

Reklāmas izcenojumi laikrakstā Diena

Spēkā no 2021 gada 1. janvāra. Visas cenas norādītas eiro bez PVN.

Diena ir lielākais nacionālais laikraksts.
Ziņas, komentāri, analitika un viedokļi
par Latvijas un pasaules aktualitātēm.
Bizness, Ekonomika, Kultūra, Sports.

Iznāk: 5 reizes nedēļā katru darba dienu
Tirāža: 31 000
Kopējais auditorijas lielums: 93 000
Vidējais auditorijas lielums: 42 000
Abonenti: 19 970
(TNS, Gads, 2020)



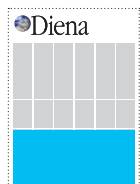
Reklāmas iespējas 1. un pēdējā lappusē



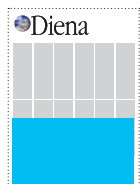
243 x 65 mm
Eur 1425



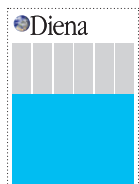
243 x 60 mm
Eur 1124



243 x 116 mm
Eur 1975



243 x 120 mm
Eur 2050



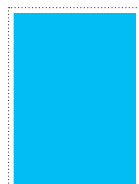
243 x 180 mm
Eur 2625



243 x 238 mm
Eur 2895

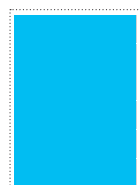


243 x 310 mm
Eur 3765

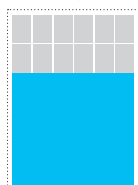


Pēdējā lpp.
253 x 355 mm
Eur 3445

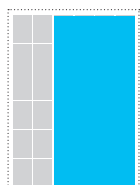
Reklāmas iespējas iekšlapās



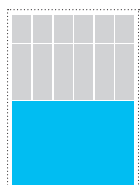
1 lpp.
253 x 355 mm
Eur 1736



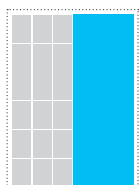
24 moduļi
253 x 234 mm
Eur 1309



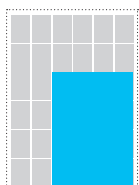
24 moduļi
167 x 355 mm
Eur 1309



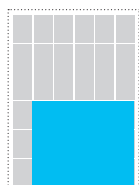
1/2 jeb 18 moduļi
253 x 175 mm
Eur 1067



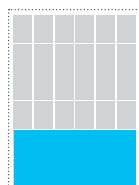
1/2 jeb 18 moduļi
125 x 355 mm
Eur 1067



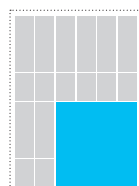
16 moduļi
167 x 234 mm
Eur 953



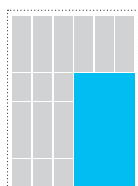
15 moduļi
210 x 175 mm
Eur 911



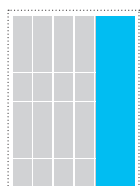
1/3 jeb 12 moduļi
253 x 116 mm
Eur 740



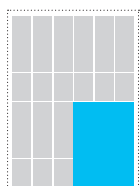
1/3 jeb 12 moduļi
167 x 175 mm
Eur 740



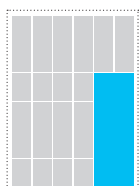
1/3 jeb 12 moduļi
125 x 234 mm
Eur 740



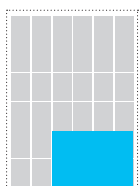
1/3 jeb 12 moduļi
82 x 355 mm
Eur 740



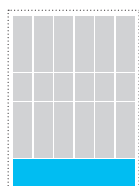
1/4 jeb 9 moduļi
125 x 175 mm
Eur 612



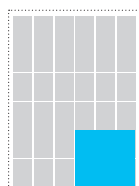
8 moduļi
82 x 234 mm
Eur 555



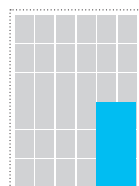
8 moduļi
167 x 116 mm
Eur 555



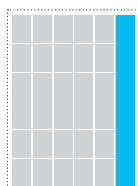
1/6 jeb 6 moduļi
253 x 57 mm
Eur 441



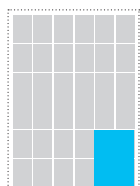
1/6 jeb 6 moduļi
125 x 116 mm
Eur 441



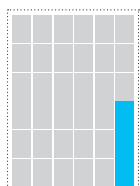
1/6 jeb 6 moduļi
82 x 175 mm
Eur 441



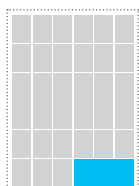
1/6 jeb 6 moduļi
39 x 355 mm
Eur 441



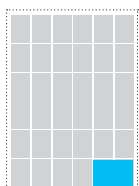
1/9 jeb 4 moduļi
82 x 116 mm
Eur 313



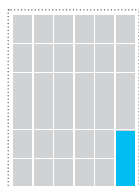
3 moduļi
39 x 175 mm
Eur 242



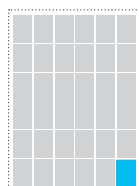
3 moduļi
125 x 57 mm
Eur 242



2 moduļi
82 x 57 mm
Eur 171



2 moduļi
39 x 116 mm
Eur 171



1 modulis
39 x 57 mm
Eur 92

Atlaides

● Izdevniecības atlaide
kampanjas ietvaros*

Atkārtojumi	Atlaide
2x	5%
3x – 4x	15%
5x – 7x	20%
8x – 11x	25%
12x – 17x	30%
18x – 23x	35%
24x un vairāk	40%

Maketēšanas izmaksas

Apjoms	Izmaksas
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
1 lapa	Eur 143 – 213
Atvērums	Eur 213 – 285

Īpašie noteikumi:

- 20% – 40% piemaksa par nestandarta reklāmu.
- 15% piemaksa par konkrētu vietu.
- Reklāmrakstam 30% atlaide no reklāmas laukuma cenas.

Reklāmraksti:

- Fotogrāfs: no Eur 30
 - Projektu vadītājs:
- A4: 2500-3000 rakstu zīmes Eur 115
A3: 5000-6000 rakstu zīmes Eur 142

Diena

SIA Izdevniecība Dienas mediji
reklāmas nodaļa

Andrejostas iela 23, Rīga, LV-1045, Latvija
Tālrunis 67063181, fakss 67063169
E-pasts: pietiekumi@diena.lv