

# Gala



Mediakit  
**2016**

# Gala

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## A word of introduction



**GALA** is a magazine from people premium segment with an international origin.

**GALA** shows class all the way, it creates an exclusive world of celebrities and lifestyle. Through reliable, insightful, and honest interviews it builds a special, intimate relation with its readers. The content is supported by distinguished photographs.

**GALA** is an expert in presenting fashion and beauty in a unique and stylish way. It constantly is in search of trends and novelties.

**GALA** is a high class journalism. Editorial material is prepared with the greatest care.

**GALA** presents a world of style and luxury, brands, red carpets – all introduced in a glare of publicity.

**GALA** is not only the guide to celebrity world but also to the world of culture, fashion, beauty and passionate journeys.

**GALA** inspires to reach for a better life.

Anna Zejdler-Ibisz  
editor-in-chief

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## Magazine's content



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Sales: **89 804** copies

Readership: **2 114 000**

Reader's profile:

**86%** of women

Average age: **41** years old

Secondary and higher education: **75%**

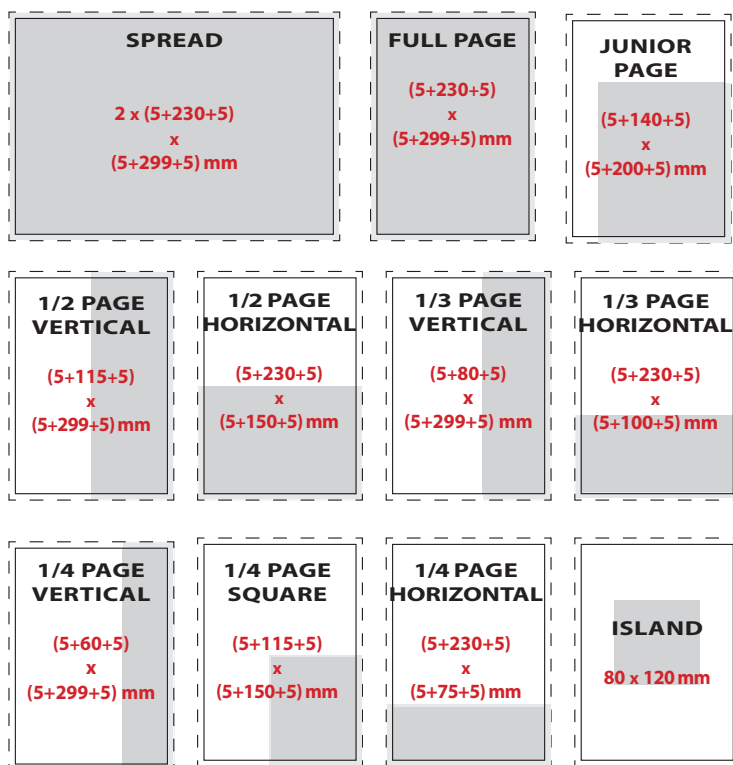
Household income above 3 000 pln: **65%**

Place of residence: towns of more than 100 000 residents: **31%**

Source: PBC; 7/2014 – 6/2015; CCS; all; n= 29 342; realisation Millward Brown; preparation Burda  
ZKDP; 7/2014 – 6/2015

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## Formats and price list



Applicable from issue 6/2016

opening spread	44 300 €
spread	40 300 €
in-the-middle spread	38 600 €
II cover	27 600 €
III cover	25 230 €
IV cover	29 800 €
right page	23 100 €
left page	21 500 €
junior page	17 600 €
1/2 right page	15 700 €
1/2 left page	14 300 €
1/3 right page	13 600 €
1/3 left page	12 200 €
1/4 right page	11 200 €
1/4 left page	10 000 €
island	17 400 €

### SURCHARGES

Ad placement in the first half 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

<b>Issue number</b>	<b>Deadline of submitting materials</b>	<b>The first day of sales</b>	<b>Issue number</b>	<b>Deadline of submitting materials</b>	<b>The first day of sales</b>
1/2016	18.12.2015	04.01.2016	13/2016	08.06.2016	20.06.2016
2/2016	05.01.2016	18.01.2016	14/2016	29.06.2016	11.07.2016
3/2016	19.01.2016	01.02.2016	15/2016	20.07.2016	01.08.2016
4/2016	03.02.2016	15.02.2016	16/2016	09.08.2016	22.08.2016
5/2016	17.02.2016	29.02.2016	17/2016	24.08.2016	05.09.2016
6/2016	02.03.2016	14.03.2016	18/2016	07.09.2016	19.09.2016
7/2016	15.03.2016	29.03.2016	19/2016	21.09.2016	03.10.2016
8/2016	30.03.2016	11.04.2016	20/2016	04.10.2016	17.10.2016
9/2016	13.04.2016	25.04.2016	21/2016	19.10.2016	31.10.2016
10/2016	26.04.2016	09.05.2016	22/2016	31.10.2016	14.11.2016
11/2016	11.05.2016	23.05.2016	23/2016	16.11.2016	28.11.2016
12/2016	23.05.2016	06.06.2016	24/2016	30.11.2016	12.12.2016

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## Technical data and terms of acceptance of advertising orders

<b>Net format</b>	210x280 mm
<b>Files</b>	<b>PDF 1.3 version</b>
<b>Data storage</b>	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama hasło: burdamedia
<b>Print</b>	offset
<b>Binding method:</b>	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

**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](http://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:** Jerzy Bojanowski, tel. +48 22 360 38 65, e-mail: [jerzy.bojanowski@burdamedia.pl](mailto: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](http://www.burdamedia.pl)

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## 360° communication

**gala.pl**  
**1 926 197** page views  
**350 600** unique users  
(in October 2015)



**Facebook**  
fanpage **13 378** fans  
(figures for 04.12.2015)

**GALA**  
Readership:  
**2 114 000**





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

**6 Press builds intimacy** – as the research shows, most women associate reading with relaxation 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 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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## Contact details

[www.burdamedia.pl](http://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:** fortnightly

**Territorial scope:** nationwide

**ISSN:** 1642-5626



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