

PRINT ADVERTISING

Jan-Jul'26 vs. Jan-Jul'25



Ad Space



Sectors



Categories



Advertisers



Brands



Year-on-Year
Comparison



Category, Advertiser &
Brand Insights



Data-Driven
Analysis



Highlights

01

Print ad space in Jan–Jul’26 were largely stable, with only a marginal 2% dip compared to Jan–Jul’25.

02

Education sector topped with 20% share of Ad Space followed by Services with 15% share during Jan-Jul’26.

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 Jan-Jul’25 and Jan-Jul’26. 7 of the Top 10 advertisers from Jan-Jul’25 were still in the Top 10 of Jan-Jul’26.

05

Allen Career Inst was the top brand in Print during Jan-Jul’26 followed by LIC Of India. During Jan-Jul’26, there were total 108 K+ brands advertised in Print.

06

Among categories Multiple Courses saw the highest growth in absolute Print ad space in Jan-Jul’26 vs. Jan-Jul’25 followed by Retail Outlets-Jewellers and Ecom-Other Services.

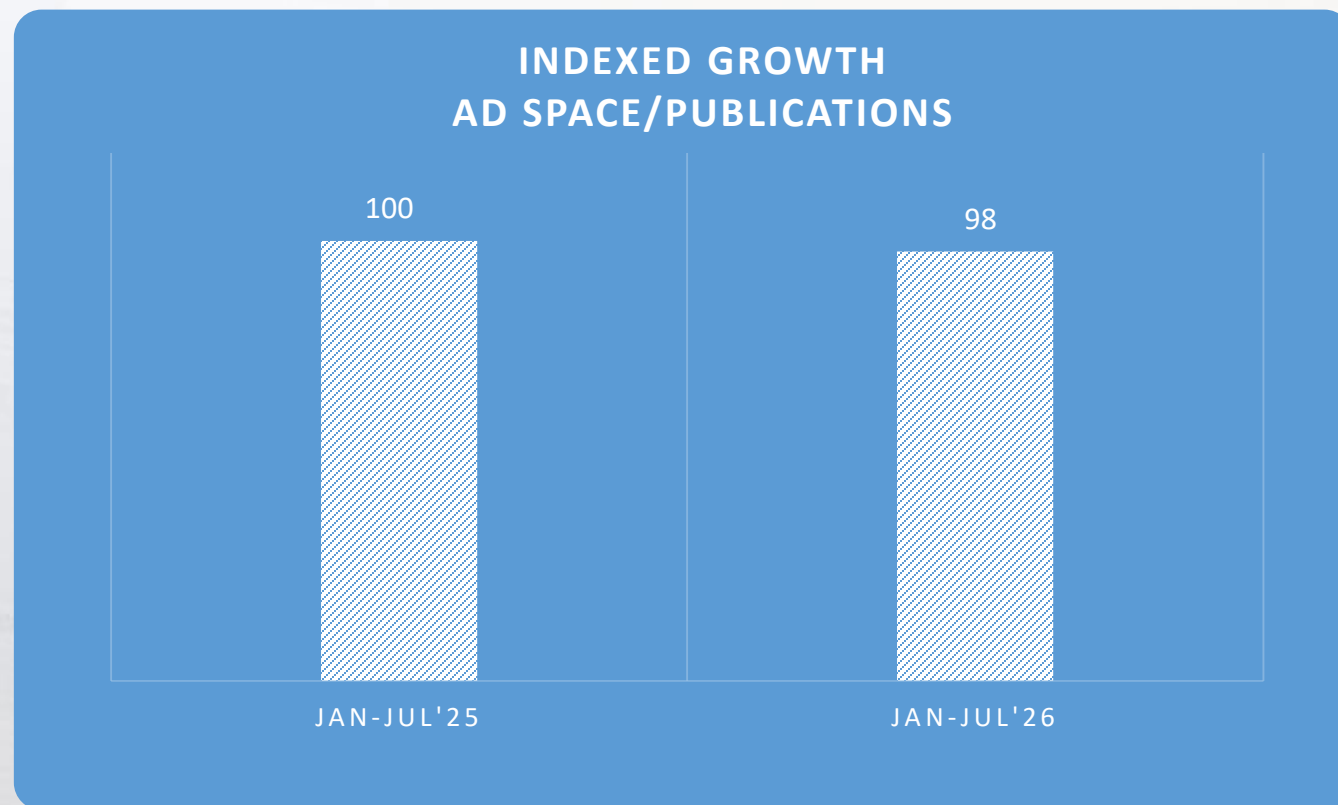
07

Hindi and English language publications together contributed more than 60% share of ad volume during both Jan-Jul’25-26.

08

Sales Promotions accounted for 28% of Print Ad Space in Jan-Jul 2026, led by Multiple Promotions (45%) followed by Discount Promotions.

Indexed Growth of Ad Space in Print



Index: Jan-Jul'25=100

- Print ad space in Jan–Jul'26 were largely stable, with only a marginal **2%** dip compared to Jan–Jul'25.

Leading Sectors in Print Advertising

Education sector emerged as the leading contributor to Print advertising.

Top 10 Sectors by Share of Print Ad Space

Rank	Sector	Share of Print Ad Space (%)	Rank in Jan-Jul'25
1	 Education	20%	1 =
2	 Services	15%	2 =
3	 Auto	14%	3 =
4	 Banking/Finance/Investment	11%	4 =
5	 Personal Accessories	7%	7 ↑
6	 Retail	7%	5 ↓
7	 Food & Beverages	5%	8 ↑
8	 Personal Healthcare	4%	10 ↑
9	 Durables	3%	9 =
10	 Corporate/Brand Image	2%	11 ↑
...	Others	13%	

KEY TAKEAWAYS



The top four sectors retained their positions in Jan-Jul 2026, consistent with their rankings during the same period in 2025.



Top 5 sectors together accounted more than 66% share of Print Ad Space.



Corporate/Brand Image was the only new entrant among the Top 10 sectors in Print medium.

 Figures are based on Col*Cms for Print; excluding house ads.



Cars leads the way in Print Advertising

Cars was the top advertised category during Jan-Jul'26

Rank in Jan-Jul'25

Top 10 Categories [635+]

Share of Ad Space in Jan-Jul'26



Remaining Categories

52%

KEY INSIGHTS



Cars remained the top category in Jan-Jul'26 and Jan-Jul'25.



Top 10 categories together accounted for **48%** share of Ad Space in Print.



4 out of the top 10 categories improved their rankings in Jan-Jul'26. **Retail Outlets-Clothing/Textiles/Fashion** was the new entrant in the top 10 list.



3 out of the top 10 categories belonged to **Education sector** and 2 belonged to **Auto sector**.

Note: Figures are based on Col*Cms for Print; excluding house ads.



Leading Advertisers: Top 10 of Jan-Jul'26 saw three new advertisers

Top 10 Advertisers (Jan-Jul'26) [90 K+]			Rank (Jan-Jul'25)	
1		Maruti Suzuki India	1	
2		Hero Motocorp	2	
3		LIC Of India	6	▲
4		SBS Biotech	14	▲
5		GCM MF	11	▲
6		Bajaj Auto	7	▲
7		TVS Motor Company	8	▲
8		Reliance Retail	3	▼
9		Allen Career Inst	9	—
10		Renault India	24	▲



Top 10 Advertisers
contributed **13%**
share of Print
Ad Space in Y'26



Maruti Suzuki India topped the list of Print advertisers in both Jan-Jul'26 and Jan-Jul'25.



7 out of the Top 10 advertisers from Jan-Jul'25 continued to be in the Top 10 in Jan-Jul'26.



SBS Biotech, GCM MF and Renault India are the three new entrants in the Top 10 list in Jan-Jul'26 compared to Jan-Jul'25.

Note: Figures are based on Col*Cms for Print; excluding house ads.



LEADING BRANDS

3 BRANDS IN TOP 10 BELONG TO AUTO SECTOR



RANK	TOP 10 BRANDS (JAN-JUL'26)	[108 K+]
1	ALLEN Career Institute	
2	LIC	
3	Maruti Suzuki E Vitara	
4	Maruti Car Range	
5	Maruti Suzuki Grand Vitara	
6	Kisna Diamond & Gold Jewellery	
7	Aakash Medical/IIT-JEE/Foundation	
8	Galgotias University-MI	
9	Veena World Travels	
10	Smart Bazaar	



Top 10 brands
contributed
5%
share of
Print Ad Space.



- Allen Career Inst was the top brand in Print during Jan-Jul'26 followed by LIC.
- During Jan-Jul'26, there were total 108 K+ brands advertised in Print.
- Among the Top 10, 3 brands were from Auto Sectors and 3 from Education sector.



Source: TAM AdEx



Note: Figures are based on Col^Cms for Print;
excluding house ads



Period: Jan-Jul'26

TOP GROWING CATEGORIES

290+ CATEGORIES REGISTERED POSITIVE
GROWTH IN PRINT AD SPACE

Top 10 Growing Categories (Jan-Jul'26) (based on highest increase in Ad Space)		Growth
1	Multiple Courses	9%
2	Retail Outlets-Jewellers	16%
3	Ecom-Other Services	7 Times
4	Cars	6%
5	Herbal Juices	21 Times
6	Life Insurance	30%
7	Branded Jewellery	24%
8	Mutual Funds	30%
9	Ice Cream/Frozen Desserts	11%
10	Corporate-Pharma/Healthcare	71%



Multiple Courses saw the highest growth in absolute Print ad space in Jan-Jul'26 vs. Jan-Jun'25, followed by **Retail Outlets-Jewellers** and **Ecom-Other Services**.

Print: Publication Language during Jan-Jul'26 & Jan-Jul'25

Jan-Jul'25

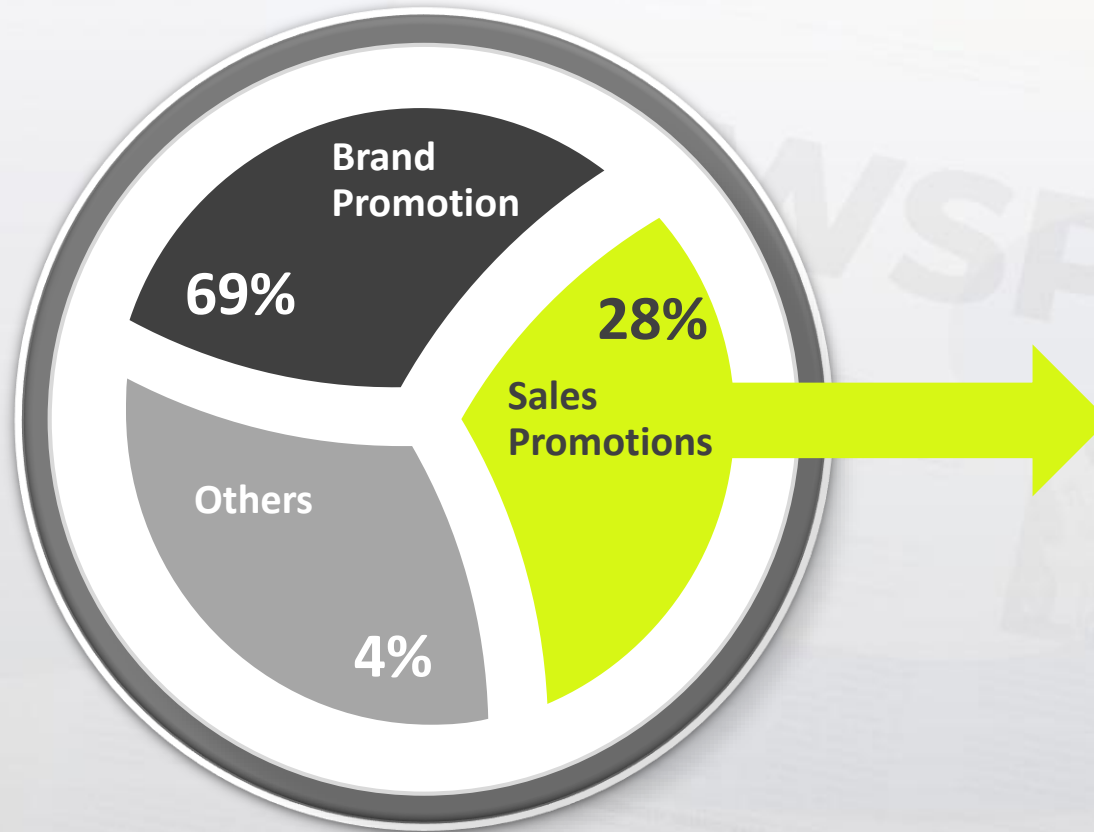
Publication Language	% Share
Hindi	37%
English	29%
Marathi	8%
Kannada	5%
Telugu	5%
Others (8)	15%

Jan-Jul'26

Publication Language	% Share
Hindi	37%
English	29%
Marathi	8%
Telugu	5%
Kannada	5%
Others (8)	14%

- Top 3 Publications Languages remained same in both Jan-Jul'25 and Jan-Jul'26.
- **Hindi** and **English** language publications together contributed **more than 60%** share of ad volume during both **Jan-Jul'25-26**.

Ads with Sales Promotions: Jan-Jul'26



1. Multiple Promotion	45%
2. Discount Promotion	40%
3. Exchange Promotion	5%
4. Add On Promotion	3%
5. Volume Promotion	3%
Others (4)	3%

- **Sales Promotion** advertising covered **28%** share of Ad Space in Print during Jan-Jul'26.
- Among Sales Promotions, **Multiple Promotion** was on top with **45%** share of Ad Space followed by **Discount Promotion**.
- Top 2 Sales Promotions together covered **85%** share of Ad Space during Jan-Jul'26.

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For any queries write to:

taminsights@tamindia.com