

Claudia



Mediakit
2016

Claudia

A word of introduction



CLAUDIA is the most elegant and most frequently read advisory magazine in Poland. It is considered to be the most recognizable and strongest brand in the women advisory magazine section.

CLAUDIA is an inspiring and sharp magazine to read. It positions itself as a professional guide to beauty, fashion, psychology, law, cuisine and interior design.

CLAUDIA is characterized by an elegant design, beautiful photographs and the presence of stars.

CLAUDIA is famous for its metamorphosis – the event which creates a special bond between the magazine and its readers and is a sign of how much we understand their needs and live up to their expectations.

Justyna Szawdyn
editor-in-chief

Claudia

Information about the title

Claudia is a smart guide which inspires, advises, supports

Claudia endeavors to attain a better life

Claudia enables to enjoy your femininity

Claudia is always near to its readers



Claudia

Magazine's content:



Claudia

Sales: **198 188** egz.

Readership: **1 835 000**

Reader's profile:

92% of women

Secondary and Higher education: **79%**

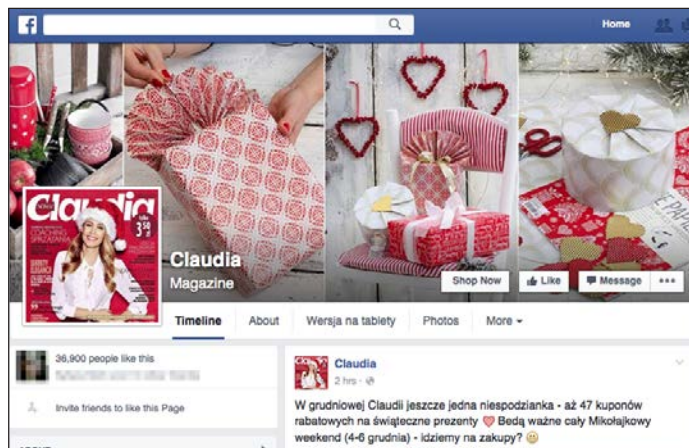
Household income above 3 000 PLN: **64%**

Place of residence: towns of more than 50 000 residents: **37%**

Claudia

Online

facebook

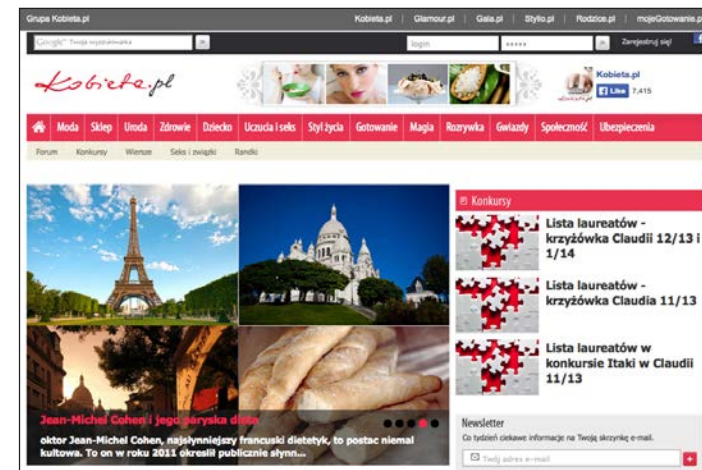


fanpage of Claudia

37,613 fans

(figures for 07.12.2015)

kobieta.pl

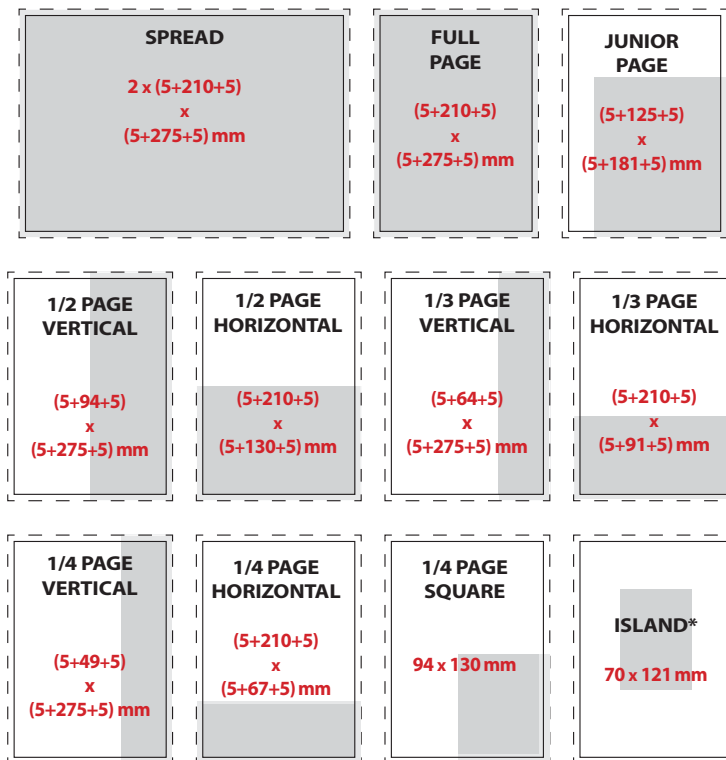


2 223 772 page views

531 808 unique users

(Jan-Oct 2015)

Formats and price list



* non-bleed advertisement

Applicable from issue 4/2016

opening spread	78 320 €
spread	68 100 €
2nd cover	38 790 €
3rd cover	37 360 €
4th cover	40 500 €
right page	35 930 €
left page	32 600 €
junior page	29 800 €
1/2 right page	19 800 €
1/2 left page	18 100 €
1/3 right page	14 500 €
1/3 left page	14 050 €
1/4 right page	13 800 €
1/4 left page	12 600 €
island	29 800 €

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
2/2016	23.12.2015	19.01.2016
3/2016	27.01.2016	18.02.2016
4/2016	24.02.2016	17.03.2016
5/2016	24.03.2016	19.04.2016
6/2016	26.04.2016	19.05.2016
7/2016	30.05.2016	20.06.2016
8/2016	27.06.2016	18.07.2016
9/2016	27.07.2016	18.08.2016
10/2016	29.08.2016	19.09.2016
11/2016	28.09.2016	20.10.2016
12/2016	26.10.2016	18.11.2016
1/2017	23.11.2016	16.12.2016

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](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:** 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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Contact details

www.burdamedia.pl

BURDA MEDIA POLSKA SP. Z O.O.

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: monthly

Territorial scope: nationwide

ISSN: 1230-8609



Advertisement Sales Department

ul. Marynarska 15, 02-674 Warszawa

Beata Pawłowska-Bartczak

Sales Director Women
Advisory, Culinary & Crafting
tel.: +48 22 36 03 606
mob.: +48 692 440 131
beata.bartczak@burdamedia.pl

Marcin Art

Head of Sales Women Advisory
tel.: +48 22 36 04 210
mob.: +48 692 446 520
marcin.art@burdamedia.pl

Edyta Cacko

Senior Account Executive
tel.: +48 22 36 03 765
mob.: +48 608 089 950
edyta.cacko@burdamedia.pl

Małgorzata Dominik

Senior Account Executive
tel.: +48 22 36 03 806
mob.: +48 694 455 070
malgorzata.dominik@burdamedia.pl

Renata Gietko

Senior Account Executive
tel.: +48 22 360 36 40
mob.: +48 604 126 496
renata.gietko@burdamedia.pl

Renata Michalska

Senior Sales Coordinator
tel.: +48 22 36 04 212
mob.: +48 692 440 086
renata.michalska@burdamedia.pl