

Focus Historia



Mediakit
2016

A word of introduction



Focus Historia entertains and starts a thought-provoking debate. It looks behind the scenes of great historical events from an uncommon perspective and presents extraordinary figures in history.

Focus Historia is a true fountain of knowledge not only for professional historians and amateurs but also for every devotee seeking criminal stories. It takes us a trip down memory lane and presents the Royal households, offices of Ministers and the dark side of life.

While reading Focus Historia you will realize how much is yet to know.

Artur Górski
editor-in-chief

Focus Historia

Information about the title

Focus Historia is a monthly popular and scientific magazine. Its content does not resemble academic study because its purpose is to speak to each and every reader. The basic criterion for us while choosing the material is its attractiveness. We devote special attention to World War II and Recent History.

Focus Historia presents history through the prism of the unheard-of and the controversial. The most interesting magazine sections are: "Human vs. the World" – the monograph of controversial historical character, "Investigation Department" – magazine section dealing with crime, "Reconstruction" – the graphical material illustrating works of archeologists and restorers of historical facilities.



Magazine's content

ancient history **15%**

The Second World War **25%**

modern history **20%**

recent history **20%**

middle ages, renaissance **20%**



Sales: **22,681** copies

Readership: **584,000**

Reader's profile:

62% of men, **38%** of women

average age: **39** years old

higher education: **53%**

household income above 3000 PLN: **65%**

place of residence: towns of more than 50 000 residents: **46%**

Online

facebook

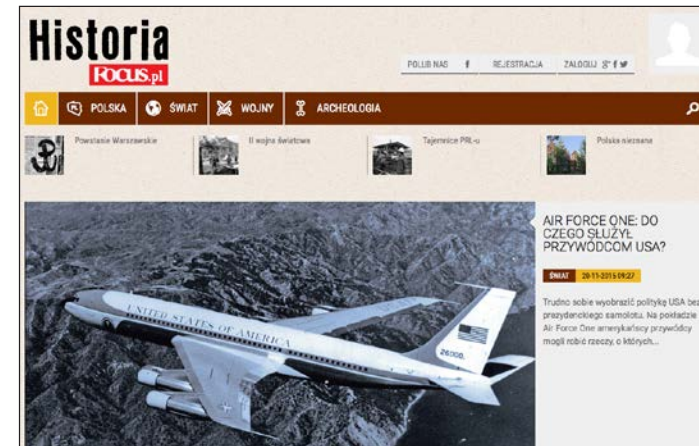


fanpage

10,705 fans

(figures for 01.12.2015)

historia.focus.pl

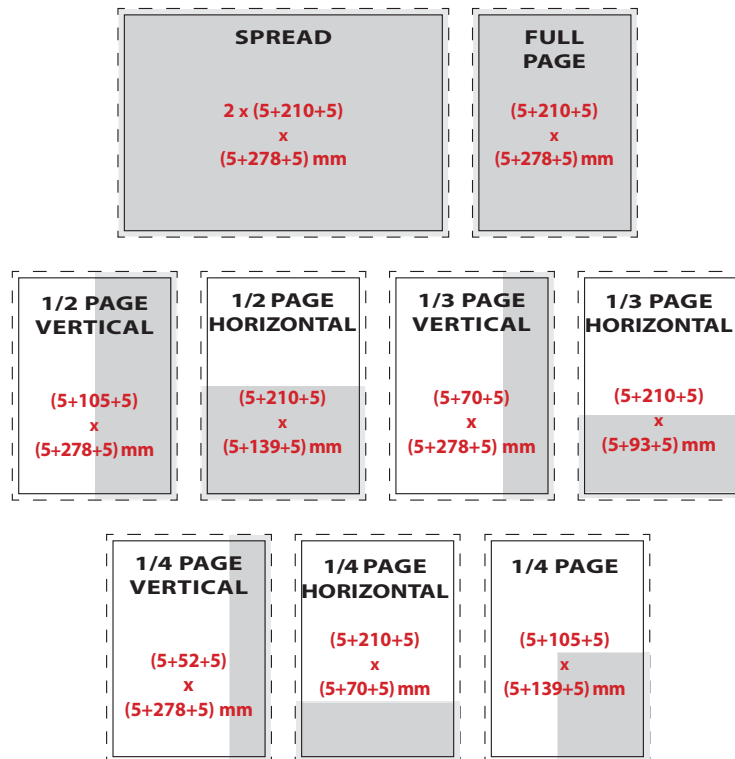


1,329,462 page views

381,730 unique users

(Jan-Oct 2015)

Formats and price list



Prices are valid only for magazines issued in February

spread	4 225 EUR
II cover	2 725 EUR
III cover	2 725 EUR
IV cover	3 475 EUR
full page	2 225 EUR
1/2 page	1 475 EUR
1/3 page	1 225 EUR
1/4 page	975 EUR

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
2/2016	23.12.2015	20.01.2016
3/2016	26.01.2016	17.02.2016
4/2016	23.02.2016	16.03.2016
5/2016	29.03.2016	20.04.2016
6/2016	26.04.2016	18.05.2016
7-8/2016	31.05.2016	22.06.2016
9/2016	26.07.2016	17.08.2016
10/2016	30.08.2016	21.09.2016
11/2016	27.09.2016	19.10.2016
12/2016	25.10.2016	16.11.2016
1/2017	29.11.2016	21.12.2016

Technical data and terms of acceptance of advertising orders

Net format	210x278 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: 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 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:** 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

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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NIP: 101-00-01-332

Bank account:

Raiffeisen Bank Polska SA Oddział we Wrocławiu,
ul. Powstańców Śląskich 7a
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: 2084-4166



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