

Advertising rates in supplement

Valid since 01.01.2022. All prices in EUR exclude VAT.

KDi

KDi – Culture Day and Entertainment.

The biggest entertainment and culture media in Latvia.
Colored weekly guide with review into culture's life in Latvia and world trend.

Content: Interview. Stars&Legends. Theatre. Professional review. Literature. Music. Art. Cinema. Traveling.

Audience: inhabitants of Riga and other cities, aged 20 to 49, with high personal income.

Published: weekly,
on Thursday's
with newspaper Diena.

Circulation: 31 000

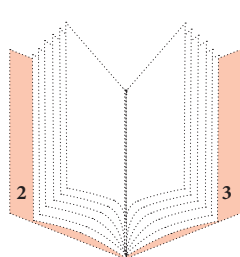
Diena's Audience: 79 000

Diena's Subscribers: 19 970

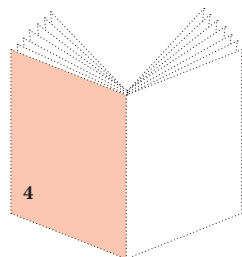
(Survey: TNS Year, 2021)



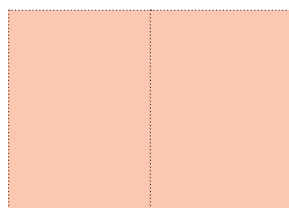
Ad rates in inner pages



2-nd cover
260 x 340 mm
Eur 882



3-rd cover
260 x 340 mm
Eur 839

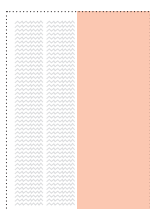


4-th cover
260 x 340 mm
Eur 925

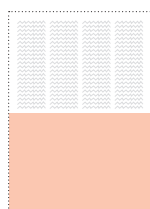
spread
520 x 340 mm
Eur 1217



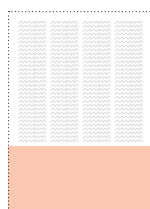
1 page
260 x 340 mm
Eur 811



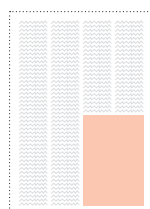
1/2 of page
130 x 340 mm
Eur 485



1/2 of page
260 x 170 mm
Eur 485



1/3 of page
260 x 113 mm
Eur 356



1/4 of page
116 x 151 mm
Eur 270

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%

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



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

Diena

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