

TAM AdEx REPORT

May'22 VIS A VIS May'21-20

PRINT



Period : May'22 compared to May'21

Print

1.

Ad Space in **Print** rose by **5 Times** in May'22 over May'20.

Ad Space in **all 5 weeks** of May'22 saw increase over same weeks of May'21.

2.

Tally of categories, advertisers and brands grew by **12%, 79% and 86%** respectively.

Coaching/Competitive Exam Centre was the top category with **5% Share** followed by **Retail Outlets-Jewellers** in May'22.

3.

Top 10 advertisers added **17%** share of Ad Space in Print during May'22.

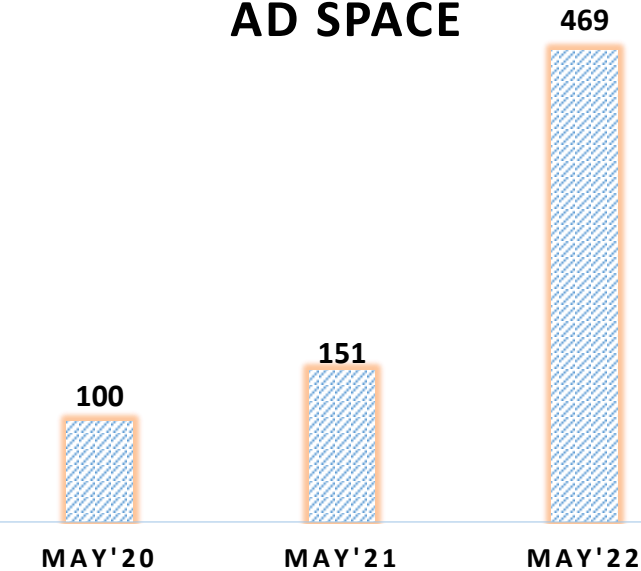
7 of the Top 10 brands with were exclusive to May'22 compared to May'21.

4.

120+ new categories, **17.9 K+** new advertisers and **21.4 K+** new brands seen in Print during May'22 over May'21.

Ad Space* Trends in Print : Month and Week[^] wise

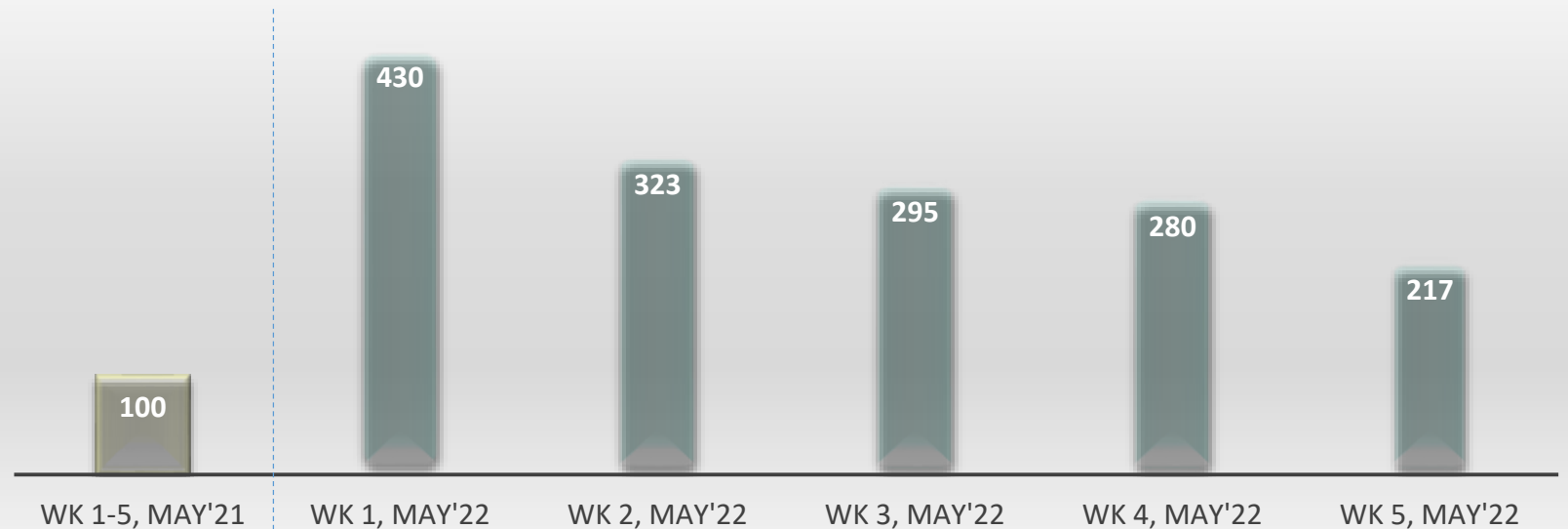
INDEXED GROWTH IN AD SPACE



Index: May'20=100

* Per Publication

Index Growth in weekly Ad Space



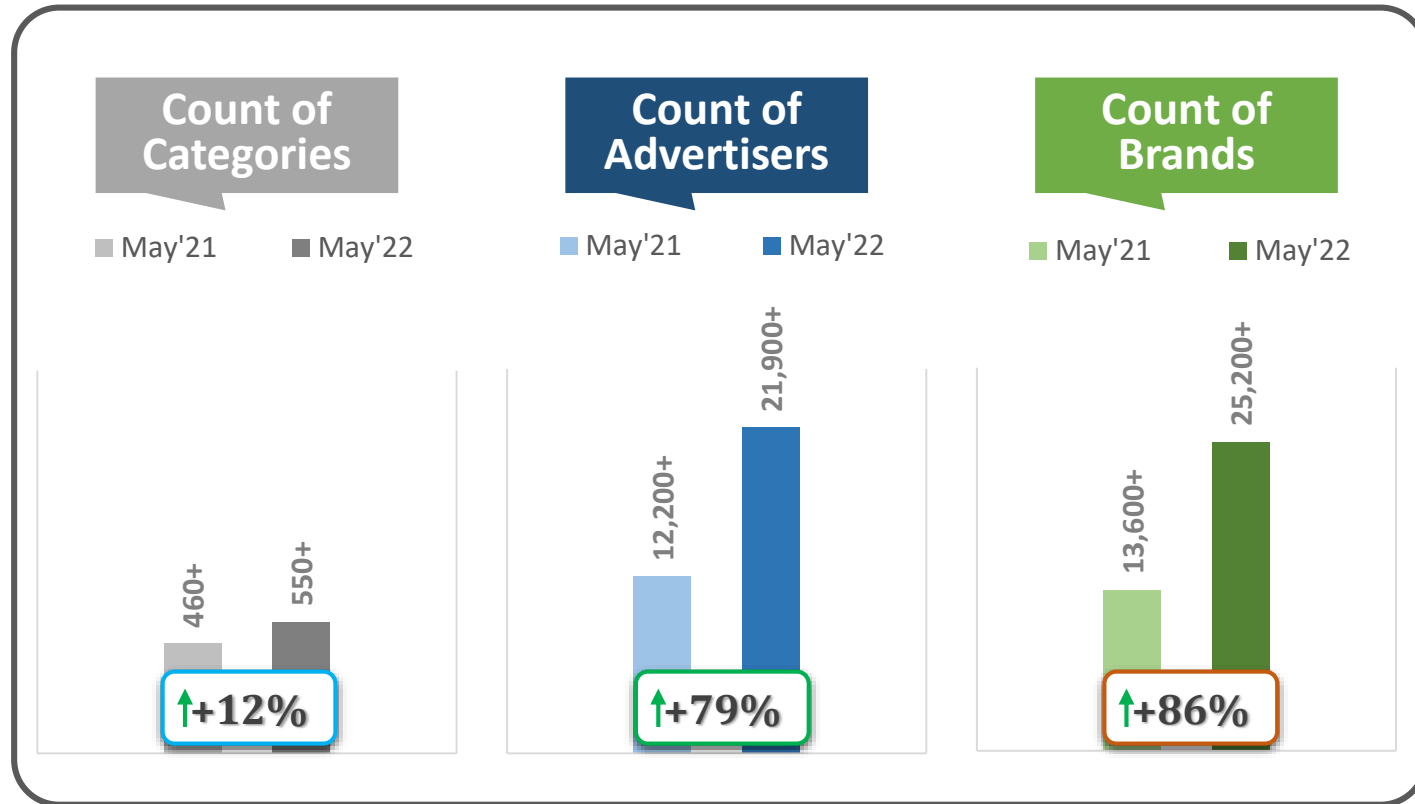
Index: Weeks of May'21 =100

[^] All weeks containing May'22

* Per Publication

- Overall Print Ad Space increased **5 Times** during May'22 compared to May'20 and **3 times** compared to May'21.
- Ad Space in Print climbed up in all weeks of May'22 compared to the same weeks of May'21, with the highest growth (**4 Times**) occurring in week 1 of May'22.

Tally of Categories, Advertisers and Brands



- Tally of categories grew by **12%** in May'22 and advertisers by **79%** and brands **86%** respectively during May'22 compared to May'21.

Top 10 Categories in Print

Top 10 Categories (May'22): Total 550+	% Share	Rank (May'21)
1. Coaching/Competitive Exam Centre	5%	1
2. Retail Outlets-Jewellers	5%	20
3. Properties/Real Estates	4%	11
4. Multiple Courses	4%	8
5. Cars	4%	65
6. Hospital/Clinics	3%	2
7. Two Wheelers	3%	74
8. Retail Outlets-Electronics/Durables	2%	30
9. Vitamins/Tonics/Health Supplements	2%	4
10. Consumer Durables/Home Appliances	2%	103
Others	66%	-

- **Coaching/Competitive Exam Centre** was the top category in both the year of the May with 5% share followed by **Retail Outlets-Jewellers** in May'22.
- Top 10 categories had **34%** share of Ad Space in May'22 whereas 6 new entered categories entered top 10 list in month of May'22.

Top 10 Advertisers in Print

Top 10 Advertisers (May'22) Total 21 K+	% Share	Rank (May'21)
1. SBS Biotech	4%	1
2. LIC of India	2%	7
3. Maruti Suzuki India	2%	26
4. Patanjali Ayurved	2%	New
5. Titan Company	2%	6595
6. Haier Appliances India	1%	510
7. AMFI (Asso Of Mutual Funds In India)	1%	19
8. Hero Motocorp	1%	406
9. Ruchi Soya Industries	1%	New
10. Skoda Auto	1%	New
Others	83%	-

- **SBS Biotech** was the top advertiser during both months May'22 and May'21 in Print.
- **Titan Company** had highest positive rank shift to enter the Top 10 list and 3 new advertisers entered top list during May'22 over May'21.
- Top 10 advertisers added **17%** share of Ad Space in Print during May'22.

Top 10 Brands in Print

Top 10 Brands (May'22): Total 25 K+	Rank (May'21)
1. LIC-IPO	New
2. AMFI (Asso Of Mutual Funds In India)	22
3. Prestige Range	New
4. Fiitjee	2
5. Tanishq Jewellery(Gold Studded)	10892
6. Airtel Xstream Fiber	New
7. Haier Refrigerator	New
8. HP Pavilion Notebook Range	New
9. Honda Shine	New
10. Skoda Kushaq Monte Carlo	New

- **LIC-IPO** was the top brand in **Print** during May'22 followed by **AMFI (Asso Of Mutual Funds In India)**.
- **7** of the Top 10 brands were exclusive to May'22 compared to May'21.
- Top 10 brands grabbed **9%** share of Ad Space in May'22.

Top 10 New^ Categories, Advertisers and Brands in Print

Rank	Top New Categories (May'22)
1	Refrigerators
2	Events-Interiors/Home/Kitchen
3	Events-Sports
4	Suitings
5	Events-Fashion/Lifestyle
6	Washing Machines
7	Wearable Devices
8	Beauty Accessories/Products
9	Stationery
10	Events-Durables

Total 120+

Top 10 New Advertisers (May'22)
Patanjali Ayurved
Ruchi Soya Industries
Skoda Auto
Torque Pharma
Bharti Airtel
Delhivery
Hewlett Packard India
Dunzo Digital
Havells India
Prudent Corporate Advisory Services

Total 17.9 K+

Top New Brands (May'22)
LIC-IPO
Prestige Range
Airtel Xstream Fiber
Haier Refrigerator
HP Pavilion Notebook Range
Honda Shine
Skoda Kushaq Monte Carlo
IFFCO (Indian Farmer Fert Coop)
Hero Destini 125 Xtec
Dunzo Daily

Total 21.4 K+

^ Present in May'22 and not in May'21

- 120+ new categories, 17.9 K+ new advertisers and 21.4 K+ new brands seen in May'22 over May'21.
- **Refrigerators** was the top new category followed by **Events-Interiors/Home/Kitchen** in May'22 over May'21.
- **Patanjali Ayurved** was the top new advertiser in May'22 over May'21 followed by **Ruchi Soya Industries**.
- **LIC-IPO** topped among the new brands followed by **Prestige Range** in May'22 compared to May'21.



Switch ON Data Monetisation


Note: Ranking is based on Ad Space for Print; excluding house ads, promos and social ads

Period : May'22 compared to May'21



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