



Mediakit 2016

A word of introduction



The content of **Coaching** answers the inevitable question how to live and how to establish a balance between personal life and a career. We do not want to answer these questions straight away, rather engage the reader into an inspiring process of stepping out of the comfort zone.

We strive to ensure the chance to stop and think for a while. Also to ask ourselves the inevitable life question what is the purpose of my presence.

Katarzyna Sroczyńska
editor-in-chief

Information about the title

What is **Coaching**?

Coaching is the only bimonthly dedicated to both men and women. Its content speaks to those who wish to develop family and professional life.

The content of **Coaching** presents texts which are complemented with exercises and tests prepared by psychologists and trainers. Included theories, supported by scientific proof, are presented in an understandable and user-friendly manner.

We cooperate with monthly magazine “Psychology Today” as well as with profound scientists and practitioners.



Magazine's content

improvement **15%**



Life **50%**
(emotions, family,
partnership)

work **35%**

Sales: **30,881** copies

Reader's profile:

25% men, **75%** women

24 – 44 years old: **74%**

Higher education: **80%**

Cities over 100 000 citizens: **61%**

Online

facebook

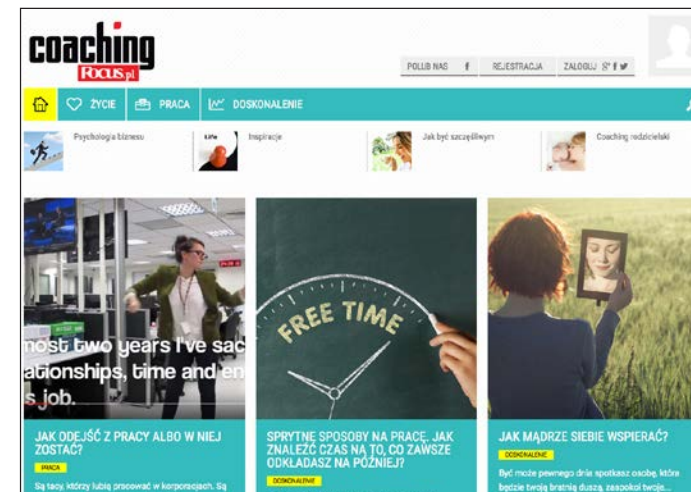


fan page

88,523 fans

(figures for 1.12.2015)

coaching.focus.pl

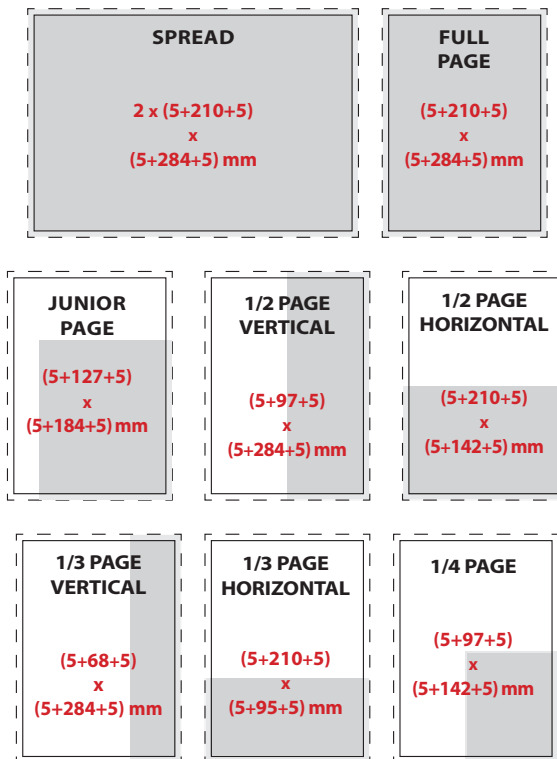


122,003 page views

36,181 unique users

(Jan-Oct 2015)

Formats and price list



Prices are valid only for magazines issued in February

spread	8 225 EUR
2nd cover	6 975 EUR
3rd cover	6 225 EUR
4th cover	7 475 EUR
full page	4 725 EUR
junior page	3 975 EUR
1/2 page	2 725 EUR
1/3 page	2 225 EUR
1/4 page	1 725 EUR

SURCHARGES

Ad placement at the beginning of the magazine	15%
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	15.12.2015	07.01.2016
2/2016	17.02.2016	10.03.2016
3/2016	20.04.2016	12.05.2016
4/2016	15.06.2016	07.07.2016
5/2016	17.08.2016	08.09.2016
6/2016	20.10.2016	14.11.2016

Technical data and terms of acceptance of advertising orders

Net format	210x284 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:	perfect bound

Preparing of materials (technical specification summary)

Color space: CMYK

Vector graphics – texts converted to curves

Total ink limit (TIL):

covers: 320%

inside pages: 320%

ICC profiles:

covers: DonnelleyCoated_v1U

inside pages: RRD_LeipaUltraMag_stacc_v1d

Bleeds: min. 5 mm; minimal proximity of all elements from trim edge: 5 mm and from the spine: 10 mm

The spread's image should have 6 mm of doubling

ICC profiles are available on <ftp.burdamedia.pl> in DOWNLOAD folder. The table above is a summary of Technical Specification available on www.burdamedia.pl or <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:** Jerzy Bojanowski, tel. +48 22 360 38 65, e-mail: jerzy.bojanowski@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

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, glued inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.

6 Press does not irritate – the research shows 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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02-674 Warszawa
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Bank account:

Raiffeisen Bank Polska SA Oddział we Wrocławiu,
ul. Powstańców Śląskich 7a
49 1750 1064 0000 0000 0721 7242

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: 2081-3112



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