

# Advertising rates in magazine **SestDiena**

Valid since 01.01.2017. All prices in EUR exclude VAT.

## SaturDay

Exciting week-end magazine for active and intellectual people. The magazine is disseminated throughout Latvia together with newspaper *Diena*.

Every Friday – intriguing personalities, topical events, exciting travels, fashion trends and interpersonal relationship.

**Target audience:** inhabitants of Riga and other cities, aged above 20, well educated, has high personal and family income.

**Published:** once a week,  
on Friday

**Circulation:** 31 000

**Cover:** 59 000

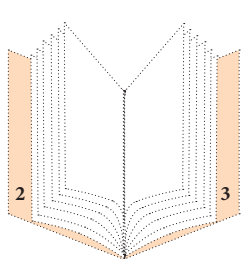
**Cover Max:** 107 000

**Subscribers:** 20 000

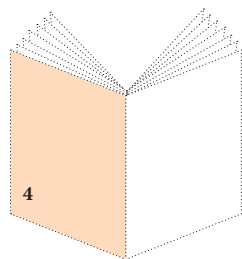
(survey: TNS Year 2016)



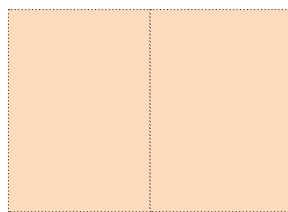
## Advertising rates (+5 mm bleed)



2nd cover  
200 x 290 mm  
EUR 1510



3rd cover  
200 x 290 mm  
EUR 1450

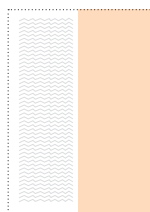


Double-page spread  
400 x 290 mm  
EUR 2050

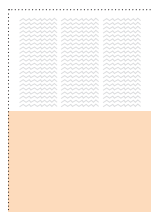
4th cover  
200 x 290 mm  
EUR 1570



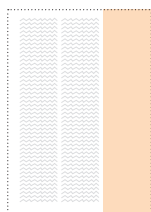
Full page  
200 x 290 mm  
EUR 1370



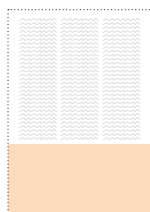
1/2 page  
100 x 290 mm  
EUR 769



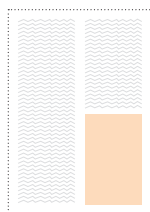
1/2 page  
200 x 143 mm  
EUR 769



1/3 page  
69 x 290 mm  
EUR 599

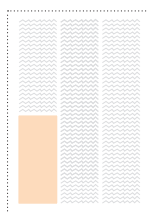


1/3 page  
200 x 93 mm  
EUR 599

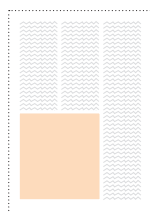


1/4 page  
86 x 128 mm  
EUR 480

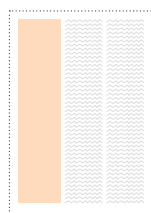
## Classified advertising rates:



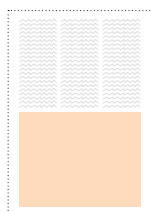
1/6 page (ad box)  
57 x 128 mm  
EUR 99



1/3 page (ad box)  
118 x 128 mm  
EUR 199



1/3 page (ad box)  
57 x 260 mm  
EUR 199



1/2 page (ad box)  
180 x 128 mm  
EUR 299

## Special rules:

- For fixed place in the page +15% of the advertising price.
- For non-standart advertising +15% of the advertising price.
- Price for production of advertising layouts is set separately.

## Product news – EUR 215

- Discounts are not applied.
- Price for production of layout is included.

## Dates

Ad notify – at least 1 week before publication

Ready made ad due date – Monday before publication

On sale – every Friday

## Discounts

### Campaign discounts

Repetitions	Discount
2x	5%
3x	8%
4x	10%
5x	14%
6x	20%
7x	23%
8x	27%
9x	30%
10x	33%
11x	36%
12x	40%

**Diena**

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