

Sól*i*Pieprz



Mediakit
2016

Sól*i*Pieprz

A word of introduction



Sól i Pieprz inspires, teaches, advises and informs. It is dedicated to all who like variety and a dose of health in cooking. It presents recipes for traditional cuisine as well as novelties within culinary art.

Sól i Pieprz inspires all who stand up to culinary challenges and is the source of interesting ideas of how to enrich any menu; everyday or festive.

Sól i Pieprz teaches culinary beginners how to prepare simple and sophisticated meals, shows people who are on diets how to change their nutrition habits and convince them that healthy eating might be a pleasure.

Sól i Pieprz advises how to buy high quality products and domestic appliances. It advises how to eliminate culinary mistakes.

Sól i Pieprz takes the readers on a journey through various tastes of other cultures providing culinary novelties.

Anetta Sokołowska
editor-in-chief

Sól*i*Pieprz

Sales: **14,185** copies

Readership: **221,000**

Reader's profile:

20% men, **80%** women

Average age: **46** years old

Secondary & higher education: **80%**

Household income above 3000 pln: **62%**

Place of residence – towns of more than 100 000 residents: **34%**

Source: PBC; 7/2014 – 6/2015; SCPW; all; n= 29,342; realization Millward Brown; compilation Burda
ZKDP; 7/2014 – 6/2015

Sól*i*Pieprz

Online

facebook



Fan page

6,918 fans

(figures on 26.01.2016)

mojegotowanie.pl



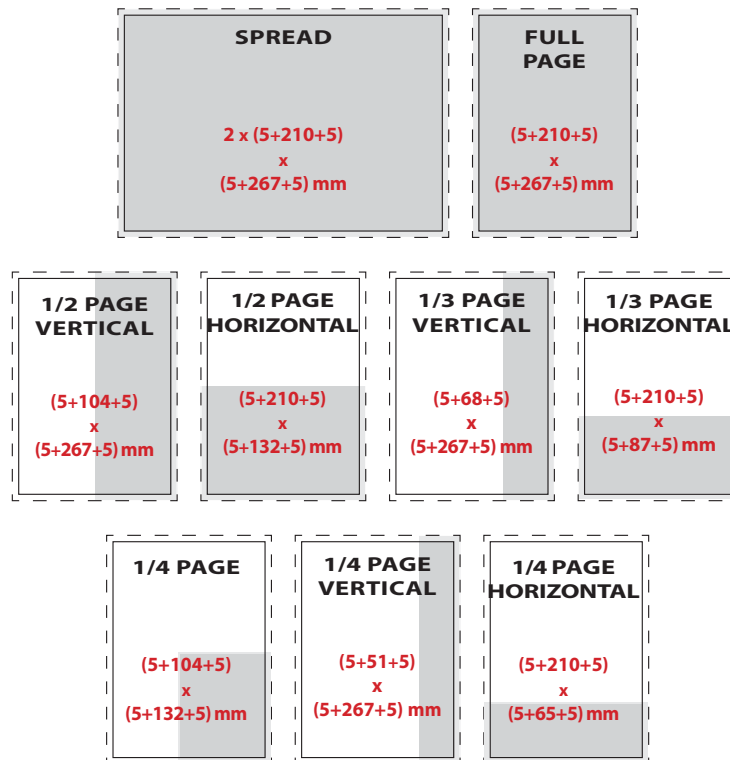
3,740,048 page views

1,952,874 unique users

(in December 2015)

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Formats and price list



Applicable from issue 2/2016

spread	6 900 €
2nd cover	4 300 €
3rd cover	4 050 €
4th cover	4 900 €
full page	3 800 €
1/2 page	2 600 €
1/3 page	1 700 €
1/4 page	1 450 €

SURCHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/3 of the magazine	30%
Ad placement aside selected editorial material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax value is to be added to all the prices above.

Publishing schedule

Issue number	Deadline of submitting materials	The first day of sales
1/2016	18.01.2016	03.02.2016
2/2016	17.03.2016	06.04.2016
3/2016	13.05.2016	01.06.2016
4/2016	18.07.2016	03.08.2016
5/2016	19.09.2016	05.10.2016
6/2016	21.11.2016	07.12.2016

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Technical data and terms of acceptance of advertising orders

Net format	210x267 mm
Files	PDF 1.3 version
Data storage	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama hasło: burdamedia
Print	offset
Binding method:	stitching

Preparing of materials (technical specification summary)

Color space: CMYK

Vector graphics – texts converted to curves

Total ink limit (TIL):covers: 320%
inside pages: 270%**ICC profiles:**covers: ISO Coated v2 (ECI)
inside pages: SC Paper**Bleeds:** min. 5 mm; minimal proximity of all elements from trim edge: 5 mm

ICC profiles are available on [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in **DOWNLOAD** folder. The table above is a summary of Technical Specification available on www.burdamedia.pl or [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in **DOWNLOAD** folder. In case of discrepancies the full Technical Specification content should be followed. **Should you have any technical question, please contact:** Tomasz Langsam, tel. +48 71 37 62 828, e-mail: tomasz.langsam@burdamedia.pl

The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/ or advertisements in magazines issued by Burda Media Polska Sp. z o.o. [limited liability company] as well as Companies of Burda Media Group, i.e. Burda Communications Sp. z o.o. [limited liability company], Burda Publishing Polska Sp. z o.o. [limited liability company, limited partnership], Burda GL Polska Sp. z o.o. [limited liability company] as well as Burda NG Polska Sp. z o.o. [limited liability company, limited partnership], are stated in Bylaws of Advertising and Announcements Orders available at www.burdamedia.pl

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Why the Press?

1 Press engages – while reading we concentrate. Therefore, we can easily take our mind off things. It is a kind of relaxation we yearn for.

2 Press builds credibility – through constant contact with our readers we know how to advise and make our readers trust us. It is the special bond and trust between the reader and the magazine that is created on the basis of a discussion (e-mails, letters, comments, dispute) and which results in strengthening credibility and advertising message.

3 Press enhances brand awareness – thanks to immense possibilities of presenting a product in press, the enhanced content of advertisements does not only allow the reader to get to know the product better but also strengthens its image.

4 Press reaches target groups – on the basis of wide variety of topics, consumer and readership research, it is easy to create target groups and introduce products in accordance with a group's needs.

5 Press is creative – except a wide variety of formats that the press has to offer, it also provides advertising forms such as: inserts, glues inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.

6 Press builds intimacy – as the research show, most women associate reading with relax and intimacy. This is what clearly improves perceiving the message of an advertisement. Moreover, a magazine always engages into a discussion; what's new, what's interesting, what worth recommending.

7 Press does not irritate – the research show that TV audience is irritated by the amount of emitted commercials. 80 percent* of respondents considered commercials to be the most irritating whereas advertisement in press is regarded to be irritating by only 8 percent*.

*Source: PRO Media House presentation, on the basis of the research by Demoskop



Contact details

www.burdamedia.pl

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ul. Marynarska 15
02-674 Warszawa
NIP: 101-00-01-332

Bank account:

mBank
91 1140 1977 0000 3057 5100 1001

Payment date:

after the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

Periodicity: bimonthly

Territorial scope: nationwide

ISSN: 1427-406X



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