

## RATE CARD

Valid from 1.09.2008

## PRAKTIINE ARVUTIKASUTAJA

Magazine "Praktiline Arvutikasutaja" is all about computers, digital photography and -video and it has a strong focus on consumers. Our practical approach has captured reader interest since first issue was published on 2001.

We are a friendly guide in current complex digital world providing ideas and solutions what to do with your computer, photo or video equipment. Simple in wording, yet informative reviews and tests helps our readers to save money while buying new products and find the exact equipment for their needs. In addition to computers we review digital photo and -video equipment. How to make the best home video or witch of the dozens cameras out there is best for you? Mobile phones and computer games section captures younger audience interest.

Since September 2008 "Praktiline Arvutikasutaja" is co-branded with PC World. UP to 30% of content is carefully selected for Estonian reader from world leading IT magazine (25-30 pages out of 100). This, very well localized material and well known brand has strengthened our position both in the local and international market.

"Praktiline Arvutikasutaja" is not only source of practical tips, product reviews and guidelines. It has also a strong journalistic value – news, trends, comments and analyses.



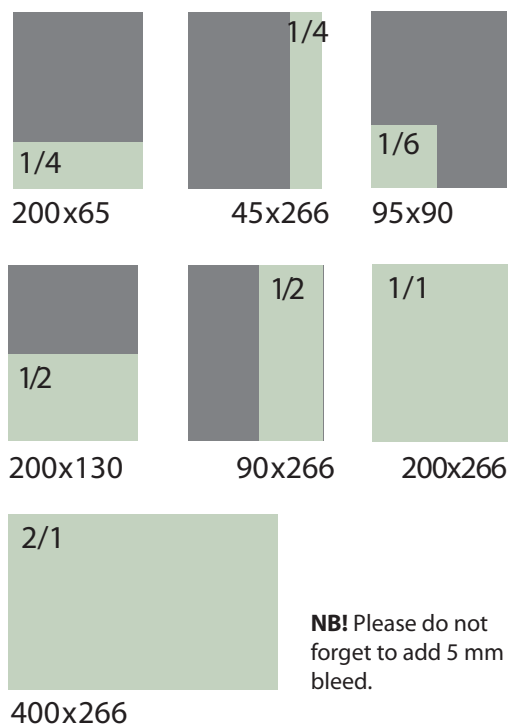
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### Sales

E-mail: reklaam@kalev.ee  
Phone: +372 688 6645  
+372 688 6646  
Fax: +372 688 6691

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Inside Back Cover (IBC)	940 EUR	200x266 +5 mm
Double Page Spread (DPS)	1385 EUR	400x266 +5 mm
Full page	810 EUR	200x266 +5 mm
Half page (1/2)	410 EUR	200x130 +5 mm
		90x266 +5 mm
1/4 of page	240 EUR	200x65 +5 mm
		45x266 +5 mm
1/6 of page	90 EUR	95x90 +5 mm



**Issue dates and Copy Deadlines**

Month	Copy Deadline	Issue date
January	11.01.2008	18.01.2008
February	12.02.2008	19.02.2008
March	10.03.2008	17.03.2008
April	14.04.2008	21.04.2008
May	5.05.2008	12.05.2008
June	2.06.2008	9.06.2008
July	30.06.2008	7.07.2008
August	31.07.2008	7.08.2008
September	5.09.2008	19.09.2008
October	3.10.2008	13.10.2008
November	27.10.2008	6.11.2008
December	21.11.2008	2.12.2008

Please contact sales for any further information regarding volume sales, special offerings, technical details or questions about the magazine.

**Sales**

E-mail: [reklaam@kalev.ee](mailto:reklaam@kalev.ee)  
 Phone: +372 688 6645  
 +372 688 6646  
 Fax: +372 688 6691

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