

ELLE DECORATION



Mediakit 2016

A word of introduction



ELLE Decoration is the most luxurious magazine about interior design. We advise how to choose from rapidly changing trends.

With **ELLE Decoration**:

- readers will get acquainted with major events from art, culture, architecture and design,
- will discover the secrets of design proposed by stylists,
- will find beautiful houses which design may inspire a change,
- will read about design novelties available in the Polish market.

When reading Elle Decoration you will create a unique style.

Małgorzata Szczepańska
editor-in-chief

ELLE DECORATION

Information about the title

ELLE Decoration is an ultimate combination of the real world and the sphere of dreams. It shows how to use classic and contemporary ideas and mix it into an eclectic, timeless style.

ELLE Decoration is successfully promoting Polish designers. It brings inspirations and engages readers into constant search of their own individual style. It helps in creating a perfect interior and conveys the idea of interior being an important part of life.

ELLE Decoration speaks to a group of educated, wealthy women living in a big city. Individualists sensitive to beauty who express themselves through creating immediate surroundings.



Sales: **15 563** copies

Readership: **101 000**

Reader's profile:

83% of women

Average age: **38** years old

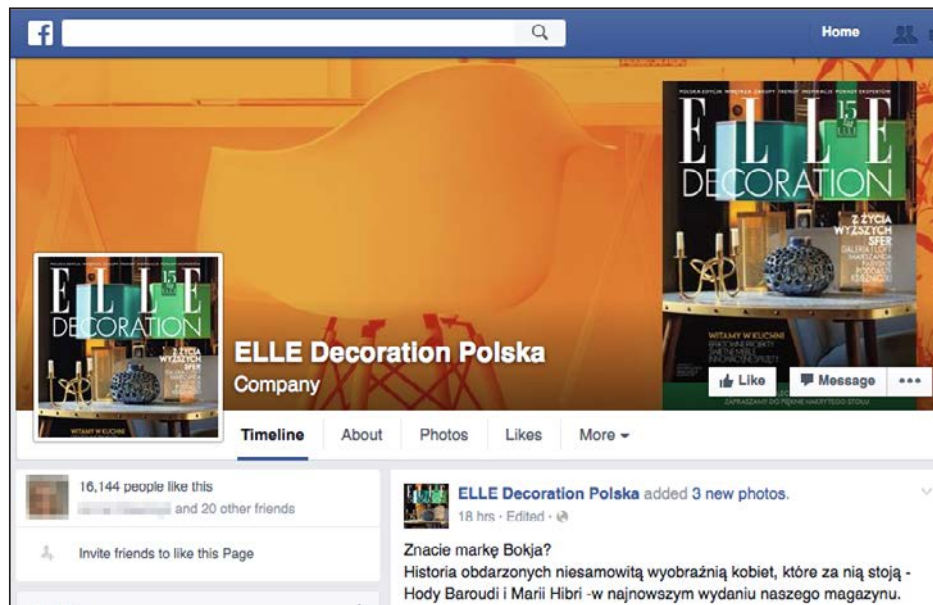
Higher education: **62%**

Household income above 3000 PLN: **61%**

Place of residence: towns of more than 100 000 residents: **45%**

Online

facebook

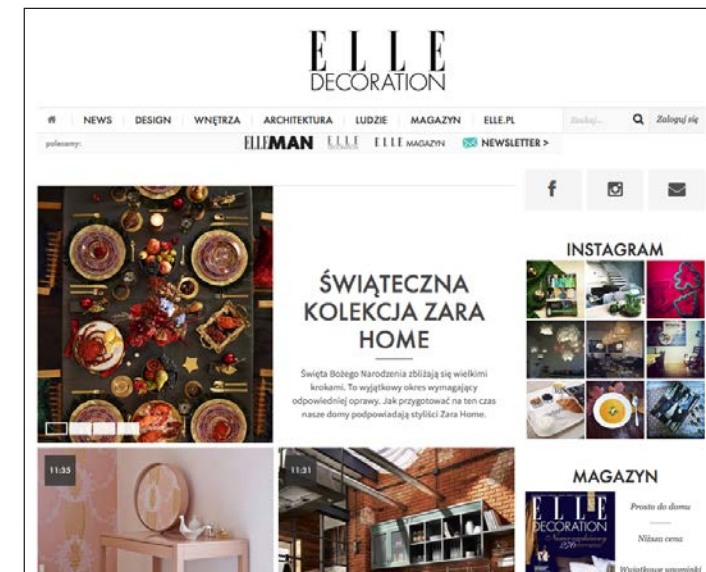


Fan page ELLE Decoration

16 325 fans

(figures for 4.12.2015)

elledeco.pl

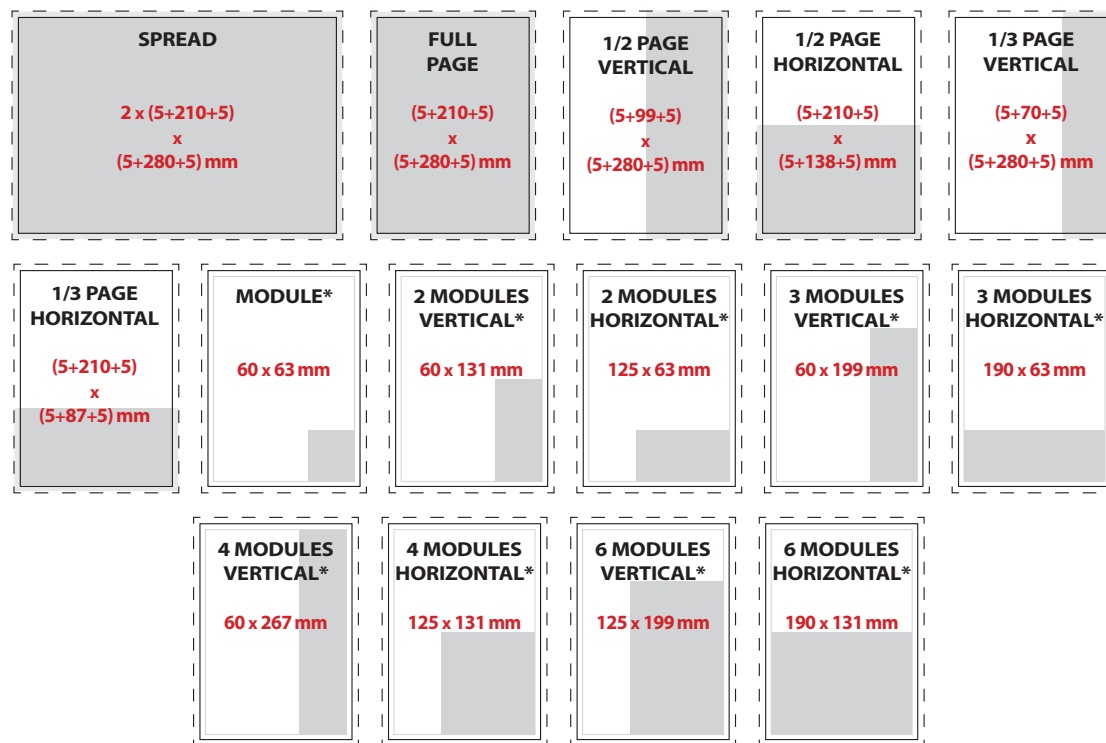


459 888 page views

23 111 unique users

(in October 2015)

Formats and price list



* non-bleed advertisement

Applicable from issue 3/2016

opening spread	14 800 €
spread	11 900 €
2nd cover	8 550 €
3rd cover	7 400 €
4th cover	11 000 €
1, 2, 3 page (footer, table of contents, editorial)	7 900 €
full page	7 360 €
1/2 page	4 800 €
1/3 page	3 600 €
2 modules	930 €
3 modules	1 500 €
4 modules	1 700 €
6 modules	2 400 €

SURCHARGES

Ad placement in the first 1/2 of the magazine	15%
Ad placement in the first 1/2 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
1/2016	10.12.2015	07.01.2016
2/2016	05.02.2016	02.03.2016
3/2016	08.04.2016	04.05.2016
4/2016	10.06.2016	06.07.2016
5/2016	09.08.2016	07.09.2016
6/2016	07.10.2016	02.11.2016

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: RRD_Stacc10_v1
inside pages: RRD_Stacc_avg_v2ng_2

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

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

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: bimonthly

Territorial scope: nationwide

ISSN: 1640-9027



Advertisement Sales Department

ul. Marynarska 15, 02-674 Warszawa

Małgorzata Gurbala

Sales Director Home & Design

tel.: +48 22 36 03 654

mob.: +48 600 207 181

malgorzata.gurbala@burdamedia.pl

Katarzyna Kołakowska-Fraćkowiak

Head of Sales

tel.: +48 22 36 03 669

mob.: +48 694 455 351

katarzyna.kolakowska@burdamedia.pl

Katarzyna Kluźniak-Dulęba

Senior Account Executive

tel.: +48 22 36 03 668

mob.: +48 694 495 380

katarzyna.kluzniak@burdamedia.pl

Anna Jeleń

Senior Sales Coordinator

tel.: +48 22 36 03 671

mob.: +48 694 455 308

anna.jelen@burdamedia.pl