



DELO

Delo is the most respected newspaper in Slovenia. Two thirds of the Slovenian population in the upper income segment and with higher education profile read **Delo**. More than 90% of the top executives at major corporations in the country consider the newspaper their primary source of information. This absolute leadership combined with a low cost per thousand makes **Delo** an invaluable media option to reach Slovenian consumers.

COUNTRY
Slovenia
LANGUAGE
Slovenian
CATEGORY
General Interest
PUBLISHER
Delo
ESTABLISHED
1995
FREQUENCY
Mon-Sat
CIRCULATION
82,300 Nationwide
AD CLOSE
7-Day

READERSHIP

GENDER	
Male	50.7%
Female	49.3%
AGE	
10-17	6.7%
18-25	15.8%
26-35	21.7%
36-49	25.7%
50+	29.7%
EDUCATION	
Middle School	24.1%
High School	42.7%
College	32.6%
SOCIOECONOMIC CLASS	
Upper	20.8%
Upper Middle	26.3%
Middle	31.8%
Lower	16.1%

2015 B&W ROP RATE CARD (COLOR+15%) – PRICES IN USD			
	SELECT AD SIZES (WIDTH x DEPTH)	MON-FRI	SAT
2-Page Spread	73 cm x 54.1 cm (28-3/4" x 21-5/16")	\$52,700.00	\$62,500.00
Full Page	34.9 cm x 54.1 cm (13-3/4" x 21-5/16")	\$27,050.00	\$31,200.00
Half Page Horizontal	34.9 cm x 27 cm (13-3/4" x 10-5/8")	\$13,150.00	\$15,600.00
1/3 Page Horizontal	34.9 cm x 18 cm (13-3/4" x 7-1/16")	\$8,800.00	\$10,450.00
1/4 Page Vertical	19.8 cm x 27 cm (7-13/16" x 10-5/8")	\$7,550.00	\$8,900.00
1/8 Page Horizontal	19.8 cm x 13 cm (7-13/16" x 5-1/8")	\$3,650.00	\$4,300.00
Rate Per Column Cm		\$70.00	\$82.00

Premium Positions Available at Additional Charge
Minimum Ad Volume 10 cm (3-15/16") – Art Production and Translation Available

VOLUME AND FREQUENCY DISCOUNTS AVAILABLE

20% VAT EXEMPT



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COLUMN WIDTHS		
BROADSHEET (7-COLUMN)		
COLUMNS	CM	INCH
1	4.6 cm	1-13/16"
2	9.7 cm	3-13/16"
3	14.7 cm	5-13/16"
4	19.8 cm	7-13/16"
5	24.8 cm	9-3/4"
6	29.9 cm	11-3/4"
7	34.9 cm	13-3/4"

- Weekly Segment Sections**
- Monday**
Real Estate, Health, Marketing
 - Tuesday**
Recruitment
 - Wednesday**
Tourism and Books
 - Thursday**
Science
 - Friday**
Information Technology
 - Saturday**
Automotive

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

AMERICAS ADVERTISING REPRESENTATIVE

Multimedia, Inc.

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AUDITED BY SLOVENE ABC
 PRICES SUBJECT TO CHANGE
 WITHOUT PRIOR NOTICE
 EFFECTIVE DATE: 01JAN15