



National Geographic Estonia

64 000 readers (Estonian Readership Survey, spring 2019)

Print run 11 500 (2019 Jan-Oct average; www.eall.ee/tiraazhid)

Reaches 14% of Estonians, 13,6% of male and 14% of female readers, 17% of higher education and 15,6% of high-income readers

Readers comparison

Postimees (daily newspaper)	170 000
Maaleht (weekly newspaper)	151 000
Õhtuleht (daily newspaper)	150 000
60+ (monthly magazine)	137 000
Eesti Ekspress (weekly newspaper)	110 000
Kroonika + Nädal (weekly magazine)	106 000
Eesti Naine (monthly magazine)	103 000
Linnaleht (free newspaper)	99 000
Naisteleht (weekly magazine)	97 000
Imeline Ajalugu (monthly mag.)	96 000
Imeline Teadus (monthly mag.)	87 000
Kodu ja Aed (monthly magazine)	85 000
National Geographic Estonia	64 000
Anne&Stiil (monthly magazine)	56 000

Advertising

Size A4

(175x253 mm + 5 mm bleed, perfect binding)

Back cover.....	2900 €
2/1 double page	2900 €
Cover 2 and cover 3	2190 €
1/1	1900 €
1/2.....	990 €
1/3	690 €

Publication schedule 2019

27.12.2018	25.04.2019	29.08.2019
29.01.2019	30.05.2019	26.09.2019
26.02.2019	27.06.2019	29.10.2019
28.03.2019	25.07.2019	28.11.2019

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