

Government of India  
Ministry of Information and Broadcasting  
Directorate of Advertising and Visual Publicity  
Soochna Bhawan, Lodhi Road, CGO Complex, New Delhi

FileNo.14/0096/1718-MR&C

Dated:22/01/2018

**ADVISORY**


Subject: **Filling up details of readership profile of newspapers, extension of last date..reg.**

In continuation to earlier Advisory dated 08/01/2018 on the above subject about decision to explore possibility of releasing advertisements to newspapers/journals keeping in view the objective of the Client Ministries/Departments, the contents, target audience for the advertisement and coverage area from the point of readership profiles of the newspaper.

2. All newspapers which are on DAVP panel are required to fill-up the details of readership profile of newspaper as per format **uploaded in Publishers' login area.**

3. **In this regard, it has been decided to extend the last date to 31/01/2018 for filing up online format by all the Publishers on DAVP panel.**

This issues with the approval of DG, DAVP.

  
(B.P. Meena)  
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