

Äripäev

Puhkepäev



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"Puhkepäev" is a supplement of the newspaper "Äripäev" and is published every Friday. "Puhkepäev" is in the A3 format with coated cover pages. "Puhkepäev" includes the following sections: event, experience, theatre, concert, cinema, tv-guide, exhibition, clubs-pubs-leisure, good taste, tourism, for children.

The events section of "Puhkepäev" provides a thorough overview of the entertainment, cultural and sports events taking place in Estonia during the weekend and the next week. Three pages are dedicated to the discussion of the more important cultural events.

Also, "Puhkepäev" has for years featured the very effective advertising pages for domestic tourism, offering ideas for spending holidays in the holiday centres and hotels in Estonia or for farm tourism.

page	size (mm)	price (EEK)
2	586×367	35 900
	277×325 front cover coated paper	43 900
1	277×367	25 900
	277×367 coated paper 277×367 back cover coated paper	28 900 32 900
2/3	277×243	31 900
	277×243 coated paper	32 900
1/2	183×274	17 900
	183×274 coated paper 277×181; 136×367 277×181; 136×367 coated paper	18 900 14 900 15 900
1/3	136×243; 183×181; 277×119	12 900
	136×243; 183×181; 277×119 coated paper	13 900
1/4	136×181; 277×88	9 900
	136×181; 277×88 coated paper 277×88 tourism	10 900 2 900
2/9	89×243	7 500
	183×119	
1/6	89×181; 136×119	5 500
	277×57; 183×88 89×181; 277×57 tourism 136×119 calendar	1 900 2 500
1/8	136×88	3 500
1/9	89×119; 183×57	2 500
	89×119; 183×57 tourism 89×119 calendar	900 1 500
1/12	277×26; 89×88; 136×57	2 400
	277×26; 89×88; 136×57 tourism 89×88 domestic tourism with picture 89×88 international tourism with picture	800 800 800
1/18 page		700
1/18 Tourism		450
1/24 lk		600
Calendar 1/24 lk		500
1/36		450

The rates below are valid from 06.02.2009

Size = width × height.

Rates excluding V.A.T.

Booking

Deadline for booking space and submitting ads

for artwork is two weeks before publication.

Deadline for submitting ready-made ad (incl.

printout) one week before publication.

Discounts

Discounts for repeat ads in Puhkepäev:

At least 4 times - 5%.

At least 8 times - 10%.

At least 12 times - 15%.

Service fees

Photo 2000-4000 EEK

Advertising text up to 1/2 page 2500.-

Advertising text up to 1 page 4500.-

Translation 10% of advertising rate.

Artwork 15% of advertising rate.