



Diário de Notícias

Diário de Notícias, founded in 1864, is a leading general interest newspaper in Portugal, and one of the most prestigious European newspapers.

Diário de Notícias frequently receives international recognitions with awards such as "Europe's Best Designed Newspaper" and "Media of the Year". **Diário de Notícias** combines modernity of the product with efficiency of service, and carries graphic innovations that contribute to improve its links with the readers.

COUNTRY	Portugal
LANGUAGE	Portuguese
CATEGORY	General Interest
PUBLISHER	Global Notícias
ESTABLISHED	1864
FREQUENCY	Daily
CIRCULATION	41,000 Nationwide
AD CLOSE	5-Day

READERSHIP

GENDER	
Male	68.0%
Female	32.0%
AGE	
15-17	2.0%
18-24	10.0%
25-34	27.0%
35-44	15.0%
45-54	18.0%
55+	28.0%
SOCIOECONOMIC CLASS	
Upper	12.0%
Upper Middle	22.0%
Middle	31.0%
Middle Lower	23.0%
Lower	12.0%
JOB TITLE	
Owners/Top Mgt.	40.7%
Middle Mgt.	26.7%
Other Employed	32.6%

2013 B&W RATE CARD (COLOR +40%)			
ROP PRICES PER MODULE IN USD			
EDITORIAL*		CLASSIFIED	
1-18 Even Page	\$180.00	1-32	\$21.50
1-18 Odd Page	\$235.00	Over 32	\$21.00
Over 18 Even Page	\$210.00		
Over 18 Odd Page	\$260.00		

MECHANICAL SPECIFICATIONS		
TABLOID EDITORIAL		
MOD. WIDTH	CM	INCH
1	4.7 cm	1-7/8"
2	9.8 cm	3-7/8"
3	15.0 cm	5-7/8"
4	20.1 cm	7-15/16"
5	25.3 cm	9-15/16"
MOD. DEPTH	CM	INCH
1	2.28 cm	7/8"
2	4.95 cm	1-15/16"
3	7.62 cm	3"
4	10.29 cm	4-1/16"
5	12.95 cm	4-15/16"
6	15.62 cm	6-1/8"
7	18.29 cm	7-3/16"
8	20.96 cm	8-1/4"
9	23.63 cm	9-5/16"
10	26.29 cm	10-5/16"
11	28.96 cm	11-3/8"
12	31.60 cm	12-7/16"

MECHANICAL SPECIFICATIONS		
TABLOID CLASSIFIED		
DISPLAY ADS		
MOD. WIDTH	CM	INCH
1	3.0 cm	1-3/16"
2	6.17 cm	2-7/16"
3	9.34 cm	3-11/16"
4	12.52 cm	4-15/16"
5	15.69 cm	6-3/16"
6	18.87 cm	7-3/8"
7	22.04 cm	8-11/16"
8	25.22 cm	9-15/16"
MOD. DEPTH	CM	INCH
1	1.87 cm	3/4"
2	3.84 cm	1-1/2"
3	5.82 cm	2-5/16"
4	7.79 cm	3-1/16"
5	9.77 cm	3-13/16"
6	11.74 cm	4-5/8"
7	13.72 cm	5-3/8"
8	15.69 cm	6-3/16"
9	17.67 cm	6-15/16"
10	19.64 cm	7-11/16"
11	21.62 cm	8-1/2"
12	23.6 cm	9-5/16"
13	25.57 cm	10-1/16"
14	27.55 cm	10-13/16"
15	29.52 cm	11-5/8"
16	31.5 cm	12-3/8"

***Required Placement Advertisements +30%.**
Foreign Language Ads +50%

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

ADS ARE PUBLISHED IN PORTUGUESE

AMERICAS ADVERTISING REPRESENTATIVE

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