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COUNTRY
Romania
LANGUAGE
Romanian
CATEGORY
Business
PUBLISHER
Press Group
ESTABLISHED
1990
FREQUENCY
Mon-Fri
CIRCULATION
25,000 Nationwide
AD CLOSE
5-Day

READERSHIP

GENDER	
Male	68.0%
Female	32.0%
AGE	
18-29	32.0%
30-49	51.0%
50+	17.0%
EDUCATION	
Grade School	3.0%
High School	27.0%
College	70.0%
SOCIOECONOMIC CLASS	
Upper	21.0%
Upper Middle	51.0%
Middle	15.0%
Middle Lower	12.0%

2011 B&W ROP RATE CARD (COLOR+65%) – PRICES IN USD		
	BROADSHEET - AD SIZES (WIDTH x DEPTH)	USD
Front Page Box 1	9.7 cm x 9.7 cm (3-13/16" x 3-13/16")	\$3,300.00
Full Page	30 cm x 53 cm (11-13/16" x 20-7/8")	\$7,500.00
Junior Page	19.8 cm x 39.6 cm (7-13/16" x 15-9/16")	\$5,100.00
Half Page Horizontal	30 cm x 26.2 cm (11-13/16" x 10-5/16")	\$3,900.00
Half Page Vertical	14.8 cm x 53 cm (5-13/16" x 20-7/8")	\$3,900.00
1/4 Page Horizontal	30 cm x 12.9 cm (11-13/16" x 5-1/16")	\$2,000.00
1/4 Page Vertical 1	14.8 cm x 26.2 cm (5-13/16" x 10-5/16")	\$2,000.00
1/8 Page Horizontal 1	14.8 cm x 12.9 cm (5-13/16" x 5-1/16")	\$1,100.00
1/8 Page Horizontal 2	30 cm x 6.2 cm (11-13/16" x 2-7/16")	\$1,100.00
1/16 Page Horizontal	14.8 cm x 6.2 cm (5-13/16" x 2-7/16")	\$575.00
1/16 Page Vertical	9.7 cm x 10.2 cm (3-13/16" x 4")	\$575.00
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