

monitorulcj.ro

- Județul Cluj
- Cotidian: Luni-Vineri
- Tabloid (26 x 38 cm)
- 12 pagini (4 pagini color)

❖ Cotidian prezent de 12 ani pe piața Clujului (din iunie 1998)

❖ Calitate bună a tiparului

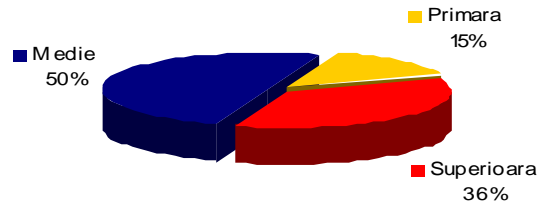
➤ Tiraj 5000 exemplare

➤ Difuzare preponderentă în Cluj Napoca (80%), Turda, Campia-Turzii, Dej, Gherla, Huedin

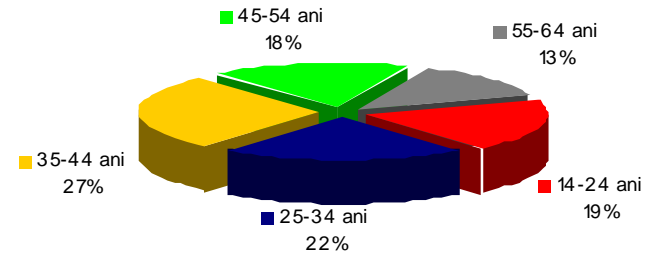


Profilul demografic

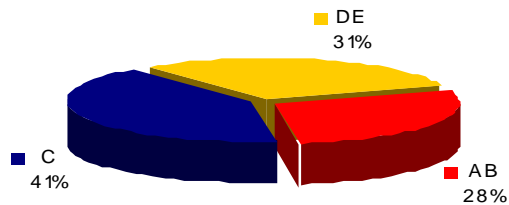
EDUCATIE



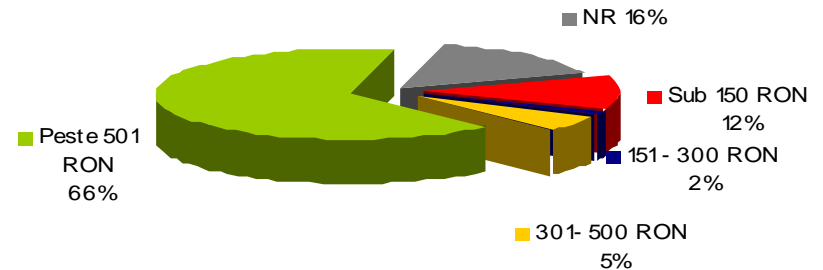
VARSTA



STATUT SOCIAL*



VENIT PERSONAL NET



Statul social:

AB (superior): manageri, directori si profesionisti, specialisti

C (mediu): muncitori calificati, angajati ce presteaza munca non-manuala

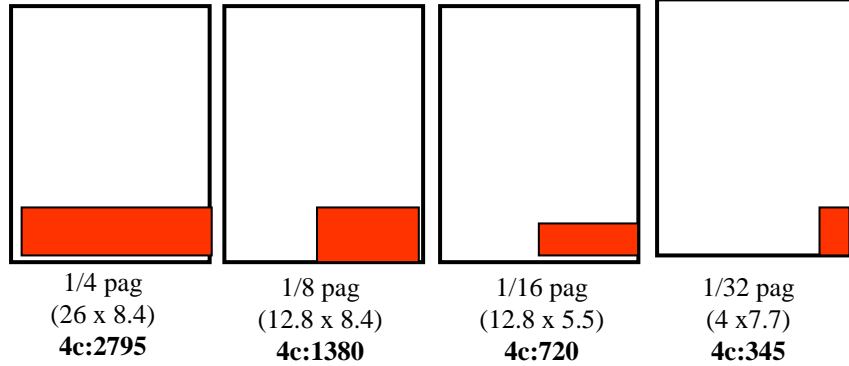
DE (inferior): angajati ce presteaza o munca manuala necalificata si alte categorii cu educatie redusa

Sursa SNA Focus, aprilie 2008-aprilie 2009

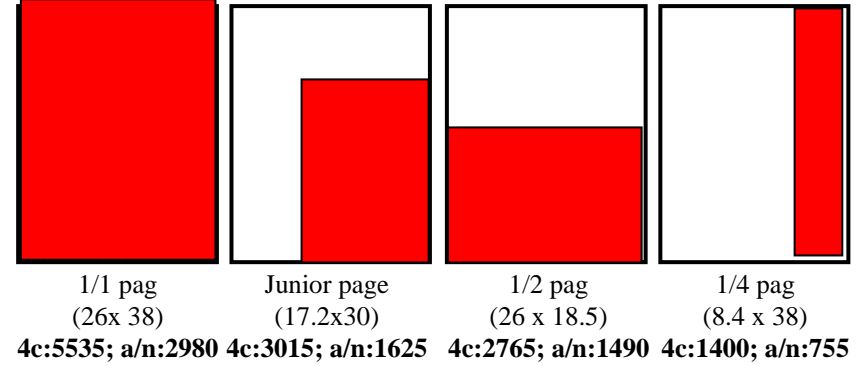
Univers urban all, virsta 14-64 ani

Tarifele sint în LEI/ modul/ aparitie și nu includ TVA

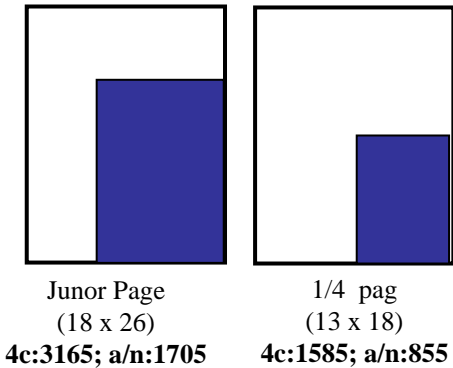
Prima pagina :



Pagini redactionale :

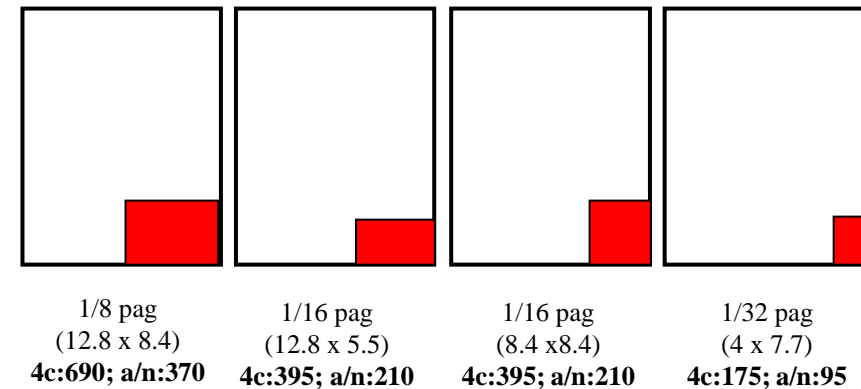
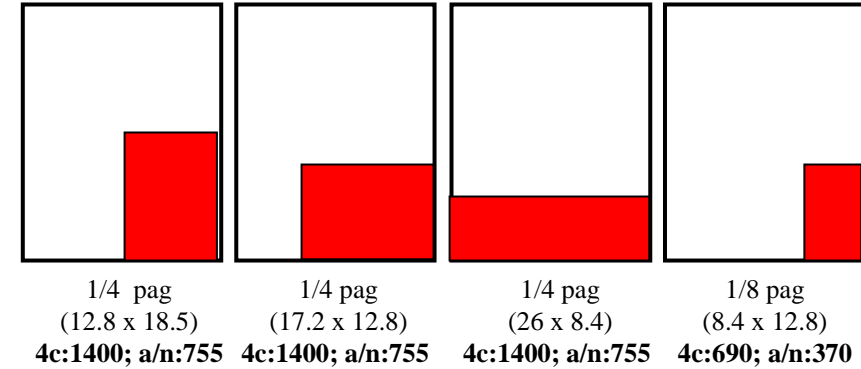


Module universale:



Majorari:

- Pozitionari preferentiale: +15%
- Ultima pagina: + 50%
- Taxa tutun, alcool: + 12%
- Publireportaj: + 50%
- Publicitate politica: + 100%
- Taxa machetare: +15% din valoarea primei aparitii
- Exclusivitate in pagina: +50% (modul minim 1/4 pag)



INSERTURI

Rezervari cu 10 zile inainte de data insertiei.
Format maxim: A4, 8pagini, hartie SC56
Tarif inserturi/editie: 1416 RON + TVA

Conditii predare machete:

TIFF, JPEG a/n sau CMYK
Rezolutie 300 dpi