



Marathi Newspapers and their Policies: Sustaining the Competition

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Abstract:

In a democratic system, Print and Electronic news media plays very important role. It is supposed to be the fourth pillar. But, now a days is difficult task before the management. Newspapers entertain the people and give knowledge to them. All the pillars of Indian democracy are paralyzed. Newspaper was a mission before independence. To create public awareness, to help people to form their opinion is also function of newspaper. Newspaper criticizes the evils and boost good things in the nation. They also fight against exploitation, injustice and corruption. These are some important functions of the newspaper. But now a day's big media houses are owned by politicians and industrialists. Remaining newspaper owners are in close relation with these two. Common man is helpless. In today's age, it has become profession. Social concerns are given second preference. So, people and society as large is deeply worried. The study of effects of Paid News has its own importance not only from the view point of journalism, newspapers and society but also for the nation. Paid news which creates black money, is now became national problem. Even parliament, Election commission and court have taken the serious note of paid news. The main objective of the newspaper is to inform the people about the happening new things in the society. There are important goals also. Government and Corporation may attempt to manipulate news Media. We hope, this research work can help to prepare guide lines for these institutions and the honest newspaper directors as well as journalists.

Reader's don't believe their regular newspaper for the factual news. They read another newspaper; they view news channels. Even channels are compromising for the news. So, people are confused where to go, what to, how to fight against corruption, injustice.

The main reason behind this is yellow journalism which includes paid news. Paid News means to get publish the news, article or reviews in any type of media by accepting money or any consideration. Press council of India which regulates the newspapers, Election Commission, Parliament and court also agrees that the paid news culture is spreading rapidly in India, which has affected the marketing of newspapers. Total 28 Indian language newspapers publish their editions. Media has become profit making industry. Newspapers are the voice of people. It controls the evils and malpractices. As the era of paid news started in India, journalism lost its credibility. That's why social website getting important. Paid news which is part of yellow journalism (corruption) has not only affected the credibility of newspapers but also journalism as whole. It has affected democratic values.

Keywords: Regional Newspapers, Fourth Pillar, Newspapers Strategies, Yellow Journalism

1. Introduction

The main objective of the newspaper is to inform the people about the happening new things in the society. There are important goals also. Government and Corporation may attempt to manipulate news Media. Total 28 Indian language newspapers publish their editions. Media has become profit making industry. To run a newspaper successfully, to stand in the competition and attend the goal is a great challenge before the management of newspaper. Effective Marketing strategies is good solution on these issues. But drafting and implementing best marketing strategies of newspaper is now a days is difficult task before the management. Newspapers entertain the people and impart knowledge to them. To create public awareness, to help people to form their opinion, fight against corrupt practices and evil is also task of newspaper. Newspaper criticizes the evils and boost good things in the nation. They also fight against exploitation, injustice and corruption. These are some important functions of the newspaper. But now a day's big media houses are owned by politicians and industrialists. Remaining newspaper owners are in close relation with these two. Common man is helpless. All the pillars of Indian democracy are paralyzed. Newspaper was a mission before independence. In today's age, it has become profession. Social concerns are given second preference. So, people and society as large is deeply worried. The study of effects of Paid News has its own importance not only from the view point of journalism, newspapers and society but also for the nation. Paid news which creates black money, is now became national problem. Even parliament, Election commission and court have taken the serious note of paid news.

Policies of Marathi Newspapers in Nashik

The current IRS clearly demonstrates the growth of Hindi language dailies over the English language ones. With the marketing and communication strategies of two leading Hindi language Indian dailies The Dainik Jagran and The Dainik Bhaskar.

According to the current Price Waterhouse Coopers Media & Entertainment Report, the print industry in India has a circulation of 90 million, second only to China (130 million) and the newspaper industry is expected to have a compounded annual growth rate of 10.1% by 2015, while the projected growth of Indian print media is INR 282 billion in 2015. The Media Research Users Council that releases the quarterly results of IRS has taken Average Issue Readership (AIR) to be a more authentic and relevant measure of actual readership for publications. The results of IRS 2012, second quarter confirm the presence of Dainik Jagran at the top position with an average issue readership of 1.64 crores followed by Dainik Bhaskar (AIR= 1.44cr). The third slot was bagged by the Hindustan (AIR= 1.22cr). The fourth and the fifth largest read dailies are Malayali Manorama and Amar Ujala with AIR= 97.10 and 86.08lacs respectively. As compared to their Hindi counterparts, the largest English language Indian daily, the Times of India has registered a marginal growth and a sixth slot in the overall race with the current AIR of 76.43 lacs whereas no other English daily has made it to the top ten list of Indian dailies. When the greatest newspapers in the West were perishing, the Indian print media are glistered growth despite the global economic recession.

1. Launching Web Portal, Podcast etc.

Marathi Newspapers on web is recent strategy of Marathi newspapers in Nashik. The newspapers are mirror of society and also the agents of social change and the creators of attitude and situations. They conduct companies, carry on propaganda. Influence and educative voters, canalize public opinion and mould government policies. Now a day's Marathi newspapers also have begun to use the modern technology to publish online papers. The press also makes a direct and visible impact on the functioning of the administrative and political systems of the country. It provides comprehensive and objective information on all aspects of the country's social, economic, political and cultural life.

2. Charging lower Prices

Marathi dailies have embarked on a price war in Nashik, Kolhapur, Pune and Aurangabad in an effort to boost circulation and, consequently, use this to garner a larger share of advertising. In Nashik,

Lokmat sold its papers for Re.1 at the time of Launching. Lokmat, Sakaal, Pudhari and Punya Nagari have cut back cover prices since January to boost circulation and attract advertisers. In Kolhapur, Sakaal which is published by former Union minister Sharad Pawar's nephew Abhijit Pawar's **Sakaal Media Group**, recently slashed its cover price from Rs. 3 to Re.1. Pudhari, run by Pudhari Publications Pvt. Ltd, now sells at Rs. 2 compared with Rs.3 earlier, while Lokmat and Punyanagari have dropped their cover prices from Rs.2 to Re.1. All the price cuts have come in the past six weeks.

3. For readers and advertisement agencies, more Pages

More pages of newspapers than normal are known as more pager average. Generally, Marathi newspapers provide 10 pages of main issues and 4 pages of supplement in Rs.5. To capture the market share, Newspapers provide 12 pages of main issues and 6 pages supplement in same price. This is effective strategy to raise number of readers. In Nashik, Diya Marathi, Lokmat providing such facility. Sakal is also trying same. This strategy has affected the market share of to greater extent. Local newspapers are going to close down. Because, readers compare their newspapers with Lokmat, Sakal.

4. More preference to Local News

Mumbai and Pune represent two facets of Marathi journalism. Pune's Sakal, in spite of its recent shift towards new marketing and management strategies, still remains imbued with idealism of the nationalist period and its emphasis on wide-ranging local-level reporting. On the other hand, in Nashik's highly segmented market, smaller newspapers claim popularity due to their unpredictable mix of business sense, technical mastery and cultural intimacy.

5. Scheme of Gifts

Management of newspapers in Nashik uses this tactic or strategy to increase their readership and circulation speedily. Almost all state level newspapers give various gifts to the newspaper's sellers. Sakal and Lokmat provides Steel Stalls, Bags, Umbrellas, caps, raincoats to sellers. Sakal had provided group insurance to the sellers few years ago. Parties to the sellers are now a days are common.

6. Cult Branding

A cult in general notion is a sect or group or a faction. Like religious cult that attracts thousands of devoted disciples, certain brands have magnetic characteristics. They attract die-hard customers who will be devoted to the brand. Brand cult is defined as a phenomenon where customers display an unusually strong emotional involvement with a particular brand; thus, lending the Brandan exceptionally high degree of customer loyalty, along with an amplified sense owning the brand. Sakal, Maharashtra Times and Lokmat uses this strategy. Cult branding creates an experience, a feeling an aura of a group identity- involving the customer in a way the employs them.

7. More commission to Advertise Agencies

Revenue is most important for any kind of business. Newspapers are also not exception to this. In Nashik, there is association of Advertisement Agency. They avail advertise to the newspapers. Cost to produce newspapers is increasing day by day. So, the management of Marathi newspapers maintain healthy relationship tot the Advertise Agencies. Newspapers management awards schemes to the Ad Agencies. More commission is given to these agencies which result in more business revenue generations.

8. Newspaper Sellers are provided various facilities

Newspaper sellers are the key factor in sell of newspapers. Marathi newspaper management of newspapers in Nashik uses this strategy to increase their readership and circulation speedily. Almost all state level newspapers give provides various facilities to the newspaper seller. Regular Health checkup camps, felicitation of newspaper seller and their children are also some strategies in Nashik by Sakal, Lokmat, Divya Marathi. Local newspapers are not in such a race their sell has come down.

9. Events for readers to attract

As an effective marketing strategy, newspaper management organize various events for the readers. Sakal organize state level Sakal Drawing competition every year since decades. Sakal also competition for housing societies in nashik on the basis of Home Minister show on Zee Channel. To attract the yong readers, Sakal also entered in the college world by starting Yin club which works for personality development. Lokmat organize Premier cricket league like IPL of BCCI. Lokmat honours the reputed

and well-known experts in various fields giving Lokmat Awards. Maharashtra Times organize Happy Streets on Sunday which includes various old games, music, stalls etc. This gets tremendous response. This paper of Times groups also organize Matta Heritage walk which includes visits to historical places in Nashik. Deshdoot organize Property fair which invites

10. Supplements for various class

In Nashik, state and local newspapers have started various supplements with main newspapers. It is the part of marketing strategy to raise the circulation and revenue. This supplements targeted various sector of the society. Agriculture supplement of Deshdoot papers and Agro one newspaper of Sakal is for farmer readers. Entertainment supplement or page is there of every newspaper. Beside this, Sunday supplement, supplement for women and youths, science supplement is there. Columns like puzzle, reader letters, column like opinion of readers, future, gossips in bolly woods, political criticism, new book arrival, senior citizens experience etc.

11. New Ventures

To stay in competition and capture the market share, management of Marathi newspapers have tied up or entered into collaboration or started new ventures. To start news channel is very costly. Lokmat newspaper started IBN Lokmat news channel with national level IBN channel. Sakal has launched its own marathi channel known as SAAM T.V. Pudhari newspaper recently launched news channel called as Pudhari channel. Marathi newspapers have started e-newspapers and web newspapers. They are active on social media.

12. Job Contract System at every level

To run newspaper is very challenging job now a days. Reason is high cost of operation and production as well as selling. Single copy of a newspaper cost more than 20 rupees. But due to cut throat competition, it is sold just for rupees five per copy. The income of five rupees again shared with newspaper seller as a commission rupee 2 per copy. Remaining 3 rupee bears other cost like salary, marketing, printing paper and ink, machine etc. So, to achieve the target of profit, newspaper management now a days accepted the policy of contract system at every level. From attender to manager and from reporter to editor, everybody is offered job on contract system. Permanent job is dream. There is no job security. This is contract is for 11 months, 3 years and likewise.

13. Compromise with Unethical factors

Management of some newspaper compromise with unethical factors. If a political leader or builder cut the tree illegally or engage in malpractices and corruption, newspaper editor does not publish news regarding this though it is his duty. The reason is that, these corrupt people are advertisement partner of newspapers. So, the main pure purpose of journalism is violated. Such kind of malpractices is great loss to the society and democracy.

14. Control of political leaders

To start and run newspaper/ news channel and achieve target of profit is not easy job. Many businessmen launched newspaper and channel but failed to survive. Newspapers was mission before independence now it is run for commission only. Reputed newspapers are owned and run by political leaders as well industrialist. They control newspaper directly and indirectly. Editor and manager cannot work independently and freely. They are forced to compromise with corrupt people.

15. Unfairness of competitors Newspaper parcels

Dumping the newspaper parcel is common strategy of used by management of almost all newspapers. But it is not regularly used now a days. In dumping of newspaper parcel, van driver of newspaper is given money and forced him reach market let so that readers of that newspapers compelled to purchase other newspapers which they don't like to read. But after reading that newspaper, some readers may become regular customer of competitors newspapers. It may also happen that political leader may dump all the newspapers when there is unfavorable news regarding him like corruption. That time another newspaper helps him.

16. Offering high package to competitor's employee

Every industry and organizations are run and progress with help of talented and skilled manpower. Newspapers are not exception to this. For hiring the service of talented news reporter, sub editors,

editors, marketing and administrative staff newspaper invest funds. These talented man power is offered attractive salary, facilities by management. This skilled staff is provided training also. To stand in the competition, established newspapers like Lokmat, Sakal, Divya marathi offered higher economical package to the competitor newspapers and higher them. This is great loss to the concern newspaper.

2. Findings, Conclusions & Suggestions

A) Findings

1. Raising in circulation

Because of Marketing Strategies, the image of newspapers is benefited. So, when the Marketing Representatives reach to the reader, clients, they get warm welcome like early years. The advertisements revenue is increased to the great extent.

2. Sale of Competitor Newspaper is down

The Sale of every type of language newspaper is decreasing day by day. Though the common people blame social media, mobile, TV for it. But the experts in this field says that the Marketing Strategies affects adversely the market share of competitor. The real cause is that it has reduced sale, circulation, revenue of competitor.

3. Help is Image Building

When the sale of newspaper is decreased, it automatically affects the TRP of newspapers. The circulation is also reduced to the greater extent of newspapers. So, there is less marketing response. All this has resulted in reducing the revenue of the newspaper all over the country.

So, almost all the newspapers use Marketing Strategies in various forms. Readers of all category welcome it. The image of newspapers and sale is improved due to Marketing Strategies which results in higher revenue.

3. More Trust in Newspaper

Marketing Strategies helps to raise revenue, circulation and helps to build public image of newspapers. Marketing Strategies helps to increase more trustworthiness of newspapers. Readers, clients trust more on newspapers who use Marketing Strategies in various form. The Marketing Strategies has reduced the marketing shares, revenue of competitor. So, the newspaper gets expected advertisements.

5. Good Buisness Relation

Marketing Strategies also helps to the business relation of newspapers with clients like corporate houses, bankers, businessmen, institutions etc. This result in more revenue, advertisements. Political leaders are also clients who gives advertisement to the newspapers. They also trust the loyalty, credibility of newspaper whether it is local, state of national newspapers.

6. Motivation to the Society

If all pillars of democracy are failed, where shall people approach against injustice is the question. The situation created in future, would be revolutionary. Newspapers are benefited due to Marketing Strategies. The management of newspapers serves society much better. Newspapers are owned by leaders or industrialist which have relation with government. Media plays important role in the country like India having various classes, castes and religions.

Reports and presentation in the media are neither neutral nor a simple reflection of some reality, news reporting is a process in which a stand is taken. Paid news always misleads the public and hampers the ability of people to form correct opinions. Poor but honest and candidate having good character would never get elected.

7. Win in Competition

Marketing Strategies originates cut throat competition. Every newspaper wants to raise its sale and revenue. Regional newspapers aggressive in Marketing Strategies. Due to it, local newspapers are winding up their business. The Marketing Strategies of regional and national newspapers adversely affects level playing field.

8. Yellow journalism like Strategy of Paid news Harmful

Some state Level newspapers accepts the paid news. Paid News destroys the ideal political system. Politicians seeks to circumvent election expenditure laws/ ceiling. They try to corrupt the whole

system. Like advertisement, there is no receipt of paid news. It is never shown in account. It means it is black money. Old District level newspapers owner receives minimum 1 corer from black money from Z.P. & Municipal election. Assembly election and Lok Sabha election also give him same amount. If it is the case of Big regional newspaper, the amount is 2 to 5 corers for each edition from a city edition. If there are more than one edition the amount increases. In many parts of the country paid news are published which creates huge black money.

9. Great Loss to the Democracy

Communication is a mechanism through which human relation exist & developed.

It is criticism that other pillars of democracy are failed. Newspaper is the fourth pillar of democracy. If it is corrupt and engaged in yellow journalism. Marketing Strategies of state level newspapers force to close down the business of local newspapers, which are working at grass root level. Nexus is established among the leaders, culprits and big newspapers. This weakens the fourth pillar.

10. Powerful Newspapers benefited

Marketing Strategies is possible only for reach and well-established newspapers. They afford Marketing Strategies schemes. Local newspapers can't even think about attractive schemes of Marketing. The political system and the mindset of the people has accepted this fact. Economically weakened newspaper can never win.

11. Message of Wrong culture

When corrupt and reach newspapers win the market share, wrong message spread in the society. People disappoint. They avoid to read newspaper. Marketing Strategies of regional newspapers creates and cultivate bad culture in journalism. The new journalist thinks that, paid news is the part of policy of newspaper. Paid news becomes trends and when there is no election, journalist indulges in yellow journalism. When common news is to be publish, journalist demand money.

12. Undue influence

Marketing Strategies causes undue influence on reader and also affects their Right to Information. As per Indian Contract Act, the contract is void when there is undue influence. The opinion of the people should not be tempted. But Marketing Strategies causes undue influence.

13. Lowering the Credibility

Unethical Marketing Strategies of Newspapers lower the moral of Society also. Newspaper is fourth pillar of democracy. Society at large still trusts newspapers. Though, today is the age of news channel and social media, people prefers and trust newspapers. The circulation of newspapers in advanced countries is decreasing day by day, while in India, it is increasing. wrong Marketing Strategies of is hampering the credibility of newspaper.

14. Hammering the Image

The role of Media is indispensable. This redrawing of moral boundaries under the dramatic impact of some extremely violent acts is a curious process indeed. Wrong Marketing Strategies of not only reduces the credibility of newspaper but also decline the image of journalism. It is fact that few reporters and news reporters doing wrong practices, but people thinks that all the reporters are doing same, all the newspapers are doing yellow journalism. So, it affects the whole credibility of journalism. Wrong Marketing Strategies of creates wrong image of media in the eyes of people. People thinks that general news also requires money.

15. More and more Malpractices

Marketing Strategies has side effects also. It encourages yellow journalism. It leads the malpractices in journalism, like robbery, commission, bribe etc. Some journalists are doing these practices. Local newspapers and new reporter are also forced to do it.

16. Money making industry

The main purpose of Marketing Strategy is to earn more and more Profit. In 2001, India had 45,974 newspapers, including 5364 daily newspapers published in over 100 languages. The largest number of newspapers were published in Hindi (20,589), followed by English (7596), Marathi (2943), Urdu (2906), Bengali (2741), Gujarati (2215), Tamil (2119), Kannada (1816) and Telgu (1289). The Hindi daily press has a circulation of over 23 million copies followed by English with over 8 million copies.

Journalism was mission before independence. Now it is commission. There is no pure objective to serve the society while launching the newspaper. Local channels are registered only for election tenure. The owner meets leaders, accepts paid news package and shout down the channel after the election. It encourages yellow journalism.

17. New journalist disappointed

Marketing strategy aims money and money only at any cost. Many youngsters start carrier in journalism. They have many idols in their mind. They have clean images of journalism in their mind. But when they join Newspaper or Electronic Media, they are shocked when Owner asks them to collect Paid News. That time newcomers are demoralized. Due to Paid News, the image of News Media becomes bad, that time how new generation and talented youngsters join the Media, is crucial question. Talented students refuse to join to journalism, then fourth pillar of Democracy become weak.

B) Conclusions & Suggestions

Research student filled up the questionnaire from the readers of various class and age. Total 110 questionnaires were distributed and filled up. Total 20 journalists and 20 officers in Marketing department in various newspapers filled up the questionnaire. They represent not only all Marathi newspapers but also local channel. Twenty youths from age 20 to 30 were contacted for the questionnaire. Thirty middle age readers (31 to 40) were contacted. The readers above 40 to 70 ages were given questionnaire. Following are the conclusions and suggestions derived from the research study. One progressive's step that a reporter can take is to recognize that the standard form does not rule the whole newspaper.

1. Require best Policy

Newspaper policy and marketing strategy is unavoidable now. It is treated as common policy by the management and editor of the newspaper. Like common policy, Marketing Strategy is given treatment by the newspaper management. The researcher asked common question whether all Marathi Newspapers accepts Marketing Strategy 68.2% respondents replied yes, while 21% were unable to answer, because they couldn't differentiate Marketing Strategy policy and general policy. Lokmat, Sakal, Divya Marathi, Maharashtra Times have aggressive Marketing Strategy. Lokmat and Diya Marathi publish advertisement of various schemes. This increases losses to the newspaper. Suggestions is that, only in special situation, Marketing Strategy should be used.

2. Quality content is answer

As per the respondent's opinion, all newspapers including local and state level Marathi, newspapers use Marketing Strategies regularly. 65% readers agreed and expressed disappointment. Observations says that, local newspapers doesn't use Marketing Strategy but they accept paid news strategy. Suggestion is that, Readers should encourage such newspapers. Only quality content newspaper doesn't accept Marketing Strategies.

3. Demand for good Content

The interview revealed that no media marketer undermines the importance of content and the target market is studied minutely before designing the content which is mainly aimed at gratifying the consumer's needs. The objective of the marketers is to create a hyper local media reach while expanding horizontally. In the process, marketers work towards creating a brand experience for their customers and customize their product to suit the hyper local needs. The researcher found that Marathi language newspapers feel no differently about content marketing and need gratification than their English language counterparts.

4. Language should be improved

Today the use of language in the Marathi newspapers is not quality one. In the past, people used to refer a newspaper for correct use of language, words and spellings but of late, the trend has dispensed away with tradition. Very few newspapers maintained some language decency. Also they paid attention to what kind of language people want to read. The strategy was to use the language what people speak. In city mixture of Marathi and Hinglish is demanded. The researcher learnt that the

approach of newspaper towards the reader is like that of a crying baby whose demands must be met so that the baby stops wailing.

The researcher found that a four-page supplement of Dainik Bhaskar, 'DB Quest' had two pages published in English. Management wants newspapers to be appreciated by the people and to be with the people on issues they consider important. One main section and one supplement 'Nashik Plus of Maharashtra Times. While the main section carries the city news. Daily Divya Marathi of Bhaskar group carries English oriented Hindi and what youth and other sections want. The use of language is according to the audience."

5. Increase in Local approach

Explaining the editorial strategy, he was of the view that the newspaper gave more importance to local stories but the approach was nationalist. The editorial strategy of the Newspapers is localized approach and micro segmentation of the audience. Designing content to suit the taste of the niche audience is important to the marketers. Divya Marathi which was a recent launch in the Nashik had to design its editorial strategy meticulously. Other newspapers also geared up to meet the challenge of the new player even though both newspapers interviewed downplayed the importance of each other's presence. Contents were revamped. Backgrounders, analysis and opinion pieces were added. Efforts were made to make the readers feel that their newspaper was actually a people's newspaper and contents were specifically designed to prompt readers' response. Lokmat, Sakal, Maharashtra Times started stressing on investigative stories.

6. More and More Publicity

The researcher found that it was important for newspapers to concretize their position in the minds of the readers. The brand managers of State level newspapers elaborated upon their publicity efforts when interviewed. They carried out social campaigns, public participation campaigns, schemes, promotional efforts, different pricing offers and many more only to win their customers (readers). The publicity efforts of the newspaper are aimed at two kinds of audience – the reader and the advertiser. The ones that are aimed at the advertisers focus on the visibility of media platforms. Pani Bachao Aandolan was carried out in city by Maharashtra Times in Nashik. A campaign was also designed to encourage people to play dry Holi.

7. Decline in the Trust

Before independence, newspapers were devoted to the social goal. When Globalization took place, newspapers changed their policies. Maximization of profit was the only aim. To earn money by any way, newspapers compromised their principles and business ethics. 75.2% respondent agreed that the credibility of newspapers is declined. Because the person who is criminal background is admired by newspaper and newspaper claims that his win is sure, people laugh at newspapers. This happens in Nasik. Suggestion is that, the newspapers who accepts paid news, should interrogate themselves.

8. Black money

Marketing Strategy like Paid news directly creates black money. No written order is passed by the Editor or owner to the employees. No receipt is issued to the person or agent of leader who handover paid news. The amount received is not shown in the audit. So, the newspapers are doing national crime. Owner of medium newspaper earns minimum 10 million rupees from a single election. Big newspaper earns up to five corers from a single election in single edition. When question was asked regarding this, 72.4 respondents agreed that, paid news creates black money. Only 14.6 respondents said no. Remaining refused to answer. Suggestion is that, reader should identify such newspapers and boycott on them. Letters should be forwarded to the Editor as well as owner. Other machinery should be alert. Written complaint should be longed.

9. Difficult situation for Local Newspapers

The aggressive Marketing Strategies of state level newspapers like Lokma, Sakal, Divya Marathi, Punya Nagari has greatly affected the survival of local newspapers like Gavakari, Deshdoot, Bhramar. Another reason is money and muscle power. Local newspapers cannot stand in competition before these regional newspapers as local newspapers economical, social position is poor. They do not have

effective marketing strategies also. They do not get the support of local readers. Their circulation is also decreasing day by days.

10.Number of readers increasing

This study empirically reveals the influence of Promotional strategies lead to increase in number of readers and attract more business advertisements. This study reveals the nature of sales promotional strategy of daily Marathi newspapers; examine the comparative growth of newspapers on the basis of a number of readers, penetration, brand positioning and the class of readers etc. Evaluate the impact of promotional strategies on stakeholders such as readers, advertisement agencies, distributors and clients placing advertisements in newspapers, to develop promotional mix for newspaper companies and newspaper. Evaluate the impact of promotional strategies and newspaper readers buying behavior.

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