

## SMALL IS BEAUTIFUL (and colourful, too!)

As of June 6, 2012, the Financial Mirror is more compact, with a fresh design and full of colour. The novel digital printing technology for newspapers allows us to print a full-colour edition with the minimum in paper waste. We are now much more flexible and willing to discuss many options to satisfy everybody, from the small advertiser to major corporate clients.

FinancialMirror

## THE WEEKLY BUSINESS NEWSPAPER OF CYPRUS

### Advertising Rates, as at March 1, 2012

- **CIRCULATION:** 4,000 copies distributed through newsstands, local and overseas subscribers, airlines, 4- & 5-star hotels, colleges, controlled circulation, etc.
- **DIGITAL:** 1,000 subscribers to weekly PDF edition, 1,500 Daily Newsletter readers.
- **WEB:** 3,000 unique visitors/day [www.financialmirror.com](http://www.financialmirror.com), 12,000 likes on Facebook
- **PUBLICATION DATE:** Every Wednesday
- **FORMAT:** Tabloid "A3", financial "salmon pink" newsprint cover, full-colour inside.
- **DIMENSIONS:** 25.5 cms width and 35.5 cm height.  
Half Page horizontal: 25.5cm X 18cm;  
Quarter Page: 12.5cm X 18cm.
- **TECHNICAL:** B&W -- 80–100% screen density, Colour (CMYK) -- 100–150%  
Electronic – high-res .jpeg .tif .eps .pdf formats or on CD with sample colour-key.
- **DEADLINES:** Bookings by Friday noon. Ready art work by Monday noon.
- **PREMIUM COLOUR:** pages 2, 3, 4, 5  
Full page – EUR 2160  
Half page – EUR 1080,  
Quarter Page – EUR 540
- **INSIDE COLOUR:** after page 5  
Full page – EUR 1845  
Half page – EUR 922.50,  
Quarter Page – EUR 461.25
- **BLACK & WHITE:** after page 5  
Full page – EUR 1080  
Half page – EUR 540,  
Quarter Page – EUR 270
- **FRONT/BACK:** Full Page EUR 3690 or part thereof.
- **Package deals negotiable**
- **LOOSE INSERTS:** (A4 size) EUR 85 per 1000
- **ADVERTISING AGENCY COMMISSION:** 20% (15% for bank clients)
- **VAT:** All advertisements subject to 17% V.A.T. after calculation of discounts.
- **PAYMENT:** All invoices settled/collected through BOC Factors.