



Mediakit 2017

A word of introduction



On the pages of the magazine we present the beauty of the world showing also its dark sides.

We capture the character of well-known tourist places in a surprising manner and with a view of engaging readers with comprehensive interests, we discover unknown tourist destinations.

National Geographic is a comprehensive source of information. It helps to understand global processes because it speaks with the voice of people from various cultural circles.

National Geographic presents distinguished photographs from recent discoveries in a number of fields. Inspires to travel, take photographs, to discover the world and live life fully. It motivates us to be open to other people.

Agnieszka Franus
editor-in-chief

Information about the title

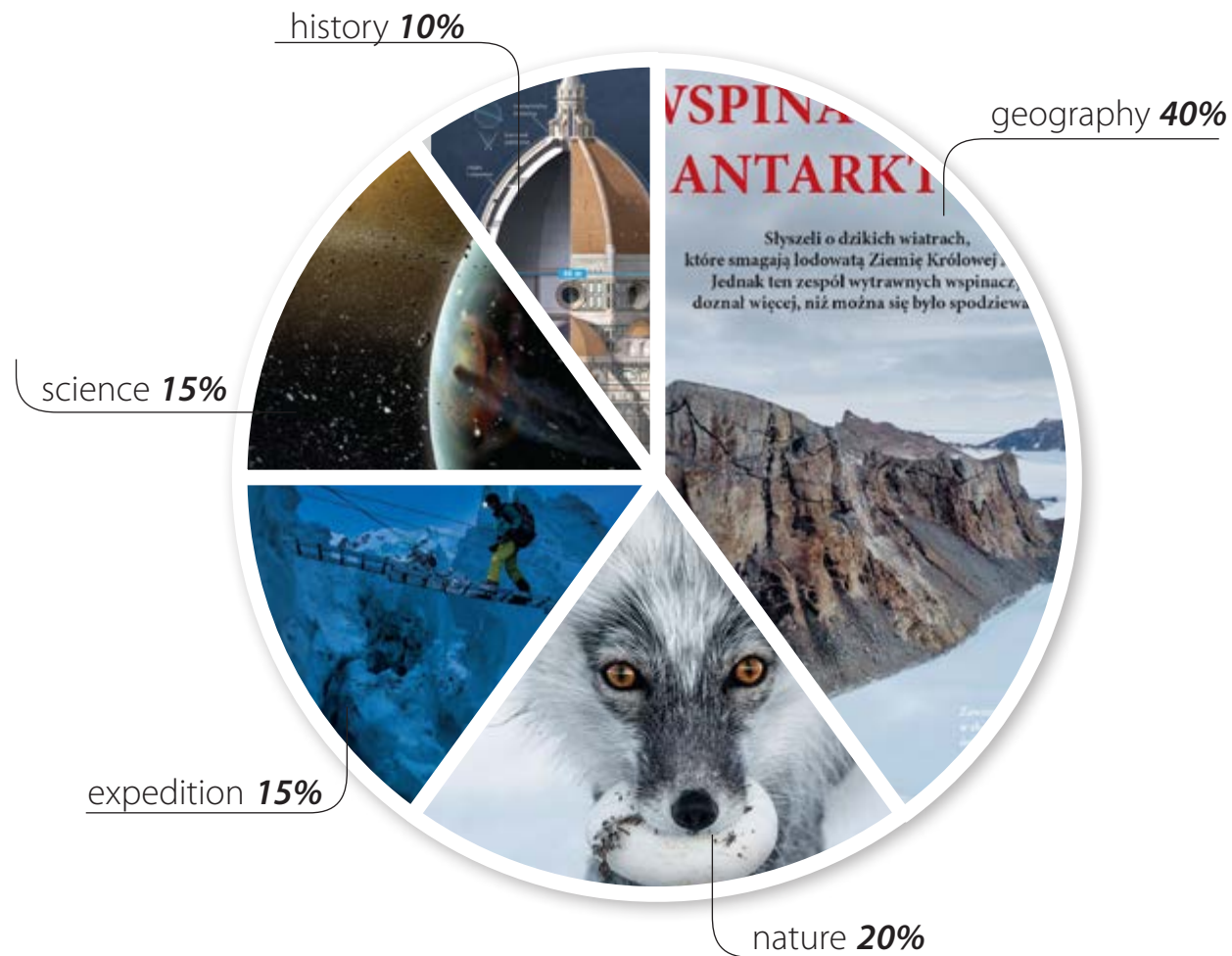
National Geographic is a legend among magazines with a 125 year history. The magazine is supported by the biggest Scientific Society thanks to which legendary city of Machu Picchu was discovered. They also found the Titanic wreckage and discovered the skeleton of super-crocodile in the Niger sands.

National Geographic is a popular science magazine where readers can find articles on the most recent archeological, paleontological and cosmologic discoveries. The magazine covers social and political issues, describes conflicts and ecological problems as well as effects of climate change.

National Geographic is a magazine for people with comprehensive interests, looking for reliable information, appreciating great photographs and caring for the environment.



Magazine's content



Sales: **31 185** copies

Readership: **918 000**

Reader's profile:

53% of men, **47%** of women

average age: **39** years old

higher education: **64%**

household income above 3 000 pln: **80%**

place of residence – cities of more than 100 000 residents: **43%**

360° Communication

national-geographic.pl

4 530 693 page views

549 392 unique users

(10.2016)

facebook

209 657 fans

(figures for 12.12.2016)



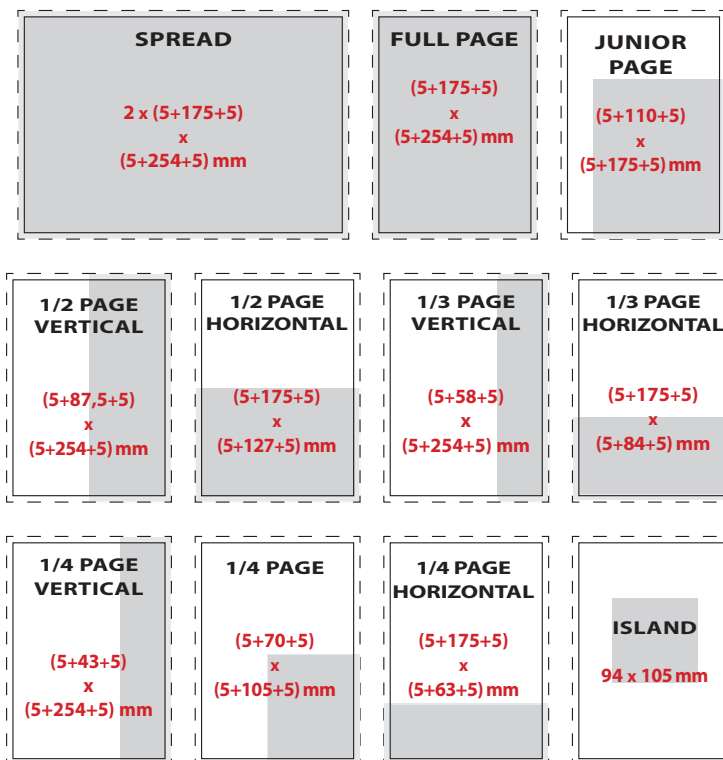
**National
Geographic**

31 185 sales

918 000 readers

(7.2015-6.2016)

Formats and price list



Applicable from issue 4/2017

opening spread	32 400 €
spread	23 900 €
II cover	16 600 €
II cover	16 600 €
IV cover	20 500 €
right page	14 900 €
left page	13 700 €
junior page	10 700 €
1/2 page	10 200 €
1/3 page	8 000 €
1/4 page	6 800 €
island	14 200 €

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
2/2017	03.01.2017	27.01.2017
3/2017	02.02.2017	27.02.2017
4/2017	07.03.2017	29.03.2017
5/2017	04.04.2017	28.04.2017
6/2017	04.05.2017	29.05.2017
7/2017	02.06.2017	26.06.2017
8/2017	04.07.2017	27.07.2017
9/2017	03.08.2017	28.08.2017
10/2017	05.09.2017	27.09.2017
11/2017	03.10.2017	27.10.2017
12/2017	02.11.2017	27.11.2017
1/2017	05.12.2017	27.12.2017

Technical data and terms of acceptance of advertising orders

Net format	175x254 mm
Files	PDF 1.3 version
Data storage	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama haslo: 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): 320%

ICC profiles:

covers: ISO Coated v2_300 (ECI)

inside pages: ISO Coated v2_300 (ECI)

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

6 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

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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: monthly

Territorial scope: nationwide

ISSN: 1507-5966



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