

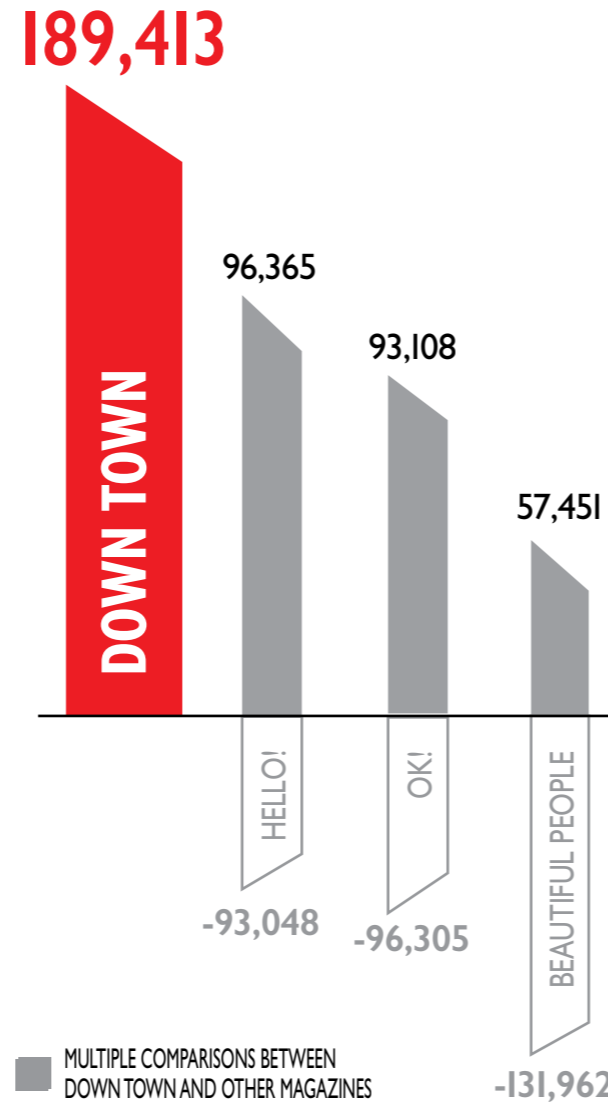
DOWN TOWN *havia* TV

FIRST every week
with
189,413 readers!

Down Town remains first among the varied content magazines, with the highest readership during the month of December 2017.



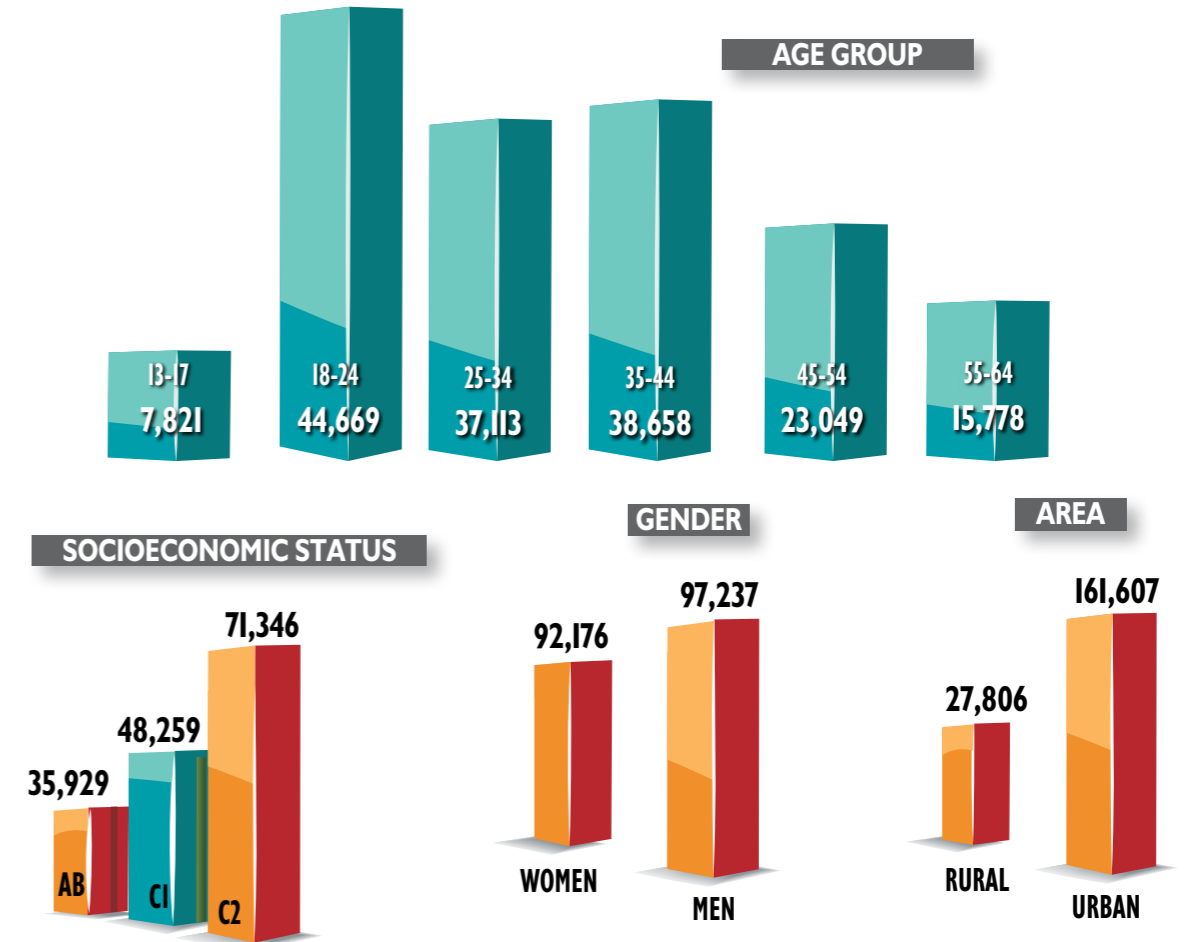
READERSHIP MAGAZINES OF VARIOUS CONTENT



With only €7.92 an advertiser can reach 1,000 readers – possible clients for his products and services. The equivalent cost for OK! is €16.11 (+103%) more expensive and for Beautiful People €19.15 (+142% more expensive).

COMPARATIVE READERSHIP PERFORMANCE VIS A VIS DOWN TOWN

Down Town magazine's readership is comprised of men and women aged 25-44. It leads among men, women, young people, different age and socioeconomic groups.



ECONOMETRIC ANALYSIS OF RETURN ON ADVERTISING

Magazine	Readers	Full-Page Price (€)	CPM (€)	Cost Difference (€)	Additional Costs (%)
DOWNTOWN	189,413	€1,500	€7.92		
OK!	93,108	€1,500	€16.11	+€8.19	+103%
Beautiful People	57,451	€1,100	€19.15	+€11.23	+142%

The new double edition of the weekend!

Down Town - TV Mania



PRICE LIST

ADVERTISEMENTS		PRICE (€)
Full page 4colour Category A		1,500.00
Inside front cover and first page		2,300.00
Double page spread		2,150.00
Half double page spread		1,500.00
Half page		850.00
1/3 Landscape or portrait		650.00
COVERS		PRICE (€)
Inside front cover		1,650.00
Inside back cover		1,500.00
Back cover		2,550.00

Dimensions

21x28 cm (Full page) and
42x28 cm (double page
spread) - both with 5
mm bleed.

VAT not included

Advertising

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