

moje Gotowanie



Mediakit
2016

moje Gotowanie

A word of introduction



Moje Gotowanie combines traditional cuisine with modern one, Polish cuisine with the world-wide one, gourmands with amateurs of light meals, meat fans with vegetarians. Above all it brings together everyone who likes cooking, baking, stewing, frying and grilling. Our readers are mainly residents of big cities who are attached to traditions of a cuisine but also are opened for novelties within culinary art. The motto "Tradition with a Modern Twist" is a highlight of our magazine.

Moje Gotowanie inspires everyone who wishes to find recipes for quick and efficient preparation of everyday and festive meals.

Moje Gotowanie guarantees culinary success. All our recipes are pre-prepared so a meal fixed on the basis of such a formula can be nothing but a winner.

Moje Gotowanie is not just about recipes. It can boast of interviews with famous people who deal with cooking, columns of passionate gourmands and reportages full of tastes from around the world.

Renata Chodorowska
editor-in-chief

moje Gotowanie

Information about the title

Moje Gotowanie was founded in Poland in 1995. It has been widely recognized ever since.

Moje Gotowanie with the help of experienced cooks, it teaches how to cook simple and sophisticated meals.

Moje Gotowanie encourages do be creative while cooking and shows that preparing a meal can be a pleasure not a duty.

Moje Gotowanie shows that the best moments in life can be all about cuisine which may also be an excellent way to show that you love someone.

Moje Gotowanie takes part in many culinary projects thanks to which our readers can be a part of many workshops conducted by profound experts in the field of Polish cuisine.



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Regular columns



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Sales: **16,761** copies

Readership: **431,000**

Reader's profile:

83% of women

Secondary and higher education: **61%**

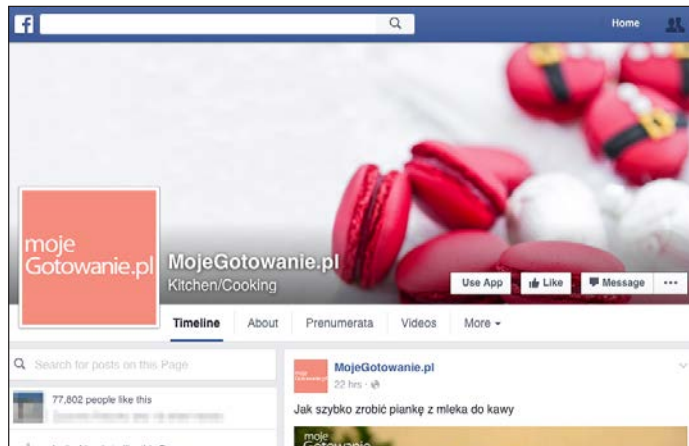
Household income above 3000 pln: **53%**

Place of residence – towns of more than 50 000 residents: **39%**

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Online

facebook



fanpage

77,802 fans

(figures for 26.01.2016)

mojegotowanie.pl



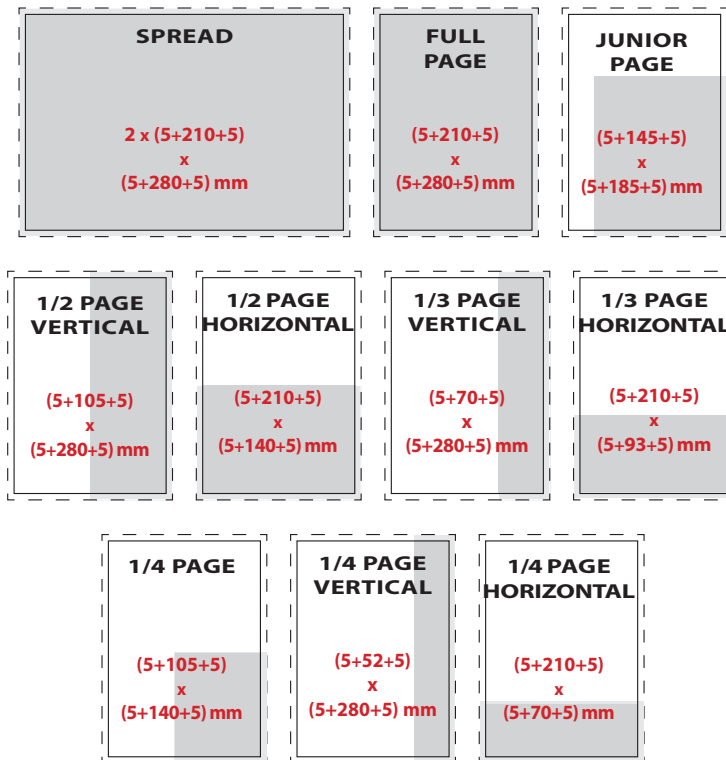
3,740,048 page views

1,952,874 unique users

(in December 2015)

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Formats and price list



Applicable from issue 4/2016

spread	11 650 €
2nd cover	7 120 €
3rd cover	7 120 €
4th cover	7 600 €
full page	6 700 €
junior page	5 750 €
1/2 page	4 500 €
1/3 page	3 320 €
1/4 page	2 600 €

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	02.01.2016	20.01.2016
3/2016	30.01.2016	19.02.2016
4/2016	04.03.2016	23.03.2016
5/2016	02.04.2016	21.04.2016
6/2016	05.04.2016	21.05.2016
7/2016	02.06.2016	22.06.2016
8/2016	01.07.2016	21.07.2016
9/2016	30.07.2016	20.08.2016
10/2016	02.09.2016	21.09.2016
11/2016	30.09.2016	20.10.2016
12/2016	30.10.2016	19.11.2016
1/2017	30.11.2016	18.12.2016

Technical data and terms of acceptance of advertising orders

Net format	210x280 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: DonnelleyCoated_v1U**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**

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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



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www.burdamedia.pl

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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: 1233-4847



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