

# ROMANIA

Print | Radio | Television | Internet | Outdoors

Timisoara  
Unity Square



## Print

### ADEVARUL



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	News/Information
Subcategory	Politics, economy, culture
Circulation	87.000
Readers	474.000

### LIBERTATEA



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	News/Information
Subcategory	Politics, economy, culture
Circulation	323.859
Readers	1.401.000

### EVENTIMENTUL ZILEI



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	News/Information
Subcategory	Politics, economy, culture
Circulation	92.570
Readers	737.000

### Jurnalul National



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	News/Information
Subcategory	Politics, economy, culture
Circulation	89.010
Readers	965.000

### ROMANIA LIBERA



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	News/Information
Subcategory	Politics, economy, culture
Circulation	70.195
Readers	450.000

### ZIUA DE VEST



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	News/Information
Subcategory	Politics, economy, culture
Circulation	6.000
Readers	15.000

### PRO SPORT



Periodicity	Daily
Distribution	National
Language	Rumanian
Type	Sport
Circulation	109.261
Readers	630.000

### CAPITAL



Periodicity	Weekly
Distribution	National
Language	Rumanian
Type	Business
Subcategory	Economy, information
Circulation	48.854
Readers	324.000

## Print

### BANATEANUL



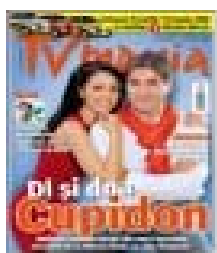
Periodicity	Weekly
Distribution	National
Language	Rumanian
Type	News/Information
Circulation	10.000
Readers	38.000

### PRO TV MAGAZIN



Periodicity	Weekly
Distribution	National
Language	Rumanian
Type	TV Guide
Subcategory	Entertainment, life-style
Circulation	160.000
Readers	936.000

### TV MANIA



Periodicity	Weekly
Distribution	National
Language	Rumanian
Type	TV Guide
Circulation	144.127
Readers	539.000

### LOCUINTA MEA



Periodicity	Monthly
Distribution	National
Language	Rumanian
Type	Furniture
Subcategory	Interior design, furniture
Circulation	13.500
Readers	250.000

### FHM



Periodicity	Monthly
Distribution	National
Language	Rumanian
Type	Men's
Subcategory	Cars, Life-style, Sport, Culture.
Circulation	32.020
Readers	324.000

### TABU



Periodicity	Monthly
Distribution	National
Language	Rumanian
Type	Women's
Subcategory	Beauty, Shopping, Tourism.
Circulation	27.255
Readers	251.000

### AUTO MOTOR SI SPORT



Periodicity	Monthly
Distribution	National
Language	Rumanian
Type	Cars
Circulation	22.000
Readers	355.000

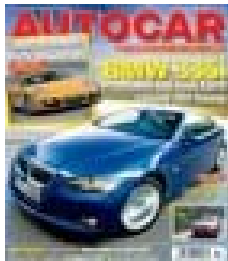
### PRO MOTOR



Periodicity	Monthly
Distribution	National
Language	Rumanian
Type	Cars
Circulation	24.500
Readers	331.000

## Print

### AUTOCAR



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Cars
<b>Circulation</b>	20.000
<b>Readers</b>	80.000

### BEAU MONDE



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Women's
<b>Subcategory</b>	Fashion, Life-style, Shopping.
<b>Circulation</b>	28.000
<b>Readers</b>	88.000

### BURDA



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Women's
<b>Subcategory</b>	Fashion, Life-style
<b>Circulation</b>	17.000
<b>Readers</b>	90.000

### ELLE



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Women's
<b>Subcategory</b>	Fashion, Life-style
<b>Circulation</b>	25.000
<b>Readers</b>	169.000

### LOOK!



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Women's
<b>Subcategory</b>	Fashion, Life-style
<b>Circulation</b>	25.667
<b>Readers</b>	172.000

### CASA LUX



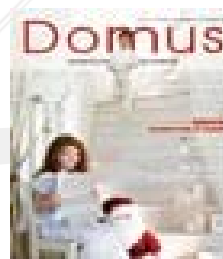
<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Furniture
<b>Circulation</b>	25.000
<b>Readers</b>	426.000

### CASA MEA



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Furniture
<b>Subcategory</b>	Interior design, furniture
<b>Circulation</b>	18.000
<b>Readers</b>	38.000

### DOMUS



<b>Periodicity</b>	Monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Furniture
<b>Subcategory</b>	Interior design, furniture
<b>Circulation</b>	18.000
<b>Readers</b>	129.000

## Print

### TV SATELIT



<b>Periodicity</b>	Twice-monthly
<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	TV Guide
<b>Circulation</b>	97.346
<b>Readers</b>	845.000

## Radio

### RADIO ROMANIA ACTUALITATI



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Generalist
<b>Daily Aud.</b>	3.053.000
<b>Coverage</b>	100%

### EUROPA FM



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Generalist
<b>Daily Aud.</b>	2.280.700
<b>Coverage</b>	60%

### KISS FM



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Music
<b>Daily Aud.</b>	2.487.900

### RADIO 21



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Type</b>	Music
<b>Daily Aud.</b>	1.192.100
<b>Coverage</b>	56.8%

## Radio

### PRO FM



Distribution	National
Language	Rumanian
Type	Music
Daily Aud.	971.700
Coverage	45.94%

### RADIO GUERRILLA



Distribution	National
Language	Rumanian
Type	Generalist
Daily Aud.	2.280.700
Coverage	43%

### RADIO TIMISOARA



Distribution	Local
Language	Rumanian
Type	Generalist
Daily Aud.	240.100
Coverage	Timis, Arad, Caras-Severin, Hunedoara, Bihor (Hungary and Serbia).

### RADIO CLUJ



Distribution	Local
Language	Rumanian
Type	Generalist
Daily Aud.	282.300
Coverage	Alba, Bihor, Bistrita-Nasaud, Brasov, Cluj, Covasna, Harghita, Mures, Maramures, Satu Mare, Salaj, Sibiu.

### RADIO TARGU MURES



Distribution	Local
Language	Rumanian
Type	Generalist
Daily Aud.	156.700
Coverage	Mures, Covasna, Harghita, Brasov.

### RADIO IASI



Distribution	Local
Language	Rumanian
Type	Generalist
Daily Aud.	822.700
Coverage	Rumanian Moldavia

### RADIO OLTENIA CRAIOVA



Distribution	Local
Language	Rumanian
Type	Generalist
Daily Aud.	662.600
Coverage	Mehedinti, Dolj, Gorj, Olt.

### RADIO CONSTANTA



Distribution	Local
Language	Rumanian
Type	Generalist
Daily Aud.	59.400
Coverage	Corbu, Cetatea, Histria, Navodari, Mamaia, Constanta, Lazu, Eforie North, Eforie South, Tuzla, Costinesti, Olimp, Neptun, Saturn, Mangalia, Varna, Vechi.

## Print

### RADIO RESITA



<b>Distribution</b>	Local
<b>Language</b>	Rumanian
<b>Type</b>	Generalist
<b>Daily Aud.</b>	134.400
<b>Coverage</b>	Banat, Rumanian areas in Serbia, Montenegro, Voivodina.

## Television

### TVR



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	Generalist
<b>Subcategory</b>	News, films, light entertainment, talk shows, soaps, reality shows, programmes for children, magazines.
<b>Daily Aud.</b>	333.000
<b>Tech. Penetration</b>	98.5

### TVR2



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	News
<b>Subcategory</b>	News, films, light-entertainment, talk shows, documentaries, sport.
<b>Daily Aud.</b>	125.000
<b>Tech. Penetration</b>	98.5

### TVRi



<b>Distribution</b>	International
<b>Language</b>	Rumanian
<b>Sector</b>	Generalist
<b>Subcategory</b>	News, films, light-entertainment, talk shows, soaps, reality shows, programmes for children, magazines, sport.
<b>Daily Aud.</b>	227.000

### TVR Cultural



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	Cultural
<b>Subcategory</b>	Documentaries, movies, reportages.
<b>Daily Aud.</b>	8000
<b>Tech. Penetration</b>	98.5

## Radio

### PRO TV



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	Generalist
<b>Subcategory</b>	News, films, light-entertainment, talk shows, soaps, reality shows, programmes for children, magazines, sport.
<b>Daily Aud.</b>	336.000
<b>Tech. Penetration</b>	82

### PRIMA TV



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	Entertainment
<b>Subcategory</b>	Comedy shows, game shows, ordinary people shows, blockbuster movies.
<b>Daily Aud.</b>	107.000
<b>Tech. Penetration</b>	77.3

### REALITATEA



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	News
<b>Subcategory</b>	
<b>Daily Aud.</b>	126.000
<b>Tech. Penetration</b>	74.2

### ANTENA 1



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	Entertainment
<b>Subcategory</b>	Comedy shows, game shows, ordinary people shows, blockbuster movies.
<b>Daily Aud.</b>	253.000
<b>Tech. Penetration</b>	77.6

### ACASA TV



<b>Distribution</b>	National
<b>Language</b>	Rumanian
<b>Sector</b>	Generalist
<b>Subcategory</b>	comedy shows, game shows, ordinary people shows, blockbuster movies.
<b>Daily Aud.</b>	211.000
<b>Tech. Penetration</b>	73.3

ROMANIA

## Outdoors

### Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



### SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



### 6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



### 4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



### Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



### P. O. S. Advertising

POS advertising is mainly located in hypermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.



# ANIA