



Den The Day

Den (The Day) is one of the most influential newspapers in Ukraine. **Den** select readership includes Ukrainian decision makers in the fields of politics and business along with the local intelligentsia. Along the years of its existence in the print media market, the newspaper has become a graphic example of quality press and enjoys permanent high rating in Ukraine and abroad.

COUNTRY
Ukraine
LANGUAGES
UKR, RUS, ENG
CATEGORY
General Interest
PUBLISHER
The Day
ESTABLISHED
1996
FREQUENCY
Tue-Sat
CIRCULATION
62,500 Nationwide
AD CLOSE
10-Day

READERSHIP

GENDER	
Male	63.0%
Female	37.0%
AGE	
18-29	19.0%
30-39	85.0%
40-49	24.0%
50-59	13.0%
60+	18.0%
EDUCATION	
High School	31.0%
College	69.0%
SOCIOECONOMIC CLASS	
Upper	14.0%
Upper Middle	41.0%
Middle	30.0%
Lower Middle	15.0%

2013 B&W ROP RATE CARD – PRICES IN USD			
TUE, WED, THUR, AND SAT - A2 FORMAT			USD
	HORIZONTAL	VERTICAL	
Full Page	-	38 cm x 50.9 cm (14-15/16" x 20-1/16")	\$11,350.00
Half Page	38 cm x 25.4 cm (14-15/16" x 10")	28.4 cm x 33.5 cm (11-3/16" x 13-3/16")	\$5,700.00
1/4 Page	28.4 cm x 16.4 cm (11-3/16" x 6-7/16")	18.8 cm x 25.4 cm (7-3/8" x 10")	\$2,600.00
1/8 Page	18.8 cm x 12.7 cm (7-3/8" x 5")	14 cm x 16.4 cm (5-1/2" x 6-7/16")	\$1,300.00
1/16 Page	14 cm x 8.3 cm (5-1/2" x 3-1/4")	9.2 cm x 12.7 cm (3-5/8" x 5")	\$650.00
1/32 Page	9.2 cm x 6 cm (3-5/8" x 2-3/8")	-	\$350.00
1/64 Page	9.2 cm x 3.0 cm (3-5/8" x 1-3/16")	4.4 cm x 6.3 cm (1-3/4" x 2-1/2")	\$200.00
FRIDAY – A3 FORMAT			
	HORIZONTAL	VERTICAL	
Full Page	-	26 cm x 37.2 cm (10-1/4" x 14-5/8")	\$6,800.00
Half Page	26 cm x 18.4 cm (10-1/4" x 7-1/4")	17.2 cm x 27.8 cm (6-3/4" x 10-15/16")	\$3,400.00
1/4 Page	17.2 cm x 13.7 cm (6-3/4" x 5-3/8")	12.8 cm x 18.4cm (5-1/16" x 7-1/4")	\$1,800.00
1/8 Page	12.8 cm x 9 cm (5-1/16" x 3-9/16")	8.4 cm x 13.7 (3-5/16" x 5-3/8")	\$900.00
1/16 Page	8.4 cm x 6.7 cm (3-5/16" x 2-5/8")	-	\$400.00
1/32 Page	8.4 cm x 3 cm (3-5/16" x 1-3/16")	-	\$250.00
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