



Diena

Established in 1990, **Diena (The Day)** is the largest newspaper of Latvia, highly recognized for its independent editorial principles. **Diena** is a modern nationwide newspaper that influences the development of society, representing and defending democratic values throughout the country. The newspaper is the most widely read daily in Latvia. One third of all Latvian language readers read **Diena**.

COUNTRY
Latvia
LANGUAGE
Latvian
CATEGORY
General Interest
PUBLISHER
AS Diena
ESTABLISHED
1990
FREQUENCY
Mon-Sat
CIRCULATION
60,000 Nationwide
AD CLOSE
7-Day

READERSHIP

GENDER	
Male	42.0%
Female	58.0%
AGE	
15-19	10.0%
20-29	20.0%
30-39	20.0%
40-49	22.0%
50-59	13.0%
60-74	15.0%
EDUCATION	
Middle School	14.0%
High School	45.0%
College	41.0%
SOCIOECONOMIC CLASS	
Upper	46.0%
Middle	28.0%
Lower	26.0%

2011 B&W RATE CARD (COLOR +40%)	
PRICES PER SQ. CM IN USD	
ROP Main Section	\$4.35
Recruitment (Tue, Sat)	\$5.00
Education (Mon, Tue, Thu, Sat)	\$2.90
Travel (Thu)	\$2.90
VOLUME & FREQUENCY DISCOUNTS AVAILABLE	

MECHANICAL SPECIFICATIONS	
Broadsheet Ad Page Size: 34.0 cm width x 51.0 cm depth (13-3/8" x 20-1/16")	

18% VAT INCLUDED

COLUMN WIDTHS		
BROADSHEET (7-COLUMN)		
COLUMNS	CM	INCH
1	4.5 cm	1-3/4"
2	9.4 cm	3-11/16"
3	14.3 cm	5-5/8"
4	19.3 cm	7-5/8"
5	24.2 cm	9-1/2"
6	29.1 cm	11-7/16"
7	34.0 cm	13-3/8"
<i>Minimum Advertisement Volume 8 cm (3-1/8")</i>		

DIGITAL PRODUCTION REQUIREMENTS	
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.	
Complete Digital File Instructions Available for Production	



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