

PRZEPIS NA OGRÓD



Mediakit
2016

A word of introduction



PRZEPIS NA OGRÓD is the first and only interactive monthly magazine in Poland. It is entirely created by readers for the readers. It is dedicated to everyone who wishes to be advised and to share their experiences connected with gardening.

In this unique advisory magazine we present ideas of how to breed, conserve and protect plants. Also we give good advice on health, cuisine and garden's architecture.

We appreciate constantly growing number of gardeners who present their experience in the magazine. Thanks to their involvement we are able to publish special editions like: „Zdrowie z natury” and „Kwiaty w domu”.

In **PRZEPIS NA OGRÓD** for each published letter, advice or photograph the author is paid 75 PLN. The most interesting garden is awarded with reportage, its author is featured on the front cover of the magazine and receives 300 PLN of prize.

Marta Suta
editor-in-chief

PRZEPIS NA OGRÓD

Sales: **81,835** copies

Readership: **323,005**

Reader's profile:

27% of men, **73%** of women

Average age: **48** years old

Secondary and higher education: **71%**

Household income above 3 000 pln: **60%**

Place of residence: towns of more than 50 000 residents: **30%**

PRZEPIS NA OGRÓD

Online

facebook



Fanpage of Przepis na Ogród

16,300 fans

(figures for 02.12.2015)

mojpieknyogrod.pl



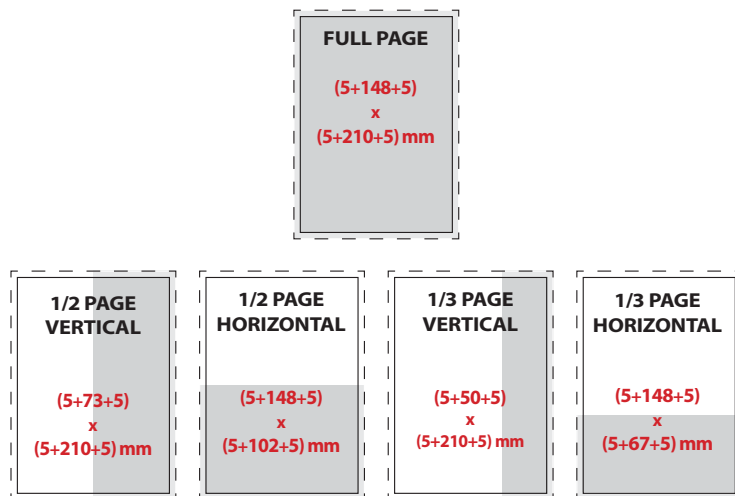
397,475 page views

95,993 unique users

(Jan-Oct 2015)

PRZEPIS NA OGRÓD

Formats and price list



Applicable from issue 4/2016

II cover	4 300 €
III cover	4 050 €
IV cover	5 000 €
full page	3 800 €
1/2 page	2 400 €
1/3 page	1 900 €

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.

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Publishing schedule

Issue number	Deadline of submitting materials	The first day of sales
2/2016	22.12.2015	07.01.2016
3/2016	21.01.2016	03.02.2016
4/2016	18.02.2016	02.03.2016
5/2016	17.03.2016	01.04.2016
6/2016	20.04.2016	04.05.2016
7/2016	19.05.2016	01.06.2016
8/2016	23.06.2016	06.07.2016
9/2016	21.07.2016	03.08.2016
10/2016	19.08.2016	01.09.2016
11/2016	22.09.2016	05.10.2016
12/2016	20.10.2016	02.11.2016
1/2017	18.11.2016	01.12.2016

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Technical data and terms of acceptance of advertising orders

Net format	148x210 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: 270%

ICC profiles:

covers: DonnelleyCoated_v1U
inside pages: SC paper

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

ICC profiles are available on [ftp.burdamedia.pl](ftp://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:** Tomasz Langsam, tel. +48 71 37 62 828, e-mail: tomasz.langsam@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

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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



PRZEPIS NA OGRÓD

Contact details

www.burdamedia.pl

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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: monthly

Territorial scope: nationwide

ISSN: 2081-2809



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