

Jan-Jun'25 vs. Jan-Jun'24

PRINT ADVERTISING



Highlights

01

Print ad volumes in H1 2025 decreased by 4% compared to the same period in 2024.

02

Education sector topped with 20% share of Ad Space followed by Services with 15% share during Jan-Jun'25.

03

Top 10 categories together accounted for 48% share of Ad Space in Print. 3 Out of Top 10 categories were from Education sectors.

04

Maruti Suzuki India led the list of advertisers in Print in both H1'24 and H1'25. 7 of the Top 10 advertisers from Jan-Jun'24 were still in the Top 10 of Jan-Jun'25.

05

Allen Career Inst was the top brand in Print during Jan-Jun'25 followed by Honda Activa Range. During Jan-Jun'25, there were total 104 K+ brands advertised in Print.

06

Among categories Multiple Courses saw the highest growth in absolute Print ad space in Jan-Jun'25 vs. Jan – Jun'24 followed by Cars and Two Wheelers.

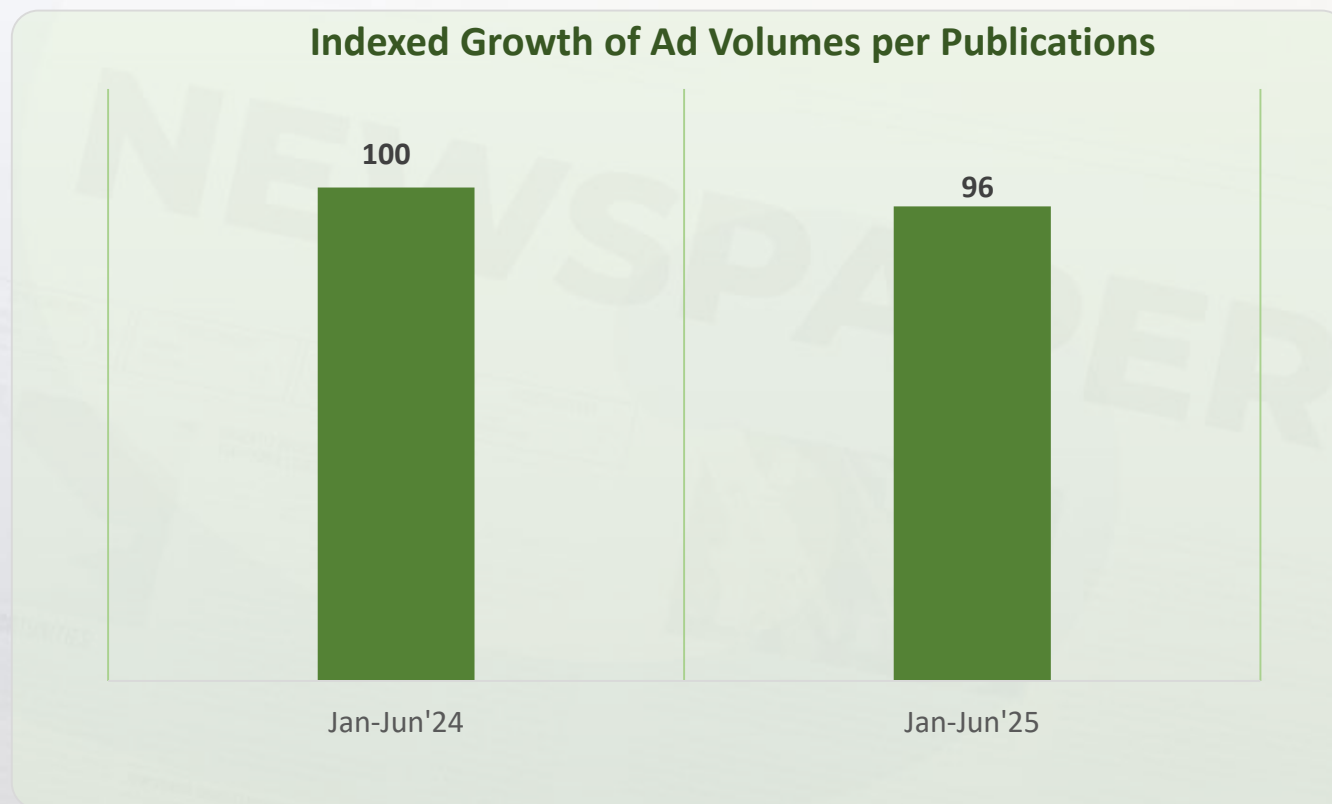
07

Hindi and English language publications together contributed more than 60% share of ad volume during both Jan-Jun'24-25.

08

Sales Promotions accounted for 29% of Print Ad Space in Jan-Jun 2025, led by Multiple Promotions (47%) followed by Discount Promotions.

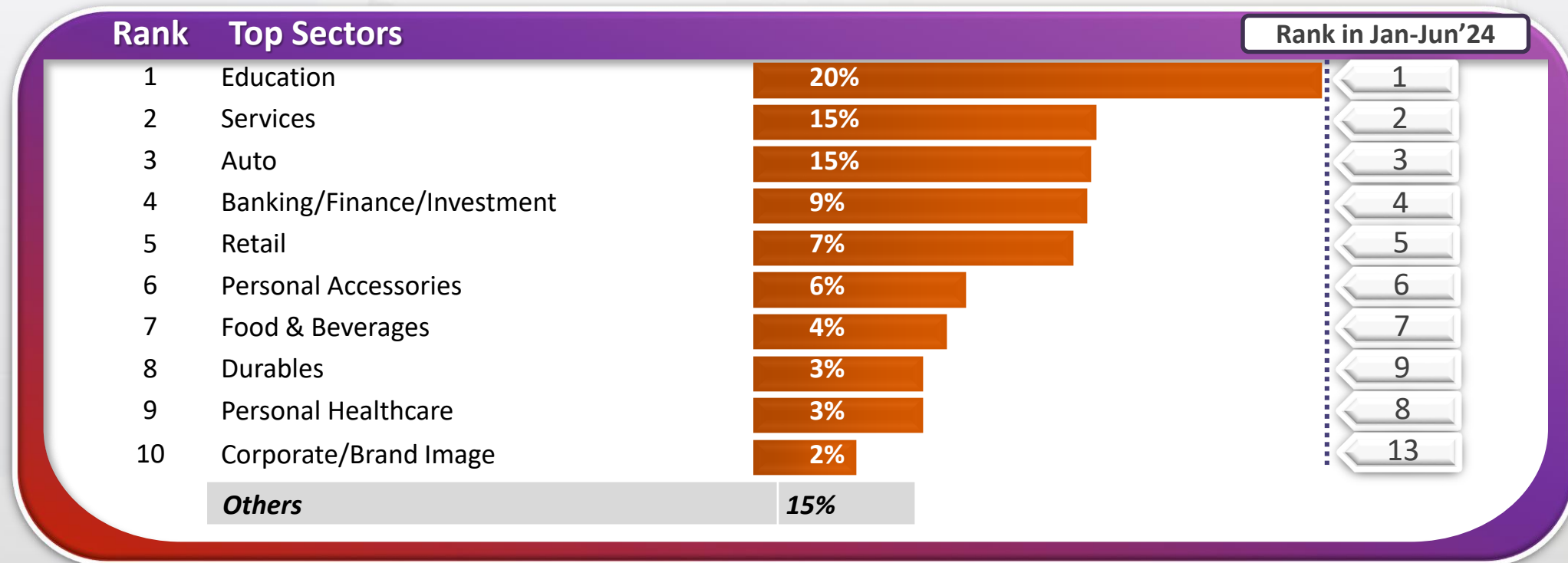
Indexed Growth of Ad Space in Print



Index: Jan-Jun'24=100

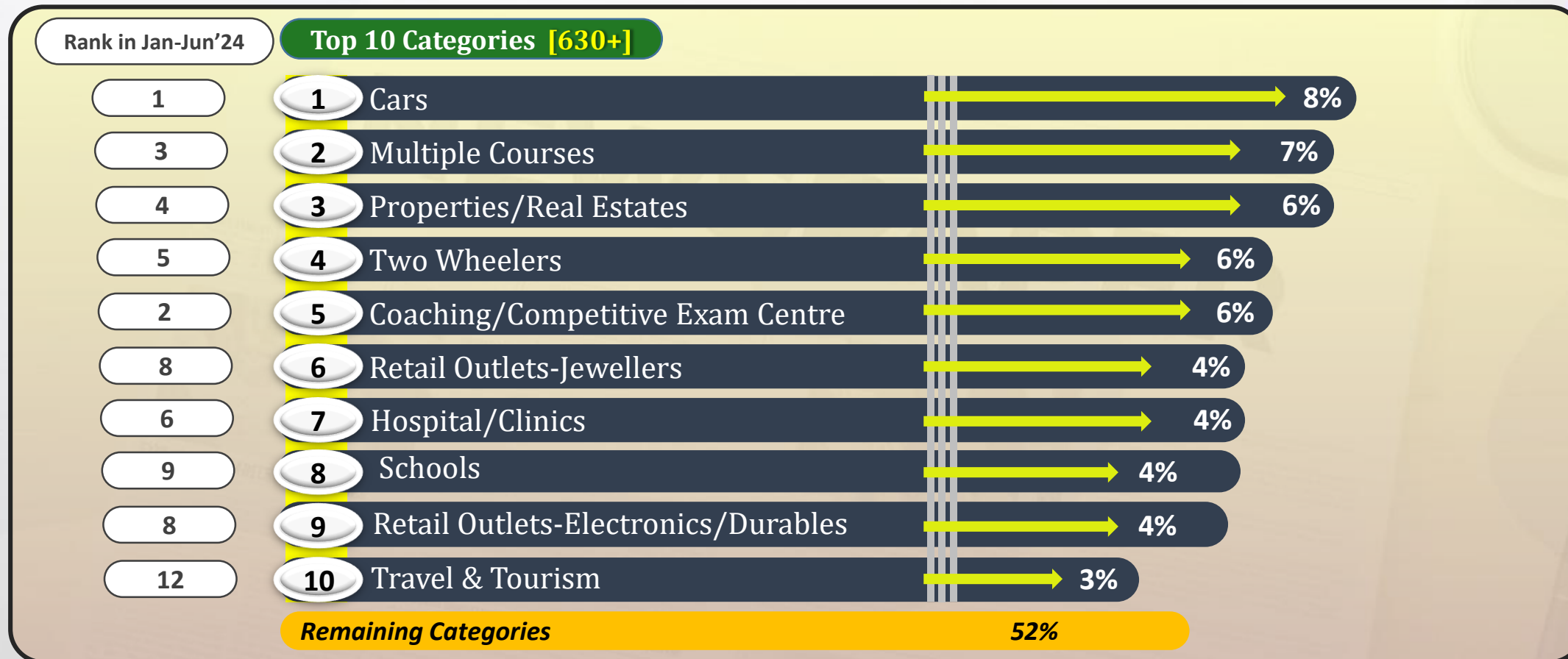
- Print ad volumes in H1 2025 decreased slightly by 4% compared to the same period in 2024.

Leading Sectors: Education sector topped the list in Print



- The top three sectors retained their positions in Jan–Jun 2025, consistent with their rankings during the same period in 2024.
- Top 5 sectors together accounted more than **67%** share of Print Ad Space.
- **Corporate/Brand Image** was the only new entrant among the Top 10 sectors in Print medium.

Cars was the top advertised category during H1'25



- **Cars** remained the top category in H1'25 and H1'24.
- Top 10 categories together accounted for **48%** share of Ad Space in Print.
- **5** out of **top 10** categories moved up in ranking during Jan-Jun'25. **Travel & Tourism** was the new entrant in the top 10 list.
- **3** Out of Top 10 categories were from **Education sector** and 2 from **Auto** and **Services** sectors each.

Leading Advertisers: Top 10 of Jan-Jun'25 saw three new advertisers

Top 10 Advertisers (Jan-Jun'25): [87 K+]		Rank (Jan-Jun'24)
1	Maruti Suzuki India	1
2	Reliance Retail	5
3	Honda Motorcycle&Scooter	3
4	Hero Motocorp	4
5	Bajaj Auto	63
6	Life Insurance Corp Of India	8
7	TVS Motor Company	12
8	Allen Career Inst	7
9	Samsung India Electronics	6
10	Kia Motors Corporation	23

Top 10 Advertisers
contributed **13%** share of
Print Ad Space in H1'25

- **Maruti Suzuki India** led the list of advertisers in Print in both H1'24 and H1'25.
- **7** of the Top 10 advertisers from Jan-Jun'24 were still in the Top 10 list of Jan-Jun'25.
- **Bajaj Auto, TVS Motor Company** and **Kia Motors Corporation** were the new entrants in top 10 list of Jan-Jun'25 compared to Jan-Jun'24.

Leading Brands: 5 brands in Top 10 belong to **Auto** sector

Rank	Top 10 Brands (Jan-Jun'25): [104 K+]
1	Allen Career Inst
2	Honda Activa Range
3	Maruti Car Range
4	Smart Bazaar
5	Aakash Medical/IIT-JEE/Foundation
6	Mahindra Electric Car
7	Samsung Galaxy S25 Ultra
8	Vishal Mega Mart
9	Hyundai Car Range
15	Bajaj Pulsar Range

Top 10 Brands
contributed **7%** share of
Print Ad Space

- **Allen Career Inst** was the top brand in Print during Jan-Jun'25 followed by **Honda Activa Range**.
- During Jan-Jun'25, there were total **104 K+** brands advertised in Print.
- Among the Top 10, 5 brands were from **Auto** Sectors and 2 from **Education** sector.

Top Growing Categories: **270+** Categories registered Positive Growth in Print Ad Space

Rank	Top 10 Growing Categories (Jan-Jun'25) (based on highest increase in Ad Space)	Growth
1	Multiple Courses	15%
2	Cars	12%
3	Two Wheelers	16%
4	Retail Outlets-Departmental Stores	52%
5	Properties/Real Estates	10%
6	Retail Outlets-Jewellers	14%
7	Schools	14%
8	Travel & Tourism	29%
9	Branded Jewellery	46%
10	Government Universities/Colleges	23%

- **Multiple Courses** saw the highest growth in absolute Print ad space in Jan-Jun'25 vs. Jan – Jun'24 followed by **Cars** and **Two Wheelers**.

Print: Publication Language during Jan-Jun'25 & Jan-Jun'24

Jan-Jun'24

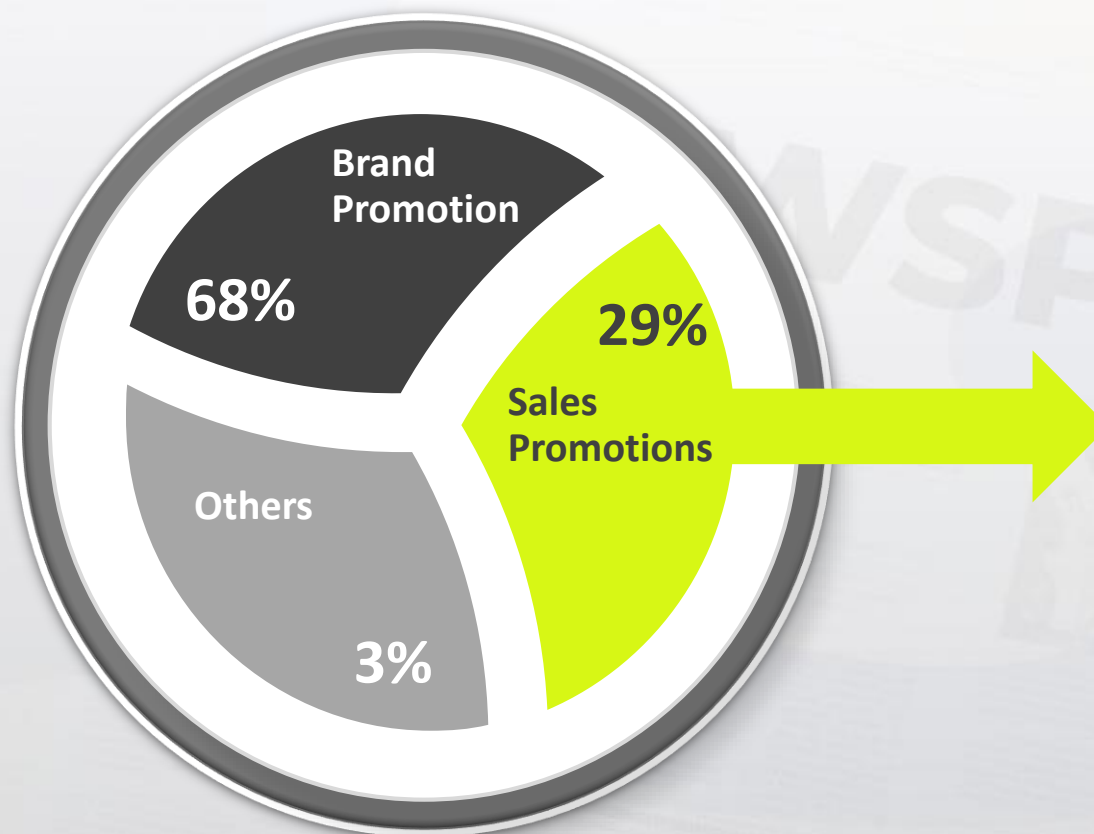
Publication Language	% Share
Hindi	37%
English	27%
Marathi	8%
Kannada	6%
Telugu	5%
Others (8)	17%

Jan-Jun'25

Publication Language	% Share
Hindi	36%
English	29%
Marathi	8%
Kannada	6%
Tamil	6%
Others (8)	16%

- Top 4 Publications Languages remained same in both Jan-Jun'24 and Jan-Jun'25.
- Hindi** and **English** language publications together contributed **more than 60%** share of ad volume during both **Jan-Jun'24-25**.

Ads with Sales Promotions: Jan-Jun'24



1. Multiple Promotion	47%
2. Discount Promotion	41%
3. Add On Promotion	4%
4. Combination Promotion	3%
5. Contest Promotion	2%
Others (4)	3%

- **Sales Promotion** advertising covered **29%** share of Ad Space in Print during Jan-Jun'25.
- Among Sales Promotions, **Multiple Promotion** was on top with **47%** share of Ad Space followed by **Discount Promotion**.
- Top 2 Sales Promotions together covered **88%** share of Ad Space during Jan-Jun'25.

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