



JutarnjiLIST

Jutarnji list is Europapress Holding's most important product, both on the business-financial and on the social professional level.

Jutarnji list is a complex newspaper that has, in eight years of its existence, introduced a whole series of innovations onto the Croatian media scene, literally on all the levels of the profession, from structuring and production of texts, through the continuous need to serve, not only individual groups or elites, but also the general public.

COUNTRY	Croatia
LANGUAGE	Croatian
CATEGORY	General Interest
PUBLISHER	Europapress Holding
ESTABLISHED	1998
FREQUENCY	Daily
CIRCULATION	135,000
AD CLOSE	7-Day

READERSHIP

GENDER

Male	61.3%
Female	38.7%

AGE

10-19	12.7%
20-29	21.5%
30-39	22.2%
40-49	20.3%
50+	23.3%

EDUCATION

Middle School	22.6%
High School	58.0%
College	19.4%

SOCIOECONOMIC CLASS

Upper	13.4%
Upper Middle	12.5%
Middle	36.9%
Lower	37.2%

Weekly Segment Sections

- Monday**
Sports
- Tuesday**
Automotive
- Wednesday**
Information Technology
- Thursday**
Books, Movies
- Friday**
TV
- Saturday**
Woman, Real Estate
- Sunday**
Children's

2015 B&W ROP RATE CARD (COLOR +20%) – PRICES IN USD

	SELECT AD SIZES (WIDTH x DEPTH)	MON-THU	FRI-SAT*	SUN
Full Page	26.5 cm x 38.6 cm (10-7/16" x 15-3/16")	\$8,200.00	\$10,900.00	\$7,600.00
Junior Page	17.5 cm x 28.7 cm (6-7/8" x 11-5/16")	\$6,600.00	\$8,950.00	\$6,100.00
1/2 Page H	26.5 cm x 19.1 cm (10-7/16" x 7-1/2")	\$5,100.00	\$6,850.00	\$4,750.00
1/2 Page V	13 cm x 38.6 cm (5-1/8" x 15-3/16")	\$5,100.00	\$6,850.00	\$4,750.00
1/3 Page H	26.5 cm x 12.6 cm (10-7/16" x 4-15/16")	\$3,400.00	\$4,600.00	\$3,200.00
1/4 Page V	8.6 cm x 28.7 cm (3-3/8" x 11-5/16")	\$2,600.00	\$3,500.00	\$2,400.00
1/8 Page H	13 cm x 9.4 cm (5-1/8" x 3-11/16")	\$1,300.00	\$1,750.00	\$1,200.00
Column Cm		\$50.00	\$60.00	\$45.00
First Page Col Cm		\$350.00	\$500.00	\$350.00
Last Page Col Cm		\$280.00	\$350.00	\$265.00

Premium Positions +40%

Art Production Available

*Holidays are Charged as Fri-Sat Prices

VOLUME AND FREQUENCY DISCOUNTS AVAILABLE

22% VAT EXEMPT



Ask About Advertising Online

www.jutarnji.hr

COLUMN WIDTHS

BROADSHEET (6-COLUMN)

COLUMNS	CM	INCH
1	4.1 cm	1-5/8"
2	8.6 cm	3-3/8"
3	13 cm	5-1/8"
4	17.5 cm	6-7/8"
5	22 cm	8-11/16"
6	26.5 cm	10-7/16"

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

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PRICES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE
EFFECTIVE DATE: 01JAN15