



Eesti Päevaleht

Eesti Päevaleht (Estonian Daily) is the leading general interest newspaper of Estonia. It was created in 1995 after the incorporation of the newspapers Päevaleht, Rahva Hääli, Hommikuleht and Eesti Sõnumid. **Eesti Päevaleht**'s main objective is to make a newspaper for positive-minded people, providing in-depth coverage on national and international issues. Its online edition – www.epl.ee - is the most widely visited news website in Estonia.

COUNTRY	Estonia
LANGUAGE	Estonian
CATEGORY	General Interest
PUBLISHER	Eesti Päevaleht Ltd.
ESTABLISHED	1995
FREQUENCY	Mon-Sat
CIRCULATION	35,000 Nationwide
AD CLOSE	7-Day

READERSHIP

GENDER	
Male	44.0%
Female	56.0%
AGE	
15-19	6.0%
20-29	19.0%
30-39	21.0%
40-49	18.0%
50-59	20.0%
60+	18.0%
EDUCATION	
Grade School	10.0%
High School	50.0%
College	40.0%
SOCIOECONOMIC CLASS	
Upper	47.0%
Upper Middle	43.0%
Middle	7.0%
Lower Middle	7.0%

2011 B&W OR FULL COLOR ROP RATE CARD – PRICES IN USD		
	TABLOID FORMAT - AD SIZES (WIDTH x DEPTH)	USD
Full Page	27.5 cm x 39.0 cm (10-13/16" x 15-3/8")	\$6,000.00
Junior Page	18.0 cm x 28.6 cm (7-1/16" x 11-1/4")	\$4,800.00
Half Page H	27.5 cm x 17.7cm (10-13/16" x 6-15/16")	\$4,200.00
Half Page V	13.4 cm x 35.9 cm (5-1/4" x 14-1/8")	\$4,200.00
1/3 Page	27.5 cm x 14.1 cm (10-13/16" x 5-9/16")	\$2,700.00
1/4 Page	27.5 cm x 10.4 cm (10-13/16" x 4-1/8")	\$2,400.00
1/4 Page	13.4 cm x 17.7 cm (5-1/4" x 6-15/16")	\$2,400.00
1/4 Page	8.8 cm x 25.0 cm (3-7/16" x 9-13/16")	\$2,400.00
1/6 Page	8.8 cm x 17.7 cm (3-7/16" x 6-15/16")	\$1,380.00
1/6 Page	27.5 cm x 6.8 cm (10-13/16" x 2-11/16")	\$1,380.00
1/8 Page	8.8 cm x 14.1 cm (3-7/16" x 5-9/16")	\$1,080.00
1/8 Page	27.5 cm x 6.8 cm (10-13/16" x 2-11/16")	\$1,080.00
1/8 Page	13.4 cm x 10.4 cm (5-1/4" x 4-1/8")	\$1,080.00
1/10 Page	8.8 cm x 10.4 cm (3-7/16" x 4-1/8")	\$720.00
1/10 Page	13.4 cm x 6.8 cm (5-1/4" x 2-11/16")	\$720.00
1/10 Page	27.5 cm x 3.2 cm (10-13/16" x 1-1/4")	\$720.00

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