



Mediakit 2017

A word of introduction



It is the passion of travelling which creates **TRAVELER** magazine. For the past 10 years we have been sharing and enthusing our readers with it. On the pages of the magazine we present places worth seeing and advise how to travel conciously and in a cost-effective way.

Our readers choose to explore the world independently instead of going on all inclusive package holiday that's why they can fully appreciate even well known tourist places.

Agnieszka Franus
editor-in-chief

Information about the title

Every month **TRAVELER** delivers ready-made receipts for inexpensive travelling. We present different cultures and view the world through the eyes of the best reporters.

TRAVELER defines new trends in journeying. Prestigious „Travelery” award and plebiscite „7 New Wonders of Poland” are great examples of trend-setting travel destinations.

TRAVELER inspires, advises and evokes thought-provoking debate about travelling .



Magazine's content



TRAVELER

Sales: **20 559** copies

Readership: **300 000**

Reader's profile:

57% of men, **43%** of women

Average age: **35** years old

Higher education: **76%**

Household income above 3000 PLN: **86%**

Place of residence: towns of more than 100 000 residents: **43%**

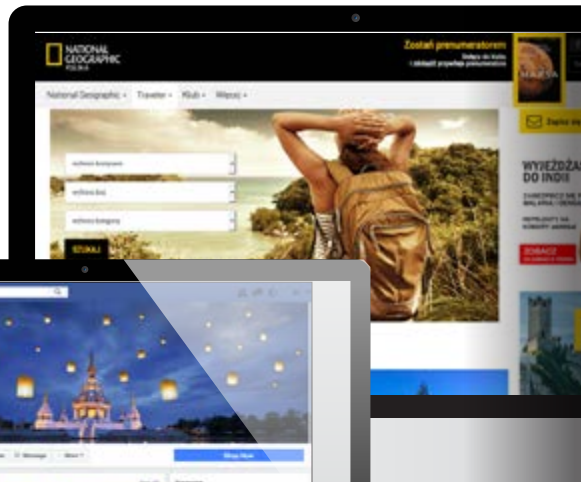
360° Communication

national-geographic.pl

1 736 040 page views

211 639 unique users

(10.2016)



facebook

195 681 fans

(figures for 12.12.2016)



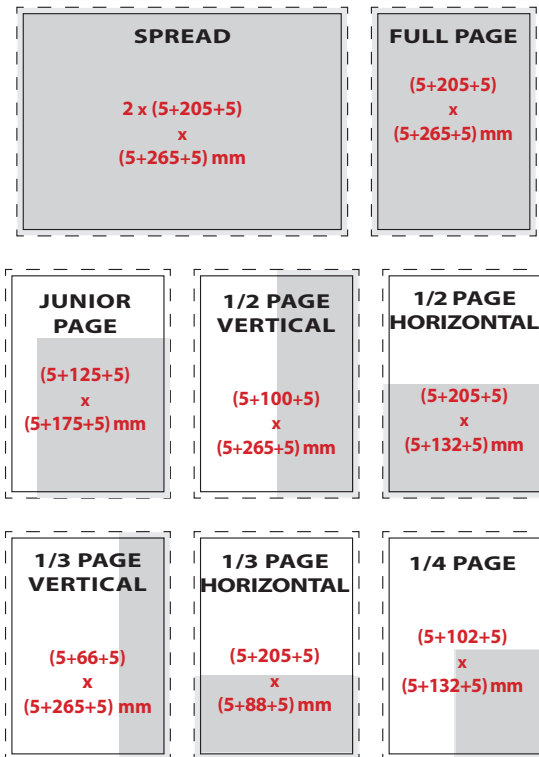
Traveler

20 559 sales

300 000 readers

(7.2015-6.2016)

Formats and price list



Applicable from issue 4/2017

| | |
|--------------------|----------|
| spread | 17 600 € |
| 2nd cover | 13 200 € |
| 3rd cover | 13 200 € |
| 4th cover | 16 300 € |
| full page | 10 000 € |
| junior page | 7 100 € |
| 1/2 page | 6 100 € |
| 1/3 page | 4 900 € |
| 1/4 page | 4 400 € |
| island | 10 000 € |

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 | 29.12.2016 | 20.01.2017 |
| 3/2017 | 27.01.2017 | 17.02.2017 |
| 4/2017 | 23.02.2017 | 17.03.2017 |
| 5/2017 | 31.03.2017 | 21.04.2017 |
| 6/2017 | 25.04.2017 | 19.05.2017 |
| 7/2017 | 31.05.2017 | 23.06.2017 |
| 8/2017 | 30.06.2017 | 21.07.2017 |
| 9/2017 | 28.07.2017 | 18.08.2017 |
| 10/2017 | 01.09.2017 | 22.09.2017 |
| 11/2017 | 29.09.2017 | 20.10.2017 |
| 12/2017 | 26.10.2017 | 17.11.2017 |
| 1/2018 | 24.11.2017 | 15.12.2017 |

Technical data and terms of acceptance of advertising orders

| | |
|------------------------|---|
| Net format | 205x265 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): 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 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

TRAVELER

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

6 Press does not irritate – the research shows 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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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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