

DIIVAN

Launched in 1996, Diivan is Estonia's oldest and currently the only interior design magazine. Diivan offers the latest interior design trends, decorating ideas and design news. In each issue we visit a couple of fabulous real-life homes mostly in Estonia, but also abroad.

Diivan's keywords are quality and inspiration. This manifests itself in beautiful imagery, high-quality paper and only tasteful content. Beside home decoration, Diivan leads its readers to enjoy the finest in travel, food, books and art scene.

Diivan is an essential reading for those with a passion for creating beautiful surroundings and living well thus being the ultimate source of decorating inspiration for both enthusiasts and professionals alike.

Editor-in-chief
Kersti Jaigma



EDITORIAL CALENDAR 2019

Issue	Editorial highlights	Material deadline	Publication date
February	Estonian Design / Interior Textiles and trends for 2019	24.01	04.02
March	Kitchen / Hallway – furniture and accessories	21.02	04.03
April	Outdoor furniture and lighting / Wardrobes	21.03	01.04
May	Furniture for small spaces / Entertainment electronics	25.04	06.05
June/July	Flooring solutions / Outdoor Kitchen	23.05	03.06
August	Kids Rooms and Furniture / Home Office	25.07	05.08
September	Living Room / Indoor gardening and plant decorations	22.08	02.09
October	Indoor Lighting / Dining Room	20.09	30.09
October	Special issue: Estonian Home	27.09	14.10
November	Bathroom / Table accessories and Tableware	24.10	04.11
December/January	Bedroom / Interior accessories and gift articles	21.11	02.12

Diivan magazine reader

Total readership 18 000 people
62,1% women,
37,9% men
67,4% are 20-49 years of age
67,8% live in Tallinn (capital of Estonia)
51,4% live in other big cities
63,3% of readers are white-collar workers
52,3% readers have higher education
Among Estonian monthlies,
Diivan has readers with the highest
monthly income.

READERSHIP:

Launched in: 1996
Target audience: affluent, sophisticated homeowner
Readership: 18 000 (NRS of 2015, Turu-uuringute AS)
Circulation: 4500*
Frequency: 10x a year (each month except January and July)
Size: 225 x 280 mm
Printhouse: Printall
Binding: glue

Technical requirements:

Total ink 300%
Image quality (resolution) 300 dpi
PDF profiles ISO Coated v2 300% (ECI)
PDF/X-1a:2001
Rich black on a very large surface (CMYK 35.60.60.100). Rich black is meant to be used only on large surfaces. For thin lines or small text sizes, it's best to stick with clear black (CMYK 0.0.0.100)

ADVERTISING SPECIFICATIONS

Space	Dimensions in mm (w x h)	Rate (in Euros)
Back cover	225 x 280	2300
Front inside cover	225 x 280	1760
Back inside cover	225 x 280	1530
2/1 double page (p 2-3)	2 x 225 x 280	2300
2/1 double page	2 x 225 x 280	2000
1/1 single page	225 x 280	1380
1/2 page vertical	109 x 280	850
1/2 page horizontal	225 x 134	850

Inserts: Rates upon request.
The prices do not include 20% VAT.

Please add 5 mm bleed to all sides of the ads (except to small ads in frame).

Booking deadline the 10th day of each month.

ADDITIONAL SERVICES

Design fee: 35 Euros (+VAT)
Advertisements placed on pages 3-19: +20% of list price
Placement fee: +10% of list price if a specific place is required for the advertisement.

Diivan is distributed free of charge to about 300 Estonian interior designers and also has free circulation in most local quality interior design and furniture salons.

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