



"We are pleased to announce that we are now the number one daily in Maharashtra\*! We are exponentially expanding not just regionally but across the Globe via establishment of an international footprint. We could not have done this without you, our valued clients, partners and friends. We look forward to our continued partnership with you and leveraging our strengths to bring your ambition to fulfilment"

- Mr Abhijit Pawar  
(MANAGING DIRECTOR, SAKAL MEDIA GROUP)

With more than 84 years of experience in the media business, The **Sakal Media Group (SMG)** offers an optimal platform to enable exponential growth in your advertising revenue streams.

**Sakal** is the number one daily, with a total (average per day) circulation base of **7.30 lakh\* (0.73 million)** covering Pune & Mumbai and **13.37 lakh\* (1.33 million)** across Maharashtra, India.

**SMG** provides access to a 360 degree integrated media coverage (Print/TV/Online /Events) to our advertisers, sponsors and partners, reaching over **70 lakh (7 million)** people internationally.

**SMG** is now expanding its reach to **Akola, Nanded and Aurangabad** with a readership base of **13 lakh (1.3 million)**.

SMG is continuously strengthening its' focus within target audiences, with unique and innovative initiatives aimed at women (**Tanishka**), youth (**YIN**) and farmers (**Agrowon**).

**SMG** provides access to a national portfolio of successful media Brands, such as **Sakal, Sakal Times, Saptahik Sakal, Premier and Saam TV** for our advertisers.

\*Source: Audit Bureau of Circulation (July' – December' 2015)





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