

InStyle



Mediakit
2016

A word of introduction



It has been couple of years since we introduced to our readers the world of fashion in the field of latest trends and advice concerning make-up, hair styling and care. Thanks to cooperation with experienced experts our magazine is recognized as a reliable source of information. **InStyle** maintains the mutual trust with its readers and never teminates it.

We are the only magazine in Poland which is in direct contact with world stars, so all the presended interviews are fully reliable. We treat our readers with liking and respect.

InStyle knows that you do not have to spend a fortune to look a million dollars. That's why we help to choose wisely but fashionably. We still encourage our readers to have dreams, no meter how luxurious they are.

Anna Zejdler-Ibisz
editor-in-chief

InStyle

Information about the title

InStyle – celebrities' personal stylist,
your personal stylist

The brand has been on the market for 20 years (the launch in 1994 in the USA). There are 18 international editions. The Polish edition was introduced to the public in 2008.

The message of **InStyle** guarantees its unique market position, combining the presence of stars with style.

Our reader is a woman who values unique style and appearance. She follows latest trends in fashion.

InStyle associates a great number of Polish and world-wide stars. It publishes the authorized interviews and presents fully reliable information. It gives the most comprehensive review of brands and shops. All products introduced in the magazine can be bought in Poland



InStyle

Magazine's content



InStyle

Sales: **50 504** copies.

Readership: **1 69 423**

Reader's profile:

95% of women

Average age: **34** years old

Higher education: **56%**

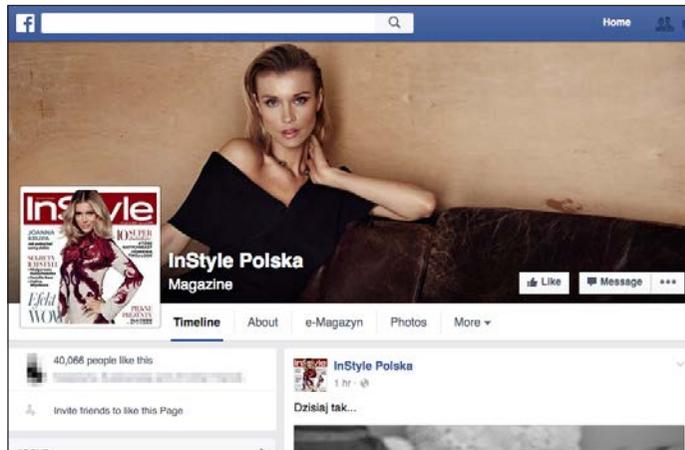
Household income above 3000 pln: **70%**

Place of residence – cities of more than 100 000 residents: **27%**

InStyle

Online

facebook

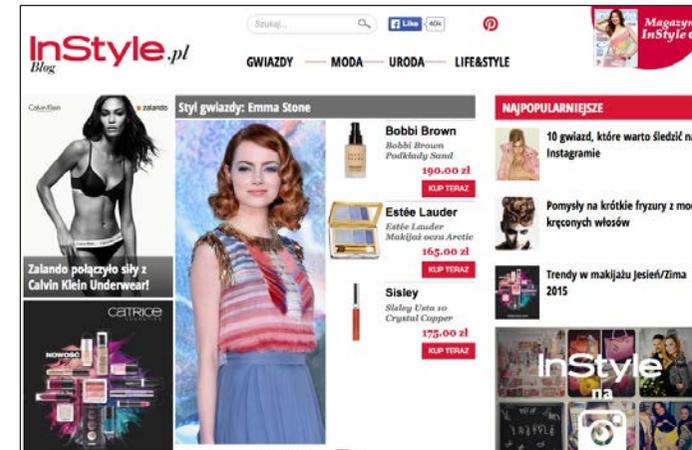


Fanpage of InStyle

40 066 fans

(figures for 02.12.2015)

blog.instyle.pl

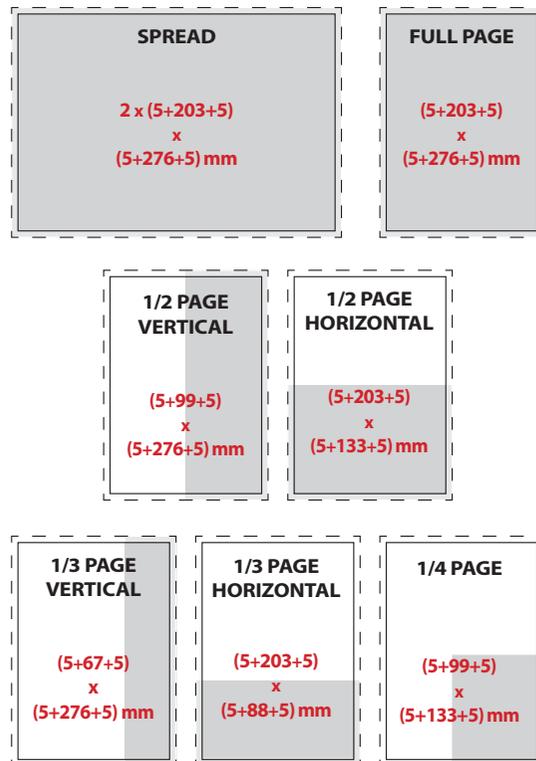


15 191 page views

6 655 unique users

(in October 2015)

Formats and price list



opening spread	25 225 €
spread	19 225 €
2nd cover	16 975 €
3rd cover	20 975 €
4th cover	25 225 €
right page	11 225 €
left page	10 475 €
1/2 right page	9 725 €
1/2 left page	8 975 €
1/3 right page	8 225 €
1/3 left page	7 725 €
1/4 right page	7 225 €
1/4 left page	6 475 €

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	22.12.2015	13.01.2016
3/2016	20.01.2016	10.02.2016
4/2016	17.02.2016	09.03.2016
5/2016	23.03.2016	13.04.2016
6/2016	20.04.2016	11.05.2016
7-8/2016	18.05.2016	08.06.2016
9/2016	20.07.2016	10.08.2016
10/2016	23.08.2016	14.09.2016
11/2016	21.09.2016	12.10.2016
12/2016 – 1/2017	18.10.2016	09.11.2016

Technical data and terms of acceptance of advertising orders

Net format	203x276 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](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

InStyle

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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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: 1898-8806



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