

# Sielskie życie

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Mediakit  
**2016**

# Sielskie życie

## Information about the title

### What exactly is **Sielskie Życie**?

It is the one and only periodical which gathered a lot of fans in the moment of launching and attracted the attention of readers. The measure of its success is still growing number of readership.

**SIELSKIE ŻYCIE** shows that being away from the fast pace of the city life can also be fascinating and satisfying.

**SIELSKIE ŻYCIE** gives quite a portion of information which is presented in an interesting and accessible way.

**SIELSKIE ŻYCIE** is an escape from a daily life

**SIELSKIE ŻYCIE** helps to get to know traditions, supports campaigns which promote regions and organic food.



# Sielskie życie

## Magazine's content



## Formats and price list

<b>SPREAD</b> $2 \times (5+230+5)$ $\times$ $(5+297+5)$ mm	<b>FULL PAGE</b> $(5+230+5)$ $\times$ $(5+297+5)$ mm	<b>1/2 PAGE VERTICAL</b> $(5+112,5+5)$ $\times$ $(5+297+5)$ mm	<b>1/2 PAGE HORIZONTAL</b> $(5+230+5)$ $\times$ $(5+146+5)$ mm	<b>1/3 PAGE VERTICAL</b> $(5+73+5)$ $\times$ $(5+297+5)$ mm	
<b>1/3 PAGE HORIZONTAL</b> $(5+230+5)$ $\times$ $(5+95,5+5)$ mm	<b>BASIC MODULE*</b> 60 x 60 mm	<b>2 MODULES VERTICAL*</b> 60 x 124 mm	<b>2 MODULES HORIZONTAL*</b> 125 x 60 mm	<b>3 MODULES VERTICAL*</b> 60 x 188 mm	<b>3 MODULES HORIZONTAL*</b> 190 x 60 mm
<b>4 MODULES VERTICAL*</b> 60 x 252 mm	<b>4 MODULES HORIZONTAL*</b> 125 x 124 mm	<b>6 MODULES VERTICAL*</b> 125 x 188 mm	<b>6 MODULES HORIZONTAL*</b> 190 x 124 mm		

\* advertising without bleeds

Applicable from issue 3/2016

<b>opening spread</b>	9 300 €
<b>spread</b>	7 900 €
<b>II cover</b>	6 000 €
<b>III cover</b>	5 500 €
<b>IV cover</b>	7 650 €
<b>full page</b>	5 250 €
<b>1/2 page</b>	4 050 €
<b>1/3 page</b>	2 900 €
<b>2 modules</b>	700 €
<b>3 modules</b>	950 €
<b>4 modules</b>	1 200 €
<b>6 modules</b>	1 650 €

### 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

<b>Issue number</b>	<b>Deadline of submitting materials</b>	<b>The first day of sales</b>
1/2016	22.12.2015	13.01.2016
2/2016	22.02.2016	09.03.2016
3/2016	21.04.2016	11.05.2016
4/2016	27.06.2016	13.07.2016
5/2016	29.08.2016	14.09.2016
6/2016	21.10.2016	09.11.2016

## Technical data and terms of acceptance of advertising orders

<b>Net format</b>	230x297 mm
<b>Files</b>	<b>PDF 1.3 version</b>
<b>Data storage</b>	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama hasło: burdamedia
<b>Print</b>	offset
<b>Binding method:</b>	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: RRD\_stacc10\_v1  
inside pages: PSO\_LWC\_Improovish (Fogra45.5)

**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](http://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:** Tomasz Langsam, tel. +48 71 37 62 828, e-mail: [tomasz.langsam@burdamedia.pl](mailto: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](http://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, 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](http://www.burdamedia.pl)

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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:** 2083-022X



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