

FINE PRINT

Current status of the print industry.

Total readership **169** million

**Total
revenue**

16,950

**Advertising
revenue**

11,100

**Circulation
revenue**

5,850

(in Rs crore)

Revenue figures are projections for 2008.

Source: The second round of the Indian Readership Survey 2008 and The Indian Entertainment and Media Industry 2008 report by Federation of Indian Chambers of Commerce and Industry and PricewaterhouseCoopers, March 2008.