Lover of Palindromes Editorial

Note, that if the value of $a_{1,1}$ is equal to some number x, then values of $a_{n,1}$, $a_{1,m}$ and $a_{n,m}$ must also be equal to this number x by the palindrome property.

A similar property holds for all of the following elements a $_{x,y}$ ($a_{x,y}=a_{n-x+1,y}=a_{1,m-y+1}=a_{n-x+1,m-y+1}$), so the problem is reduced to finding the optimal number for each four of numbers (maybe less for some positions in matrix). This number is the median of these numbers (the average of the sorted set). The answer will be the sum of the differences between the median of the "four" and each number in the "four" for all "fours".