

## **HT a stronger No. 1 in Delhi/NCR**

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Hindustan Times has once again come out the undisputed leader in Delhi while it has strengthened its leadership further in the National Capital Region (NCR) area in the latest round of the Indian Readership Survey (IRS) for the fourth quarter (Q4) of 2010. The independent survey by the Media Research Users Council showed that with 19.20 lakh daily readers (average issue readership, or AIR, as per industry terminology) and 27.65 lakh total readers (total readership or TR, which is the sum of daily and casual readership), HT remains on top in Delhi, retaining its undisputed leadership position for the fourth successive round of IRS.

In Q4, HT extended its market leadership to the NCR, where it garnered 21.87 lakh daily readers and 32.54 lakh total readers. Media planners who decide on advertisement spending allocations consider such data critical.

Nandini Dias, CEO of media agency Lodestar UM, said: "Ranking in the market for newspapers is important for media planning since we evaluate our plans from a reach perspective." She said higher reach meant higher impact in spending on local or localised brands.

HT has increased its NCR average issue readership by over 50,000 and its total readership by 66,000 over Q3.

Also, it has a strong lead among the more educated and affluent readers of Delhi, where it leads Times of India by more than 1.39 lakh readers.

For the last nine decades, Hindustan Times has been the paper of choice for the people of Delhi with its unbiased journalism and in-depth coverage of the city.

In Mumbai, where the newspaper is a relatively recent entrant, HT has consolidated its position as the second largest broadsheet newspaper. While HT has grown by 4% to 6.13 lakh daily readers (AIR), both The Times of India and DNA have declined in the Mumbai market. This is seen as a reaffirmation of the strong reader-focused journalism that has led to HT's consistent growth since its launch in 2005. In fact, it is the only daily to have grown in nine out of the last 10 rounds of IRS results.

In Chandigarh, HT has grown to 88,000 readers and emerged a very strong number two English daily, within striking distance of The Tribune by just 5,000 readers.

At an all-India level, HT continues to grow and now has 35.92 lakh daily readers. Dias pointed out: "If the readership increases, the cost per thousand for the advertiser goes down."

Mint, the business paper from the HT Media group, with 1.99 lakh readers, has further consolidated its number two position by growing readership and is more than 50,000 ahead of its nearest competitor.

Hindustan, the group's Hindi daily, has emerged the second largest daily in the country, with a TR of 35.1 million, ahead of Dainik Bhaskar (33.9 million). Hindustan has consistently grown over the last seven rounds of the IRS.