

DOBRE RADY



Mediakit
2016

DOBRE RADY

A word of introduction



DOBRE RADY positions itself as a friendly, universal and up-to date advisory magazine for women.

For 14 years it has been a good companion at work, home and on holiday. It enables to live easier, more beautifully and comfortably.

Each issue is full of great ideas how to live fully and experience all the joys of life. How to look great, how to cook, how to furnish an apartment and stay fit. Also, how to take care of our feelings and family relations.

DOBRE RADY speaks to both: mothers and daughters. It always supports women with professional expertise. The magazine always welcomes and cherishes women.

Agnieszka Wierzbicka
acting editor-in-chief

DOBRE RADY

Information about the title

DOBRE RADY is an advisory magazine for an ambitious, curious of the world, professional woman who wishes to widen her horizons and excels in both: pursuing her lifelong ambitions and being a good mother and partner.

Driven by the needs of our readers, we create a magazine which presents everything a woman can be interested in: beauty, fashion, career, family. Each of the issue brings a wide variety of market novelties ranging from cosmetics, through food, home appliances to experts' advice on law, economy, health and many others.

DOBRE RADY advises in a professional way.



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Magazine's content



DOBRE RADY

Sales: **322,972** copies

Readership: **1,357,000**

Reader's profile:

91% of women

Secondary and Higher education: **70%**

Household income above 3000 pln: **56%**

Place of residence: towns of more than 50 000 residents: **33%**

DOBRE RADY

Online

facebook

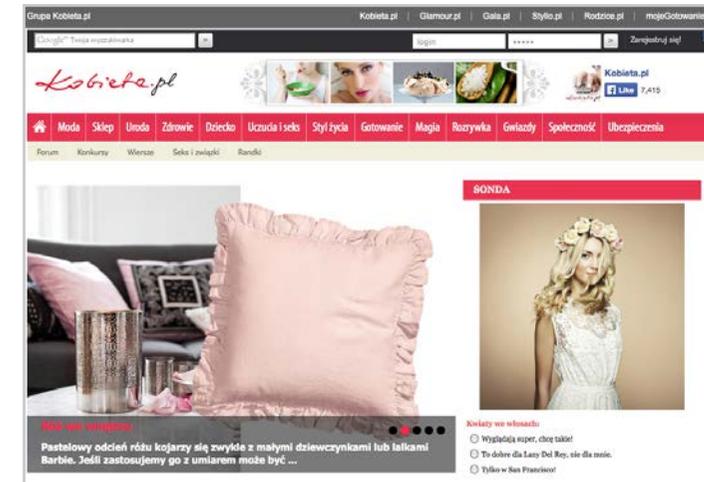


Fanpage of Dobre Rady

18,103 fans

(figures for 01.12.2015)

kobieta.pl



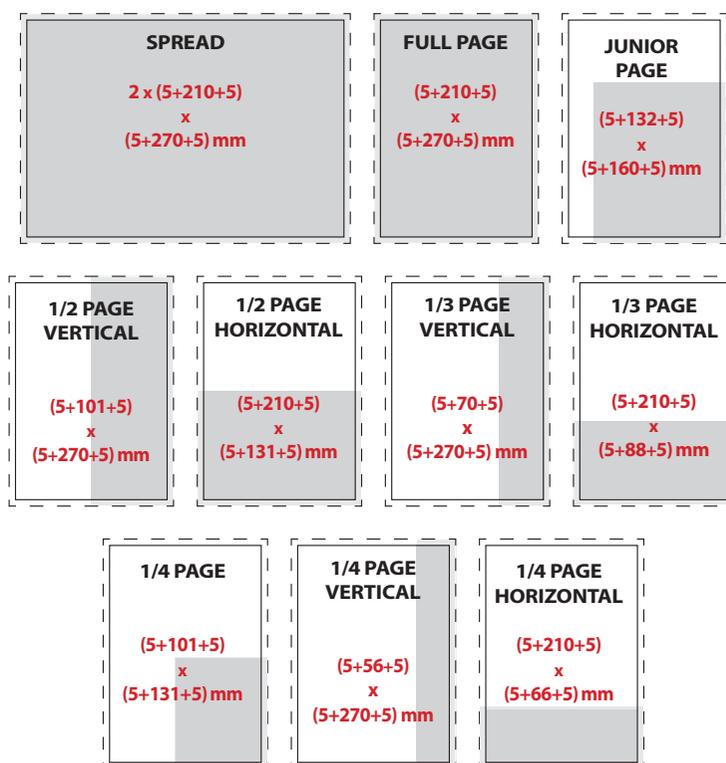
2,223,772 page views

531,808 unique users

(Jan-Oct 2015)

DOBRE RADY

Formats and price list



Applicable from issue 4/2016

opening spread	51 900 €
spread	46 900 €
2nd cover	32 120 €
3rd cover	28 800 €
4th cover	36 200 €
right page	27 120 €
left page	24 300 €
junior page	21 900 €
1/2 right page	16 420 €
1/2 left page	15 950 €
1/3 right page	14 980 €
1/3 left page	13 550 €
1/4 right page	12 360 €
1/4 left page	10 950 €

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.

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Publishing schedule

Issue number	Deadline of submitting materials	The first day of sales
2/2016	17.12.2015	07.01.2016
3/2016	14.01.2016	03.02.2016
4/2016	11.02.2016	02.03.2016
5/2016	16.03.2016	06.04.2016
6/2016	14.04.2016	04.05.2016
7/2016	12.05.2016	01.06.2016
8/2016	16.06.2016	06.07.2016
9/2016	14.07.2016	03.08.2016
10/2016	18.08.2016	07.09.2016
11/2016	15.09.2016	05.10.2016
12/2016	13.10.2016	02.11.2016
1/2016	17.11.2016	07.12.2016

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Technical data and terms of acceptance of advertising orders

Net format	210x270 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: 300%
inside pages: 270%

ICC profiles:

covers: ISO_Coated_v2_300_RH
inside pages: SC_Paper_N

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](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:** Łukasz Lewandowski, tel. +48 22 360 37 13, e-mail: lukasz.lewandowski@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

DOBRE RADY

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 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 builds intimacy – as the research shows, most women associate reading with relaxation 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 is worth recommending.

7 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



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Contact details

www.burdamedia.pl

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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: monthly

Territorial scope: nationwide

ISSN: 1643-8264



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