

**GOVERNMENT OF INDIA  
INFORMATION AND BROADCASTING  
LOK SABHA**

UNSTARRED QUESTION NO:1752

ANSWERED ON:04.12.2012

PUBLICATION OF MAGAZINES/NEWSPAPERS

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**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

- (a) the number of magazines/newspapers published in the country including Maharashtra during each of the last three years and the current year, State-wise ;
- (b) the amount paid to those magazines / newspapers by the Directorate of Advertising and Visual Publicity (DAVP) on advertisements during the said period, State-wise;
- (c) whether the Government has received any complaints that advertisements of less value are only given by the DAVP to small and medium magazines / newspapers ;
- (d) if so, the details thereof and the reasons therefor along with the criteria/norms fixed for allocation of advertisements to the magazines/newspapers; and
- (e) the steps taken by the Government to streamline the process in this regard ?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) As per the records of RNI, the number of publication registered during each of the last three years and the current year in the country, including Maharashtra is at Annexure-I. State-wise details of Publications registered during the last three years and the current year is at Annexure-II.

(b) The details of expenditure incurred on advertisement by the Directorate of Advertising and Visual Publicity (DAVP) to newspapers/periodicals on its panel during 2009-2010, 2010-11, 2011-12 and 2012-13 (as on 29.11.2012), State- wise is given in Annexure-III.

(c) & (d) A number of complaints/requests have been received from the publishers of newspapers/periodicals of small and medium newspapers regarding release of less advertisements. DAVP issues advertisements to small and medium newspapers as per the Advertisement Policy i.e. to allocate 35% and 15% of the budget of display advertisements to medium and small category newspapers respectively.

Most of the Government advertisements are date specific and are given to daily newspapers, while periodicals are given general, commemorative advertisements. The selection of periodicals/ newspapers for giving advertisements is made on the basis of target audience, budget, reach and the client requirement.

(e) DAVP has introduced the process of gathering information about the quality and standards of magazines like circulation, number of pages, colour pages etc. so as to stream line the process of selection. DAVP places the details of advertisements given to each newspaper/magazine on its website for public information, every month.