

samozdrowie



Mediakit
2016

samoZdrowie

A word of introduction



SAMO ZDROWIE is a bi-monthly magazine for women about how to live healthily.

SAMO ZDROWIE teaches how to understand the signals our organism sends us in order to stay in good health.

The magazine provides a doze of information about how to improve well-being and encourages its readers to lead an active way of life. It is reliable source of knowledge supported by expertise of specialists.

While creating the content of the magazine we cooperate with outstanding experts: Konrad Gaca, dr n. med. Piotr Gryglas, Pascal Brodnicki, dr Jan Karol Wolski, Dagmara Skalska, dr Dżulietta Kiworkowa.

SAMO ZDROWIE proves that in every moment in life it is worth having a healthy lifestyle.

Agnieszka Wierzbicka
editor-in-chief

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Information about the title

SAMO ZDROWIE is a visually attractive, big format magazine. Since December 2014 it has had a new layout, varnished cover and perfect bound. The magazine can boast of a new logo and a celebrity image on the cover who is known for leading a healthy lifestyle.

SAMO ZDROWIE proves that taking care of health might be a pleasure.

SAMO ZDROWIE informs, inspires and motivates.



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Magazine's content



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Sales: **31,873** copies

Readership: **711,000**

Reader's profile:

18% of men, **82%** of women

Secondary and higher education: **65%**

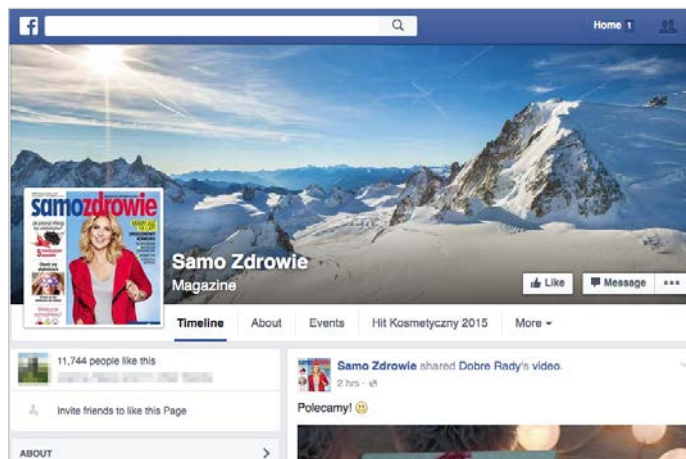
Household income above 3 000 pln: **66%**

Place of residence – towns of more than 50 000 residents: **43%**

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Online

facebook

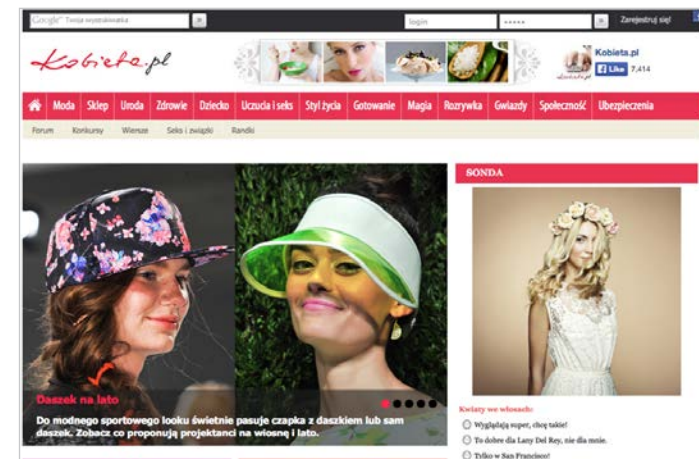


Fanpage of Samo Zdrowie

11,744 fans

(figures for 3.12.2015)

kobieta.pl

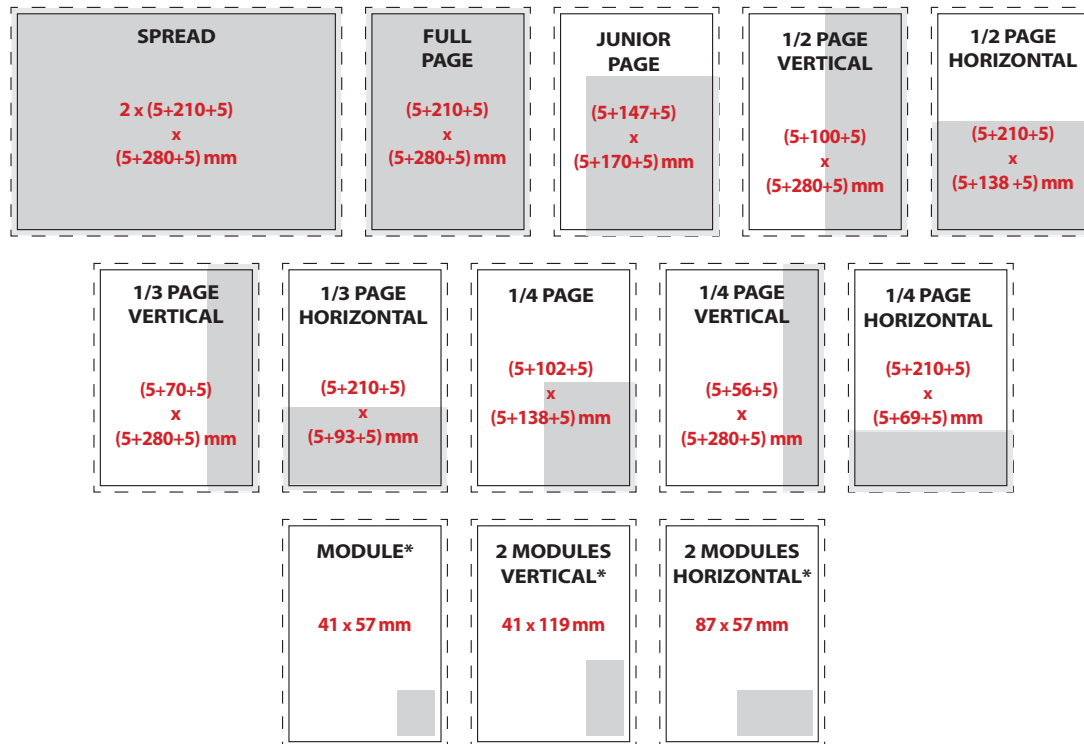


2,223,772 page views

531,808 unique users

(Jan-Oct 2015)

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* non-bleed advertisement

Applicable from issue 3/2016

spread	11 950 €
2nd cover	9 500 €
3rd cover	8 080 €
4th cover	10 250 €
full page	7 130 €
junior page	5 690 €
1/2 page	4 530 €
1/3 page	3 350 €
1/4 page	2 900 €
2 modules	930 €
1 module	690 €

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
1/2016	21.12.2015	07.01.2016
2/2016	18.02.2016	02.03.2016
3/2016	21.04.2016	04.05.2016
4/2016	22.06.2016	06.07.2016
5/2016	24.08.2016	07.09.2016
6/2016	26.10.2016	09.11.2016

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: 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](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:** 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

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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 not only allows 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

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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: bimonthly

Territorial scope: nationwide

ISSN: 1429-1568



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