



Trud

Trud is the Bulgarian daily with the largest circulation and readership, enjoying a vast standing in political and business circles, among the cultural and the sports elite and in the public as a whole, the **Trud** trademark is synonymous with independence, integrity and professionalism. **Trud** is the oldest Bulgarian print media and forms an important part of the history of journalism and Bulgarian history.

COUNTRY	Bulgaria
LANGUAGE	Bulgarian
CATEGORY	General Interest
PUBLISHER	Zeitungsgruppe
ESTABLISHED	1967
FREQUENCY	Mon-Fri
CIRCULATION	53,800 Nationwide
AD CLOSE	2-Week

READERSHIP

GENDER	
Male	51.0%
Female	49.0%
AGE	
15-24	21.0%
25-34	21.0%
35-44	25.0%
45-54	20.0%
55+	13.0%
EDUCATION	
Middle School	9.0%
High School	56.0%
College	5.0%
Masters/PHD	30.0%
SOCIOECONOMIC CLASS	
Upper	45.1%
Middle	29.0%
Lower	25.9%

2015 B&W OR FULL COLOR ROP RATE CARD – PRICES IN USD		
	TABLOID FORMAT - AD SIZES (WIDTH x DEPTH)	USD
Full Page	25.4 cm x 39.4 cm (10" x 15-9/16")	\$10,850.00
Half Page Horizontal	25.4 cm x 19.7 cm (10" x 7-3/4")	\$5,450.00
Half Page Vertical	12.6 cm x 39.4 cm (4-15/16" x 15-9/16")	\$5,450.00
1/3 Page Horizontal	25.4 cm x 13.1 cm (10" x 5-3/16")	\$3,600.00
1/3 Page Vertical	8.3 cm x 39.4 cm (3-1/4" x 15-9/16")	\$3,600.00
1/4 Page Horizontal	16.8 cm x 14.8 cm (6-5/8" x 5-13/16")	\$2,700.00
1/4 Page Vertical	8.3 cm x 29.5 cm (3-1/4" x 11-5/8")	\$2,700.00
1/8 Page Horizontal	12.6 cm x 9.8 cm (4-15/16" x 3-7/8")	\$1,350.00
1/8 Page Vertical	8.3 cm x 14.7 cm	\$1,350.00
<i>Premium Positions Available at Additional Charge</i> <i>Editorial Ads +25%, Minimum Size of Ad 3 Column cm (4-15/16")</i>		
VOLUME AND FREQUENCY DISCOUNTS AVAILABLE		

20% VAT EXEMPT



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COLUMN WIDTHS		
TABLOID FORMAT		
COLUMNS	CM	INCH
1	4.0 cm	1-9/16"
2	8.3 cm	3-1/4"
3	12.6 cm	4-15/16"
4	16.8 cm	6-5/8"
5	21.1 cm	8-5/16"
6	25.4 cm	10"

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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 EFFECTIVE DATE: 01JAN15