

MEDIA - PRINT

Media – Print Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	112	428	316	HINDUSTAN TIMES	Newspaper - English
2	205	340	135	TIMES OF INDIA	Newspaper - English
3	240	626	386	DNA	Newspaper - English
4	389	750	361	MIDDAY	Newspaper - English
5	542	591	49	INDIA TODAY	Magazine - English
6	560	775	215	NAVBHARAT TIMES	Newspaper - Hindi
7	686	-	-	LOKMAT	Newspaper - Marathi
8	701	985	284	ANANDBAZAR PATRIKA	Newspaper - Bengali
9	715	-	-	THE TELEGRAPH	Newspaper - English
10	775	-	-	PUNJAB KESARI	Newspaper - Punjabi
11	819	-	-	THE HINDU	Newspaper - English
12	868	-	-	THE WEEK	Magazine - English
13	884	-	-	OUTLOOK	Magazine - English
14	894	662	-232	THE ASSAM TRIBUNE	Newspaper - English
15	905	967	62	FEMINA	Magazine - English
16	912	-	-	EENADU	Newspaper - Telugu
17	931	-	-	MAIL TODAY	Newspaper - English
18	951	378	-573	DAINIK BHASKAR	Newspaper - Hindi
19	955	756	-199	DAINIK JAGRAN	Newspaper - Hindi

SUB-CATEGORY RANKS

Magazine English Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	542	591	49	INDIA TODAY	Magazine - English
2	868	-	-	THE WEEK	Magazine - English
3	884	-	-	OUTLOOK	Magazine - English
4	905	967	62	FEMINA	Magazine - English

Newspaper – Bengali Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	701	985	284	ANANDBAZAR PATRIKA	Newspaper - Bengali

Newspaper – English Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	112	428	316	HINDUSTAN TIMES	Newspaper - English
2	205	340	135	TIMES OF INDIA	Newspaper - English
3	240	626	386	DNA	Newspaper - English
4	389	750	361	MIDDAY	Newspaper - English
5	715	-	-	THE TELEGRAPH	Newspaper - English
6	819	-	-	THE HINDU	Newspaper - English
7	894	662	-232	THE ASSAM TRIBUNE	Newspaper - English
8	931	-	-	MAIL TODAY	Newspaper - English

Newspaper – Hindi Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	560	775	215	NAVBHARAT TIMES	Newspaper - Hindi
2	951	378	-573	DAINIK BHASKAR	Newspaper - Hindi
3	955	756	-199	DAINIK JAGRAN	Newspaper - Hindi

Newspaper – Marathi Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	686	-	-	LOKMAT	Newspaper - Marathi

Newspaper – Punjabi Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	775	-	-	PUNJAB KESARI	Newspaper - Punjabi

Newspaper – Telugu Rank	BTR 2016	BTR 2015	Rank Diff	Brand Name	Sub-Category
1	912	-	-	EENADU	Newspaper - Telugu