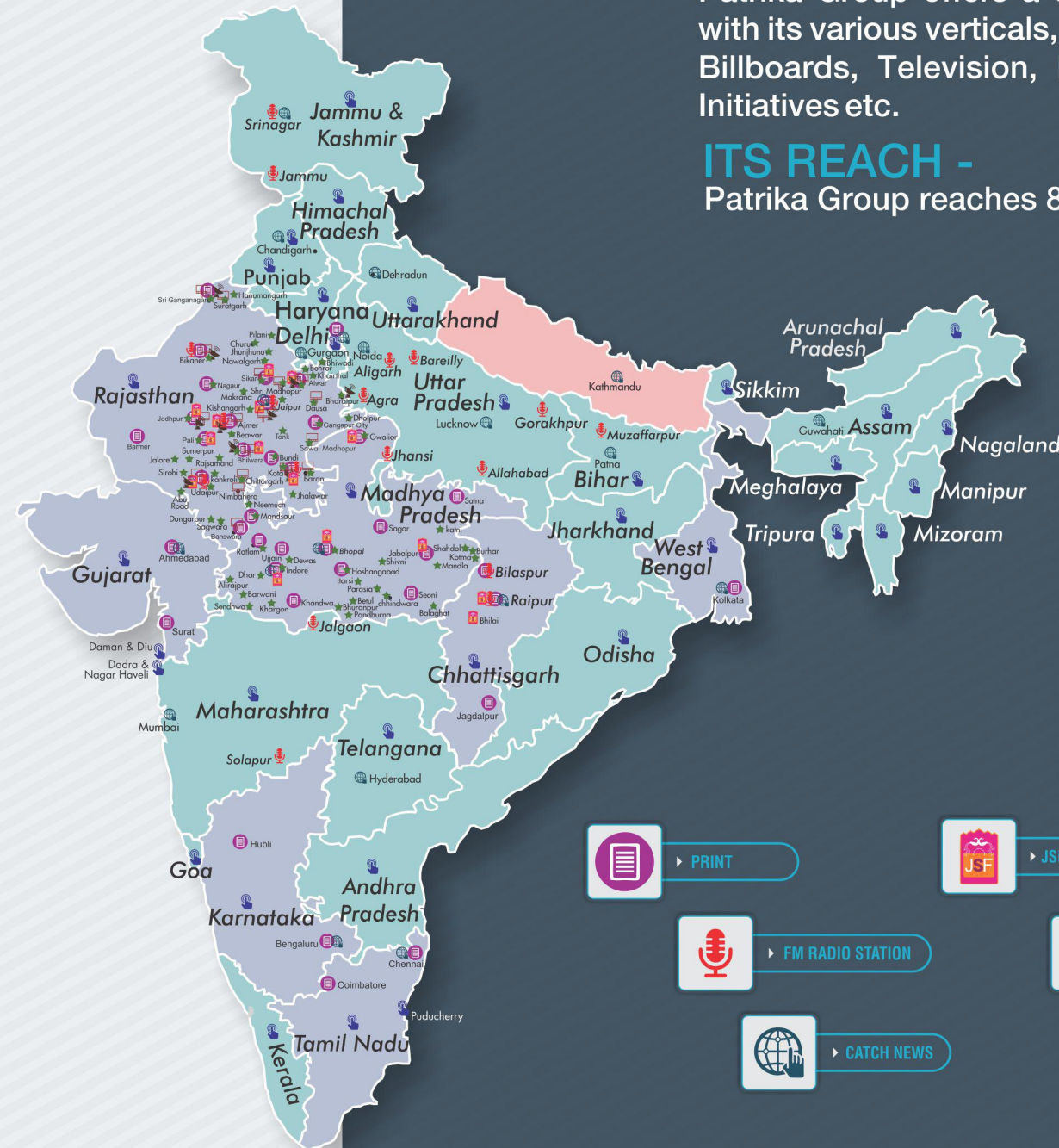
“Wharton University
article describes it as
‘Publishing House with PAN
India presence.’”

360 DEGREE MULTIMEDIA VENTURES

Patrika Group offers a complete multimedia surround with its various verticals, viz. Print, Digital, Radio, Cable, Billboards, Television, Events, Entertainment, Social Initiatives etc.

ITS REACH -

Patrika Group reaches 8 states, with 37 editions.



PAN INDIA PRESENCE





PATRIKA TV

FEARS
NONE
.....
FAVORS
NONE

24 hour Satellite
Hindi News channel.

01

Our journalist are
the presentators.

03

Patrika TV is
augmented by its online presence
at Rajastha patrika.com and Patrika.com .

05

02

Mojo
Journalism.

04

Patrika TV follows
unbiased reporting
& accountability.

06

Social Media -
Facebook, Youtube
and twitter handles.

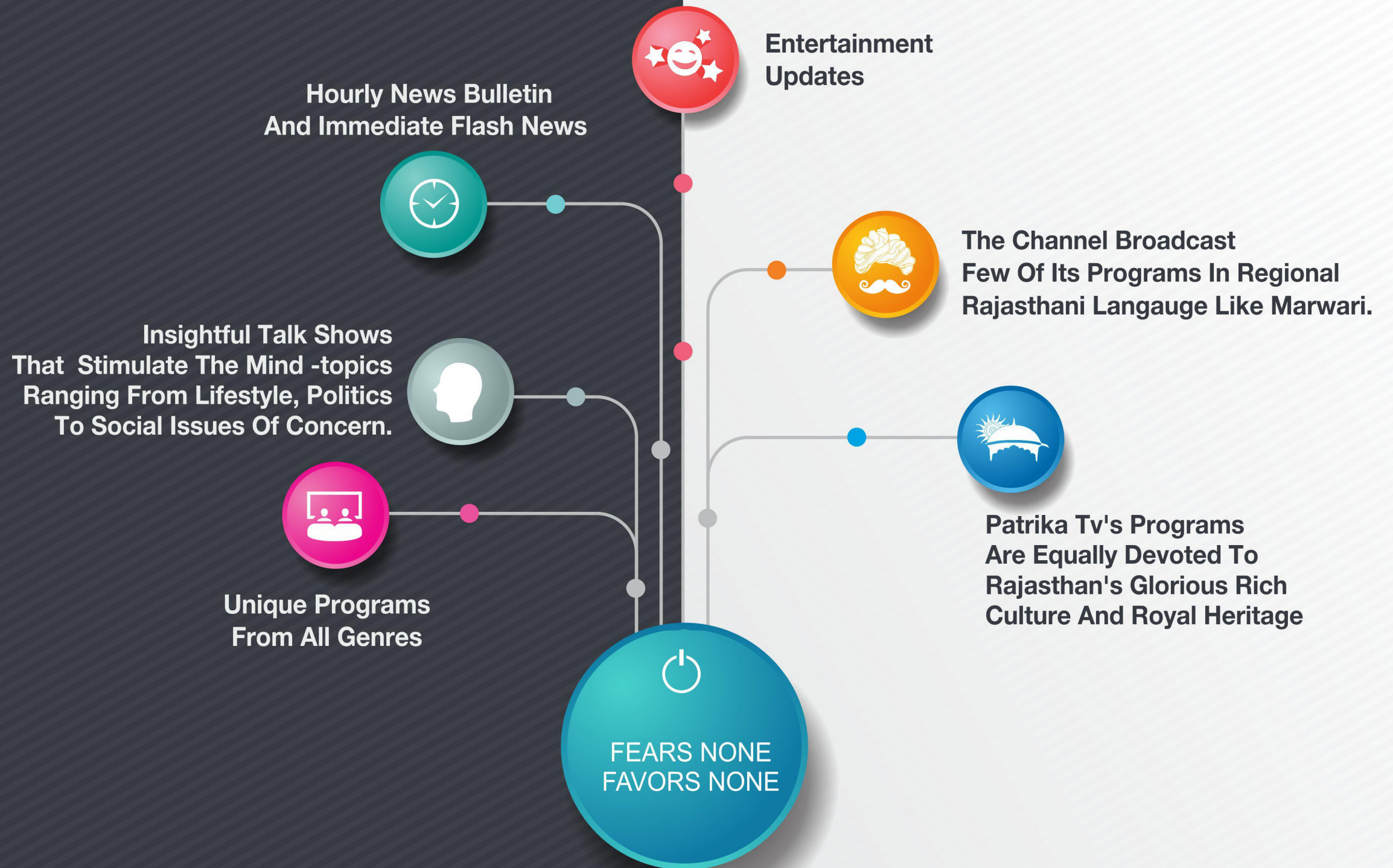


पत्रिका
RAJASTHAN

► **VISION**

Patrika TV is the premier news and current affair channel in Rajasthan which aims to highlight the business, economic and political issues that promise a better future for Rajasthan.

**PRODUCT
OFFERED BY**
.....
**PATRIKA
TV**



CORE COMPETENCE



1

Excellent Infrastructure

2

High-end Equipment

3

State-of-the art studios

4

Professional and Proficient Staff

5

Latest High Definition
Automated Technology

6

Quality Commitment

7

Wide Network of Reporters and
Marketing Personnel



SILENT FEATURES

.....●.....

01

JOURNALISTIC LEXICON

Patrika TV Favors none and fears none. Its own production has access to varied information through major press and TV agencies without any political or commercial confines.

02

THE REACH

Patrika TV reaches to households in India via, broadcast, satellite, cable, digital TV and households in Middle East, US & UK via. Digital TV.

03

NEWSROOM

Patrika TV has one of India's largest integrated multi media editorial set up with a qualified and experienced 2000+ journalist from diverse regions and background.

04

LATEST UPDATES SHARED

Patrika TV provides up-to-the-minute news of various segments giving importance to the news story as it happens.

05

DIGITAL INTEGRATION WITH MULTI PLATFORM AVAILABILITY

Patrika TV is available on the internet, on mobile, tablet, desktop and additional digital services including social media (Facebook, You Tube, Twitter).

AUDIENCE CONNECT



Patrika TV caters and indulges globally in minded natives, decision makers, opinion shakers, professionals, business owners, foreign born citizens, teachers, students, families with kids, boomers, affluent adults, working mothers, teens, women and aspiring young Indians.



Patrika TV has a strong and a phenomenal access in rural and urban household cutting across all income groups.

EXCITING CONTENT PROFILE

.....●.....



Well-balanced mix of news
(national, regional across diverse
subjects such as politics, developmental,
social issues, entertainment, etc) .



Lively debates and
discussions on current
topics by a panel of experts.



Issue-based stories
from across the target
states.



Interviews with
leading celebrities
and personalities.


















Live News bulletin
and direct coverage
of important events.

MOST LIKED
PROGRAMS

18:00pm-18:30pm	13:30pm-14:00pm	16:45pm-17:15pm	05:30am-06:00am 09:00am-09:30am	19:00pm-19:30pm 20:00pm-20:40pm
SEHAT AUR ZINDGI	VISION EDUCATION	TAKE ONE	RAJASTHAN	PRIME TIME

08:00am-08:30am	06:00am-07:00am 06:30am-07:00am 11:30am-12:15pm	08:30am-09:00am	10:00am-10:30am	14:15pm-15:00pm
DESH DUNIYA	AGENDA TODAY	KAROBAR (PATHSALA)	SHE NEWS	SHE LEADS

							
07:30am-08:00am	20:00pm-20:30pm	16:30pm-17:00pm	11:00am-11:30am	12:00pm-12:30pm	13:30pm-14:00pm	14:30pm-15:00pm	15:30pm-16:00pm
JAIPUR PLUS	RAJASTHAN TOP NEWS	MARWAD	AAO GAAV CHALE	MERWAR DHUNDHAN	SHEKHAWATI BIKANA	HADOTI	MERWAR WANGAR
							
18:30pm-19:00pm	11:00am-11:30am	17:30pm-18:00pm	10:30am-11:00am	16:00pm-16:30pm	19:00pm-19:30pm	15:00pm-16:00pm	13:00pm-13:30pm
COURT KACHERI	MEWAT BRIJ	SPORTS	AAP AUR HUM	DIL HAI RAJASTHANI	KHABRE DANADAN	HELLO DOCTOR	PATRIKA MANCH (PATSAHALA REPEAT)



WHAT MAKES **PATRIKA TV** DIFFERENT

Neutral and balanced approach having a sober and serious narrative style that is high on factual content and low on sensationalism.

We are the first Global Television which has all the inputs coming from mobile directly which make reporting the real time and direct from the field too.

The channel's presenter's are its own reporters.



**INVESTMENT
OPPORTUNITIES**

WHAT CAN PATRIKA TV ADVERTISING DO FOR YOUR COMPANY ?

TV is a powerful advertising medium as it combines two main senses - sight and sound, to create an emotive response. A good ad will deliver a clear message that will engage those senses, when you add a great product or service to the mix you have a winning combination and a very effective sales tool.



PATRIKA TV OFFERS MORE TO BUSINESS

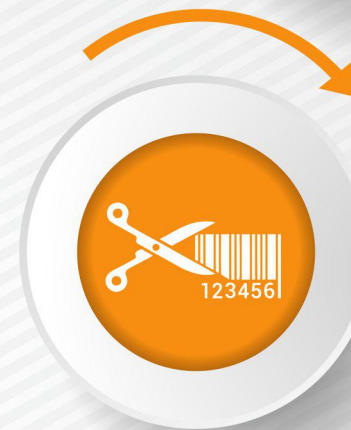
TARGET AUDIENCE

It's easy to reach people by age, gender, geographic location, income level, interests, and combinations of these demographic.



GREAT BARGAIN

Reach thousands of viewers with each airing.



STRONG VIEWERSHIP

Everybody's watching! Despite what you may have heard, TV makes up the largest part of most people's day.



TV IS THE ORIGINAL “SOCIAL MEDIA”

When viewers get excited about a great TV show or breaking news on TV, they talk about it with friends, family, neighbors, and co-workers. The online social media world lights up, too. TV advertising ignites social media, which has become the new companion to the TV experience.



DOMINATE THE SCREEN

Your story, full-motion, full-screen. No competitors lurking in the margins.



WE INTEGRATE YOUR PRODUCT

Patrika TV gives its investors an opportunity where the investors brand product or services are integrated within our programs.

Some of the options which are available are-

AUDIO VS VISUAL

Placements can be sound-only, visual-only or a combination of the two. One of the show can features participants stating something along the lines of, "Oh, did you check out the new product X by company Y yet?" after which the camera zooms in on the named product, explicitly combining an audio mention with a visual image.

BRAND INTEGRATION

We Woven your product or company name in one of our shows that becomes part of the show in such a way that it contributes to the narrative and creates an environment of brand awareness. For Instance- Aston Martin in James Bond Movie ,etc.

CONTENT INTEGRATION

Segments are crafted featuring the key message of the brand /product/ Services/ For instance we Host a business investment show where we call experts from different investment banks and advisers who actually are a presenter on behalf of their company. Through this the presenters are actually promoting their brand and convincing people to invest in their banks .

DIGITAL ALIGNMENT

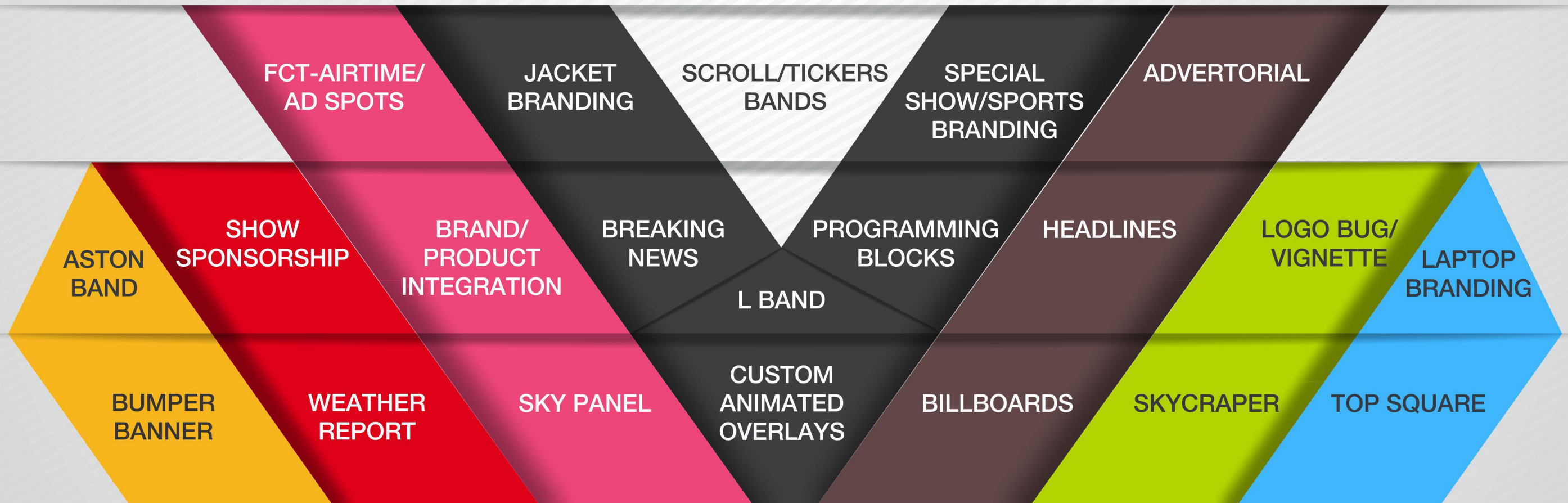
Our Digital platforms can be used in a number of ways. For instance, you campaigns could be a part of our digital only campaigns- in support of TV campaigns or in support of an on-air competition.



ADVERTISING OPPORTUNITIES



Advertising with Patrika TV is just not an insertion of a few second TV sot. Infact it is an opportunity given to our advertisers to communicate with our audience. The opportunities range from sponsored programmes to innovative digital opportunities to integrated partnerships, there are end number of options that are available.





These formats can also be utilized with expandable or HTML5 creatives to encourage user engagement.

AD GUIDELINES

TITLE SAFE AREA

Most of the TV sets are adjusted to show less than a full picture. The important graphs details should be kept to the center 90% of the image area (Known as Safe Area). Text should be kept to the center 80% of the image area (Known as Safe Title). A clear space should be left, at least 10% margins on all sides.

VIDEO RESOLUTION

16:9 HD Preferred ; 4:3 SD okay 25-30 Frame Rate per second MOV, MP4, FLV format.

MATERIAL DEADLINE

3 weeks before flight start, send logo, product image(s), and tagline/copy points.
1-2 weeks before airing starts, send the entire advertisement material to our concern marketing team.

ASPECT RATIO

For HD Format : 16:9 aspect ratio
(1920x1080 pixels)
For SD Format : 4:3 aspect ratio
(720x 486 pixels)
HD Formats are Preferred .

RECOMMENDED FILE FORMAT

Adobe Illustrator (.EPS or AI), Adobe Photoshop (.PSD) TIFF, TARGA, JPEGs.

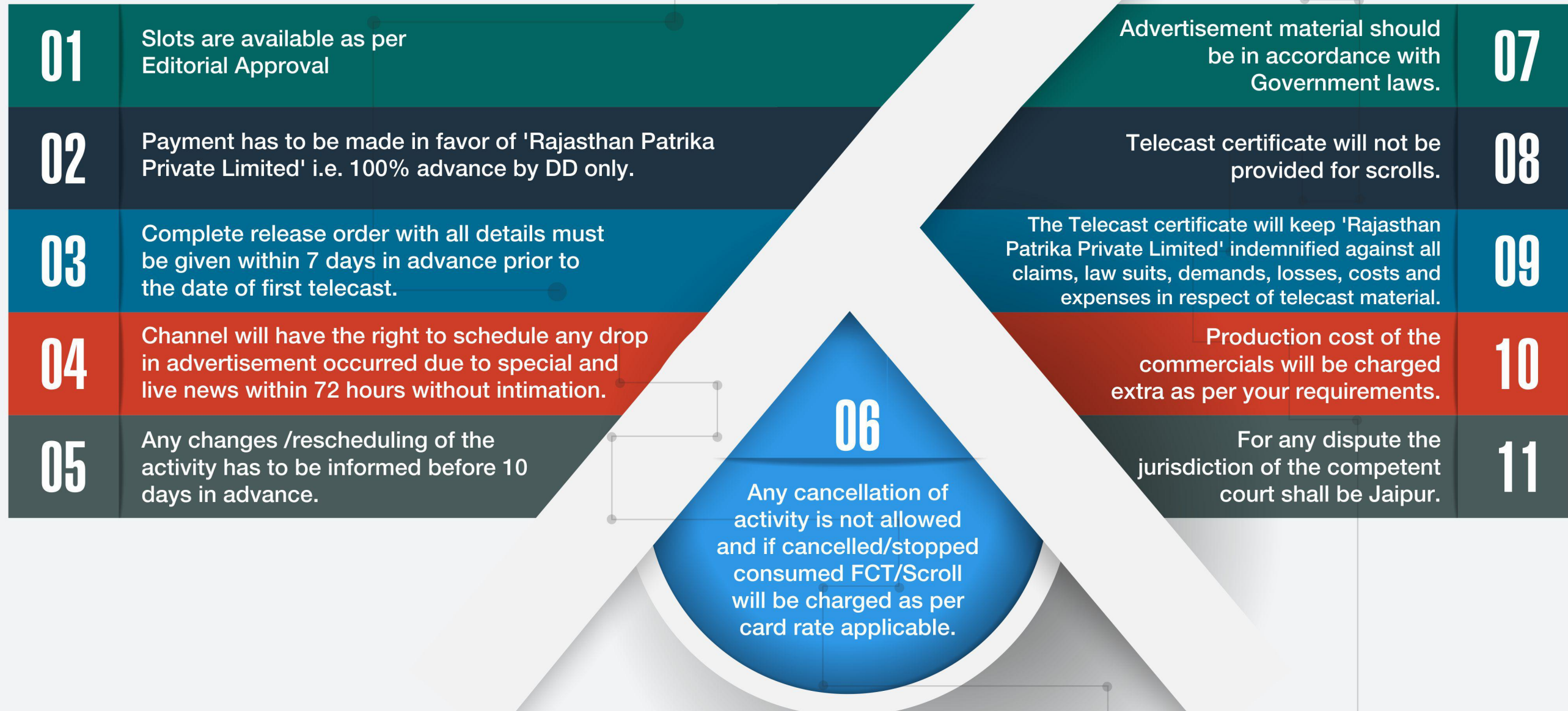
IMAGE RESOLUTION

High Definition (HD) is preferred . 1920X 1080 pixels at 72 DPI or 1280x720 pixels at 72 DPI. Standard Definition (SD) 720X 534 pixels at 72 DPI, square pixels . Standard Definition is a much lower resolution that equates to 10" x 7.5" at 72 ppi. Images supplied at higher resolution will not result in a better quality image. The use of fine lines and very small text should be avoided.

NOTE

Graphics acquired from websites (GIF, JPEG) rarely meet broadcast quality standards

TERMS & CONDITIONS





THANK YOU

