

Advertising rates in magazine **SestDiena**

Valid since 01.01.2025. 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: 25 000

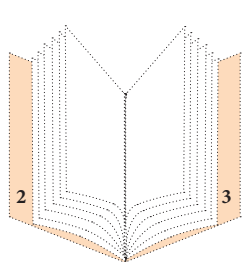
Cover Max: 31 600

Subscribers: 17 150

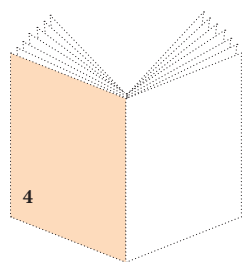
(survey: TNS Year 2023)



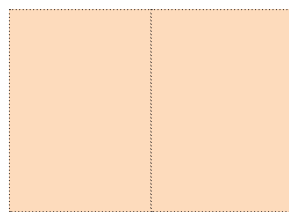
Advertising rates (+5 mm bleed)



2nd cover
200 x 290 mm
EUR 1510



3rd cover
200 x 290 mm
EUR 1450

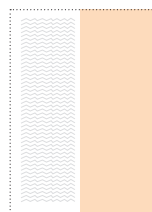


4th cover
200 x 290 mm
EUR 1570

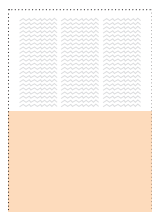
Double-page spread
400 x 290 mm
EUR 2050



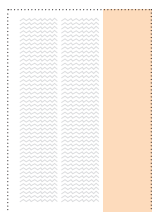
Full page
200 x 290 mm
EUR 1370



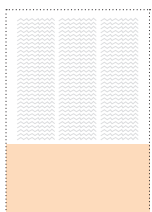
1/2 page
100 x 290 mm
EUR 769



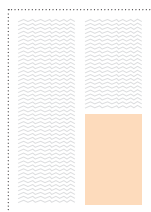
1/3 page
200 x 143 mm
EUR 769



1/3 page
69 x 290 mm
EUR 599

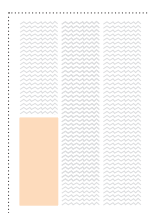


1/3 page
200 x 93 mm
EUR 599

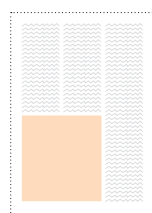


1/4 page
86 x 128 mm
EUR 480

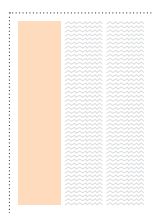
Classified advertising rates:



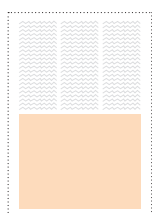
1/6 page (ad box)
57 x 128 mm
EUR 99



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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