



# Diário de Notícias

**Diário de Notícias**, founded in 1864, is a leading general interest newspaper in Portugal, and one of the most prestigious European newspapers.

**Diário de Notícias** frequently receives international recognitions with awards such as "Europe's Best Designed Newspaper" and "Media of the Year". **Diário de Notícias** combines modernity of the product with efficiency of service, and carries graphic innovations that contribute to improve its links with the readers.

<b>COUNTRY</b>
Portugal
<b>LANGUAGE</b>
Portuguese
<b>CATEGORY</b>
General Interest
<b>PUBLISHER</b>
Global Notícias
<b>ESTABLISHED</b>
1864
<b>FREQUENCY</b>
Daily
<b>CIRCULATION</b>
60,000 Nationwide
<b>AD CLOSE</b>
5-Day

## READERSHIP

<b>GENDER</b>	
Male	64.4%
Female	35.6%
<b>AGE</b>	
15-17	3.1%
18-24	5.4%
25-34	20.7%
35-44	24.2%
45-54	11.5%
55+	35.1%
<b>SOCIOECONOMIC CLASS</b>	
Upper	13.0%
Upper Middle	26.8%
Middle	25.7%
Middle Lower	16.2%
Lower	18.3%
<b>JOB TITLE</b>	
Owners/Top Mgt.	40.7%
Middle Mgt.	26.7%
Other Employed	32.6%

**\*Discounted prices for left hand page on second half of each section. Add 16% for right hand position. Add 30% for section's first half.**

<b>2011 B&amp;W RATE CARD (COLOR +40%)</b>			
<b>ROP PRICES PER MODULE IN USD</b>			
<b>EDITORIAL*</b>		<b>CLASSIFIED</b>	
1-10	\$85.00	1-25	\$24.00
11-20	\$100.00	26-65	\$35.00
21-29	\$150.00	-	-
30+	\$172.00	-	-

20% VAT INCLUDED

<b>MECHANICAL SPECIFICATIONS</b>		
<b>TABLOID EDITORIAL</b>		
<b>MOD. WIDTH</b>	<b>CM</b>	<b>INCH</b>
1	4.7 cm	1-7/8"
2	9.8 cm	3-7/8"
3	15.0 cm	5-7/8"
4	20.1 cm	7-15/16"
5	25.3 cm	9-15/16"
<b>MOD. DEPTH</b>	<b>CM</b>	<b>INCH</b>
1	2.5 cm	1"
2	5.5 cm	2-3/16"
3	8.4 cm	3-5/16"
4	11.4 cm	4-1/2"
5	14.4 cm	5-11/16"
6	17.3 cm	6-13/16"
7	20.3 cm	8"
8	23.2 cm	9-2/16"
9	26.2 cm	10-5/16"
10	29.2 cm	11-1/2"
11	32.1 cm	12-5/8"
12	35.1 cm	13-13/16"

<b>MECHANICAL SPECIFICATIONS</b>		
<b>TABLOID CLASSIFIED</b>		
<b>DISPLAY ADS</b>		
<b>MOD. WIDTH</b>	<b>CM</b>	<b>INCH</b>
1	3.17 cm	1-1/4"
2	6.52 cm	2-9/16"
3	9.88 cm	3-7/8"
4	13.23 cm	5-3/16"
5	16.58 cm	6-9/16"
6	19.93 cm	7-13/16"
7	23.28 cm	9-3/16"
8	26.63 cm	10-1/2"
<b>MOD. DEPTH</b>	<b>CM</b>	<b>INCH</b>
1	2.12 cm	1-1/8"
2	4.34 cm	1-11/16"
3	6.56 cm	2-5/8"
4	8.78 cm	3-7/16"
5	11 cm	4-5/16"
6	13.23 cm	5-3/16"
7	15.45 cm	6-1/8"
8	17.67 cm	6-15/16"
9	19.89 cm	7-13/16"
10	22.11 cm	8-11/16"
11	24.34 cm	9-9/16"
12	26.56 cm	10-1/2"
13	28.78 cm	11-5/16"
14	31 cm	12-3/16"
15	33.22 cm	13-1/16"
16	35.45 cm	14"

<b>DIGITAL PRODUCTION REQUIREMENTS</b>	
Only digital material accepted. Non-separated PDF file, sent via e-mail or on CD-ROM or on 100 Mb Zip Drive. Media: Macintosh or PC. Hard proof required for quality control.	
<b>Complete Digital File Instructions Available for Production</b>	

ADS CAN ONLY BE PUBLISHED IN PORTUGUESE



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