

# PRIME MATCH

THE HR & MANAGEMENT MAGAZINE FROM PRIME RECRUITMENT



## ADVERTISING RATES

RATES ARE VALID AS OF JANUARY 1, 2011

VAT 22% is not included in the prices below

### Target & Content:

PRIME Match is the only English language HR & management magazine published in Latvia. It is distributed to decision-makers in local and foreign companies in Riga and parts of Latvia and covers hot topics in HR and management.

### Technical Information:

Format: A4, 210x297 mm; Colours: full colour CMYK; Pages: 20 including covers; Print: offset; Print-run: 500 copies

### Discounts:

For consecutive placements: 2x = 5%, 3x = 10%, 4x = 15%, 5x = 20%, 6x = 25% (equals one-year contract)

### Standard Advertisement Sizes:

<p><b>BACK COVER</b></p> <p>Ls <b>345.00</b></p> <p>210 x 297 mm + 5 mm bleed</p>	<p><b>INSIDE COVER</b></p> <p>Ls <b>315.00</b></p> <p>210 x 297 mm + 5 mm bleed</p>	<p><b>FULL PAGE</b></p> <p>Ls <b>255.00</b></p> <p>210 x 297 mm + 5 mm bleed</p>	<p><b>1/2 PAGE</b></p> <p>Ls <b>165.00</b></p> <p>182 x 121 mm</p>
<p><b>1/3 PAGE</b></p> <p>Ls <b>125.00</b></p> <p>120 x 121 mm or 58 x 245 mm</p>	<p><b>1/4 PAGE</b></p> <p>Ls <b>105.00</b></p> <p>182 x 59 mm or 58 x 183 mm</p>	<p><b>1/6 PAGE</b></p> <p>Ls <b>75.00</b></p> <p>120 x 59 mm or 58 x 121 mm</p>	<p><b>TEXT AD</b></p> <p>around 500 words up to 3 illustrations</p> <p>Ls <b>195.00</b> if article is provided by client</p> <p>Ls <b>255.00</b> if article is written by PRIME Match editor</p>

L/ST members have excellent advertising discount rates!

Contact us for more information.

**Reserve your advertisement now for the next issue! Contact us!**

**PRIME Recruitment**  
"Creating a Competitive Edge"  
www.prime.lv

Oleg K. Temple, Editor-in-chief  
Henrik Mjöman, Managing Director  
**PRIME Recruitment**  
K. Valdemāra iela 34-9, Rīga LV-1011  
T: +371 67 282 576, info@b2blist.lv

**PRIME Staffing**  
"Timely Solutions to Suit"  
www.staffing.lv