



Mediakit 2016



A word of introduction



CRN is a modern business magazine dedicated to companies dealing with sales and implementation of IT technologies. It is an essential tool in adaptation to the fast pace of constantly changing IT market.

CRN is a mine of knowledge about newest trends, events, staff changes and other key issues that are of the vital importance to our readership.

We bet on high level of the hard copy magazine and the website content. Thanks to it we have been the leader of our segment for 16 years.

Due to experienced, full of passion authors and the best columnists within IT market we are regarded as opinion – forming medium that influences polish IT market.

In 2013 we introduced our sister title **Vademecum VAR-ów i integratorów** dedicated to IT companies which would like to develop themselves in advanced IT technologies.

Tomasz Gołębiowski
editor-in-chief



Information about the title

CRN Poland is a worldwide brand issued on several continents (issued for the first time in the USA 30 years ago; on Polish market since 1998). The magazine is oriented to management of IT companies and is set to be the source of their IT knowledge.

CRN Polska:

- Business, opinion-forming monthly magazine facilitating managers their decision making process
- Trusted media partner of the biggest technological brands on the Polish market
- The first choice for IT foreign concerns which would like to start their business in Poland
- Continuously updated , largest brand web-portal in the IT field



Magazine's content:





Online

facebook

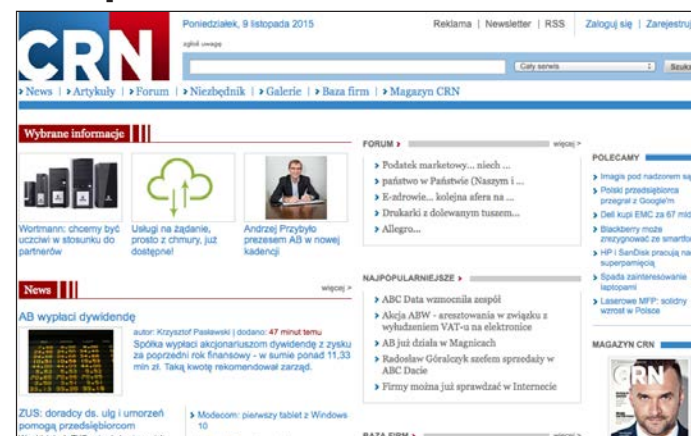


fanpage

1095 fans

(figures for 9.11.2015)

CRN.pl

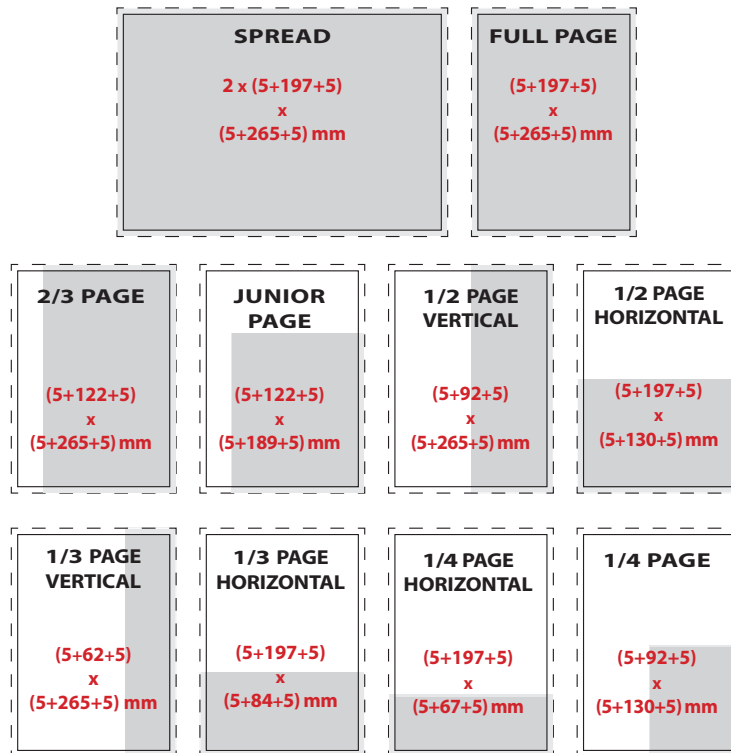


120,000 page views

55,000 unique users

(in September 2015)

Formats and price list



spread	7 000 €
2nd cover	5 375 €
3rd cover	4 500 €
4th cover	6 250 €
full page	4 125 €
2/3 page	3 250 €
junior page	3 125 €
1/2 page	2 625 €
1/3 page	1 875 €
1/4 page	1 500 €

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
1/2016	13.01.2016	27.01.2016
2/2016	10.02.2016	24.02.2016
3/2016	09.03.2016	23.03.2016
4/2016	06.04.2016	20.04.2016
5/2016	11.05.2016	25.05.2016
6/2016	08.06.2016	22.06.2016
7/2016	06.07.2016	20.07.2016
8/2016	17.08.2016	01.09.2016
9/2016	14.09.2016	20.09.2016
10/2016	05.10.2016	19.10.2016
11/2016	02.11.2016	16.11.2016
12/2016	23.11.2016	07.12.2016



Online ads price list

	FORMAT	PRICE
banner	468x60 px	62.50 € CPM
large/medium rectangle	300x250 px	87.50 € CPM
billboard	750x100 px	87.50 € CPM
skyscraper	160x600 px	62.50 € CPM
toplayer	400x400 px	137.50 € CPM
mailing to CRN base		0.38 € PER RECORD
banner in newsletter to CRN base		37.50 € CPM



Technical data and terms of acceptance of advertising orders

Net format	197x265 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:	stitching

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: ISO Coated v2 (ECI)
inside pages: ISO Coated v2 (ECI)

Bleeds: min. 5 mm; minimal proximity of all
elements from trim edge: 5 mm

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, glued 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





Contact details

www.burdamedia.pl

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Bank account:

Raiffeisen Bank Polska SA Oddział we Wrocławiu,
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49 1750 1064 0000 0000 0721 7242

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: 1429-8945



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