



PHILIPPINE DAILY INQUIRER

Since 1985 the *Philippine Daily Inquirer* has been reaping the rewards of its hard work. Continued publishing of hard-hitting news and countless exposes established its reputation as the country's most trusted source of balanced news and fearless views. *Philippine Daily Inquirer* is the Philippines' most awarded broadsheet. Its website *inquirer.net* is ranked number one in the country and among the world's top fifteen most visited news websites.

COUNTRY
Philippines
LANGUAGE
English
CATEGORY
General Interest
PUBLISHER
Philippine Daily Inquirer
ESTABLISHED
1985
FREQUENCY
Daily
CIRCULATION
245,000; SU 260,000
AD CLOSE
7-Day

READERSHIP

GENDER	
Male	54.0%
Female	46.0%
AGE	
10-19	20.9%
20-29	19.1%
30-39	19.4%
40-49	23.3%
50+	17.2%

EDUCATION	
Grade School	2.0%
High School	23.0%
College	75.0%

SOCIOECONOMIC CLASS	
Upper	30.0%
Upper Middle	40.0%
Middle	27.0%
Middle Lower	3.0%



Ask About
Advertising Online
www.inquirer.net

2011 B&W RATE CARD (COLOR +80%)		
PRICES PER COLUMN CM IN USD		
	Mon-Sat	Sun
ROP Main Section	\$18.00	\$21.00
Classified	\$16.00	\$16.00
Job Market*	-	\$16.00
Premium Positions +20% *Job Market Ads Will Get Free Online Listing on jobmarketonline.com		
Every Sunday within PDI SUNDAY INQUIRER MAGAZINE PDI's Premium Sunday Magazine		
VOLUME & FREQUENCY DISCOUNTS AVAILABLE		

12% VAT INCLUDED

MECHANICAL SPECIFICATIONS		
COLUMN WIDTHS		
COLUMNS	CM	INCH
1	3 cm	1-3/16"
2	6.3 cm	2-1/2"
3	9.7 cm	3-13/16"
4	13 cm	5-1/8"
5	16.3 cm	6-7/16"
6	19.7 cm	7-3/4"
7	23 cm	9-1/16"
8	26.4 cm	10-3/8"
9	29.7 cm	11-11/16"
Broadsheet Ad Page Size: 29.7 cm width x 53 cm depth (11-11/16" x 20-7/8")		

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

Weekly Special Sections

- Monday – Business Monday, Lifestyle, InfoTech**
- Tuesday - Lifestyle**
- Wednesday – Business, Lifestyle, Motoring**
- Thursday – Lifestyle**
- Friday – Business Friday, Lifestyle**
- Saturday- Lifestyle, Property, Science**
- Sunday – Lifestyle, Business**



AMERICAS ADVERTISING REPRESENTATIVE

Multimedia, Inc.

Your Advertising Connection Throughout The World

7061 Grand National Drive, Suite 127 - Orlando, FL 32819-8398 USA
Tel. +1-407-903-5000 - Fax +1-407-363-9809 - U.S. Toll Free 1-800-985-8588
www.multimediausa.com - e-mail: info@multimediausa.com

PRICES SUBJECT TO CHANGE
WITHOUT PRIOR NOTICE
EFFECTIVE DATE: 01JAN11