

Bharat Herald Post-COVID Circulation Analysis and Recovery



₹159.79bn

Total Revenue

207M

Total Circulation

231M

Total Copies Printed

Overview

Revenue

Digital Pilot

Total Revenue by Ad Category

₹671.16M



Government

₹661.12M



Real Estate

₹445.12M



FMCG

₹441.88M



Automobile

Circulation Trend

● Total copies circulated ● Total Copies Printed



Insights

- Circulation dropped by 70% from 39.5 million copies in 2019 to 29.6 million copies in 2024.
- Adoption averaged 54.5%, but retention was low due to *UX/UX issues* (influencing a bounce rate of 65.85%).
- Price Sensitivity drove a -16.69% YoY revenue decline in 2020 (losses of ~ INR 21 million in Government revenue & ~INR 29 million from FMCGs).

Recommendations

- Relaunch Digital Platforms:** Resolve UI/UX issues and focus on key growth cities; Varanasi, Mumbai, and Ahmedabad.
- Market Re-engagement:** Strengthen presence in high-performing cities such as Lucknow and Patna and those with high digital readiness.
- Restore Advertiser Confidence:** Introduce discounted ad bundles and highlight expanded reach potential (including foreign audiences).

Total Circulation by City

