



Diena

Established in 1990, **Diena (The Day)** is the largest daily newspaper of Latvia, highly recognized for its independent editorial principles. **Diena** is a modern nationwide newspaper that influences the development of society, representing and defending democratic values throughout the country. The newspaper is the most widely read daily in Latvia. One third of all Latvian language readers read **Diena**.

COUNTRY	Latvia
LANGUAGE	Latvian
CATEGORY	General Interest
PUBLISHER	AS Diena
ESTABLISHED	1990
FREQUENCY	Mon-Sat
CIRCULATION	31,000 Nationwide
AD CLOSE	7-Day

READERSHIP

GENDER	
Male	42.0%
Female	58.0%
AGE	
15-19	10.0%
20-29	20.0%
30-39	20.0%
40-49	22.0%
50-59	13.0%
60-74	15.0%
EDUCATION	
Middle School	14.0%
High School	45.0%
College	41.0%
SOCIOECONOMIC CLASS	
Upper	46.0%
Middle	28.0%
Lower	26.0%

2013 B&W OR FULL COLOR ROP RATE CARD – PRICES IN USD

	TABLOID FORMAT - AD SIZES (WIDTH x DEPTH)	USD
Full Page	25.3 cm x 35.5 cm (9-15/16" x 14")	\$3,025.00
24 Modules Horizontal	25.3 cm x 23.4 cm (9-15/16" x 9-3/16")	\$2,300.00
24 Modules Vertical	16.7 cm x 35.5 cm (6-9/16" x 14")	\$2,300.00
18 Modules Horizontal	25.3 cm x 17.5 cm (9-15/16" x 6-7/8")	\$1,900.00
18 Modules Vertical	12.5 cm x 35.5 cm (4-15/16" x 14")	\$1,900.00
16 Modules	16.7 cm x 23.4 cm (6-9/16" x 9-3/16")	\$1,650.00
15 Modules	21 cm x 17.5 cm (8-1/4" x 6-7/8")	\$1,600.00
12 Modules Horizontal	25.3 cm x 11.6 cm (9-15/16" x 4-9/16")	\$1,300.00
12 Modules Vertical	12.5 cm x 23.4 cm (4-15/16" x 9-3/16")	\$1,300.00
9 Modules	12.5 cm x 17.5 cm (4-15/16" x 6-7/8")	\$1,070.00
8 Modules	8.2 cm x 23.4 cm (3-1/4" x 9-3/16")	\$970.00
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1 Module	3.9 cm x 5.7 cm (1-9/16" x 2-1/4")	\$160.00

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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

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