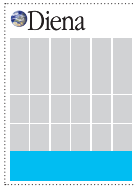


# Advertising rates in newspaper Diena

Valid since 01.01.2017. All prices in EUR exclude VAT.

**Diena is biggest newspaper in Latvia.**  
News, analytics&opinions, interviews,  
business, economics.



## Ad rates on 1st page

243 x 60 mm  
Eur 1124

**Published:** from Monday to Friday.

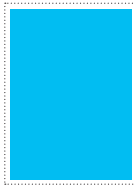
**Circulation:** 31 000

**Cover:** 119 000

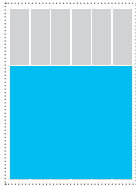
**Subscribers:** 20 200

(Survey: AS Diena, TNS Year 2016)

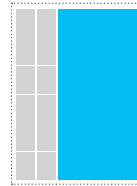
## Ad rates in inner pages



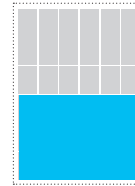
Full page  
253 x 355 mm  
Eur 1736



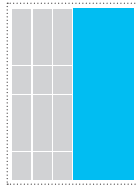
24 modules  
253 x 234 mm  
Eur 1309



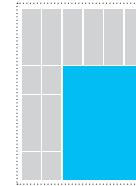
24 modules  
167 x 355 mm  
Eur 1309



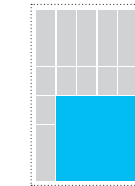
1/2 jeb 18 modules  
253 x 175 mm  
Eur 1067



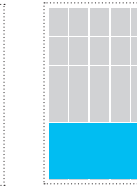
1/2 jeb 18 modules  
125 x 355 mm  
Eur 1067



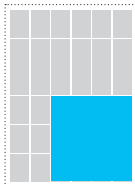
16 modules  
167 x 234 mm  
Eur 953



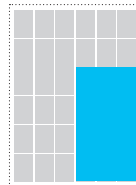
15 modules  
210 x 175 mm  
Eur 911



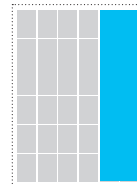
1/3 jeb 12 modules  
253 x 116 mm  
Eur 740



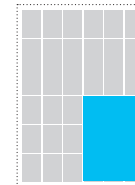
1/3 jeb 12 modules  
167 x 175 mm  
Eur 740



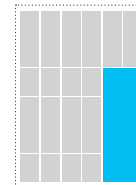
1/3 jeb 12 modules  
125 x 234 mm  
Eur 740



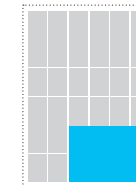
1/3 jeb 12 modules  
82 x 355 mm  
Eur 740



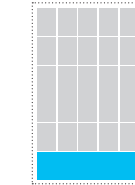
1/4 jeb 9 modules  
125 x 175 mm  
Eur 612



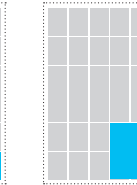
8 modules  
82 x 234 mm  
Eur 555



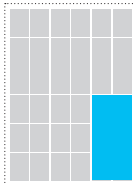
8 modules  
167 x 116 mm  
Eur 555



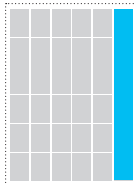
1/6 jeb 6 modules  
253 x 57 mm  
Eur 441



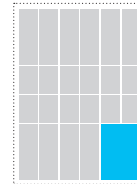
1/6 jeb 6 modules  
125 x 116 mm  
Eur 441



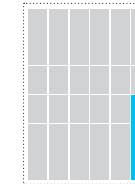
1/6 jeb 6 modules  
82 x 175 mm  
Eur 441



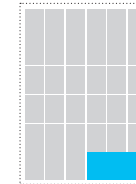
1/6 jeb 6 modules  
39 x 355 mm  
Eur 441



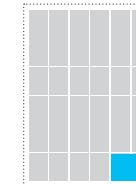
1/9 jeb 4 modules  
82 x 116 mm  
Eur 313



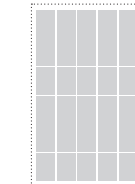
3 modules  
39 x 175 mm  
Eur 242



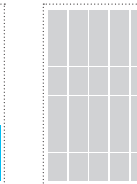
3 modules  
125 x 57 mm  
Eur 242



2 modules  
82 x 57 mm  
Eur 171



2 modules  
39 x 116 mm  
Eur 171



1 modules  
39 x 57 mm  
Eur 92

## Discounts

### ● Campaign discounts\*

Repetitions	Discount
2x	5%
3x – 4x	15%
5x – 7x	20%
8x – 11x	25%
12x – 17x	30%
18x – 23x	35%
24x and more	40%

### Special rules:

- For non-standart advertising +15% of the advertising price.
- For fixed place in the page +20% – 40% of the advertising price.
- Advertorial -30% of the advertising price.

### Advertorial:

- Photographer – from Eur 30
  - Project manager:
- A4: 2500–3000 characters – Eur 115  
A3: 5000–6000 characters – Eur 142

### Price for production of advertising

Volume	Price
1/12	Eur 14 – 28
1/6	Eur 28 – 43
1/4	Eur 43 – 57
1/3	Eur 57 – 71
1/2	Eur 71 – 92
Full page	Eur 142 – 213
Double page spread	Eur 213 – 285

 **Diena**  
Izdevniecība Dienas mediji Ltd.  
Advertising Department

Andrejostas 2, Rīga, LV-1045, Latvia  
Phone +371 67063181, fax +371 67063169  
E-mail: [pieteikumi@diena.lv](mailto:pieteikumi@diena.lv)