



Uncle wants P-Noy out

Peping among those pushing for 'change' A first: UNA hits Palace for halt in House probe

'If peace talks fail, there will be more Marawi'

'A breakdown in command'

Winnie: Congress sustains evil of feudalistic economy

Paro: Congressmen chair sessions in Ash Wednesday, Lenten rites

Paro's speakers, lawmakers don't back Duterte

AND PRO BANG?

PHILIPPINE DAILY INQUIRER

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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%



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2015 B&W RATE CARD (COLOR +80%)		
PRICES PER COLUMN CM IN USD		
	Mon-Sat	Sun
ROP Main Section	\$15.00	\$17.00
Premium Positions +20%		
<i>Every Sunday within PDI</i> 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

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

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