

# PRZYŚLIJ PRZEPIS!



Mediakit  
**2016**

# PRZYŚLIJ PRZEPIS!

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## A word of introduction



**PRZYŚLIJ PRZEPIS** is a magazine which content concentrates mainly on recipes sent by readers. The magazine is dedicated to those who wish to share their ideas and experience in culinary art and be awarded money prize.

Special editions of the magazine are based on the same formula as **PRZYŚLIJ PRZEPIS** but each of the editions is based on a different theme.

Anetta Sokołowska  
editor-in-chief

# PRZYŚLIJ PRZEPIS!

## Information about the title

Cooking with **PRZYŚLIJ PRZEPIS** is:

- a pleasure: we provide ideas how to vary everyday menu and prepare a Sunday dinner for friends and family
- easy because we present uncomplicated formulas
- inspiring: because even on the basis of a simple recipe you can prepare a delicious meal for your family
- not expensive because we use seasonal products
- a fine memory of a cuisine from childhood and holiday voyages
- tasty
- a good way to relax



# PRZYŚLIJ PRZEPIS!

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Sales: **256,140** copies

Readership: **1,422,000**

## Reader's profile:

**90%** of women

average age: **43** years old

secondary and higher education: **62%**

household income above 3000 pln: **55%**

place of residence – towns of more than 50 000 residents: **25 %**

# PRZYŚLIJ PRZEPIS!

## Online

### facebook

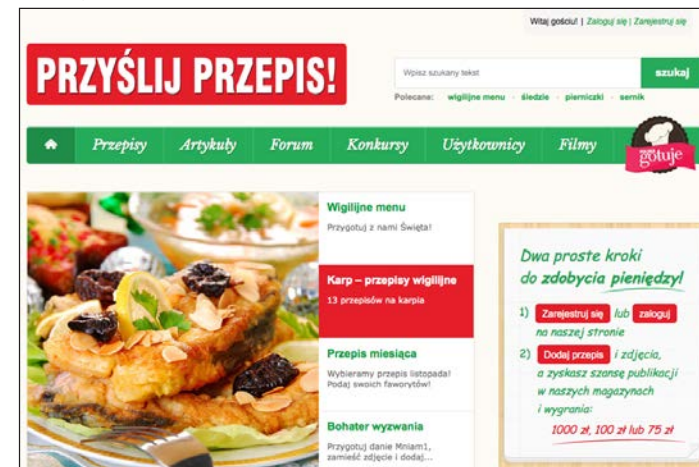


fanpage

**31,414 fans**

(figures for 26.01.2016)

### przyslijprzepis.pl



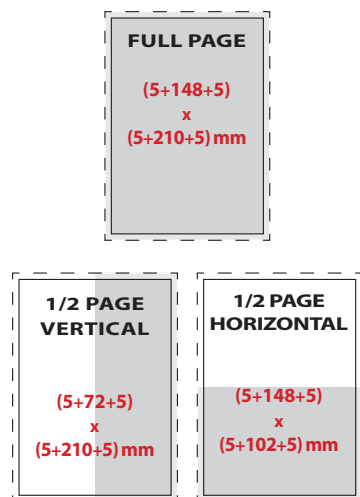
**4,361,256 page views**

**2,180,599 unique users**

(in December 2015)

# PRZYŚLIJ PRZEPIS!

## Formats and price list



Applicable from issue 4/2016

<b>II cover</b>	18 800 €
<b>III cover</b>	15 500 €
<b>IV cover</b>	20 000 €
<b>full page</b>	14 050 €
<b>1/2 page</b>	8 100 €

### 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.

# PRZYŚLIJ PRZEPIS!

## Publishing schedule

<b>Issue number</b>	<b>Deadline of submitting materials</b>	<b>The first day of sales</b>
2/2016	21.12.2015	13.01.2016
3/2016	21.01.2016	10.02.2016
4/2016	18.02.2016	09.03.2016
5/2016	16.03.2016	06.04.2016
6/2016	21.04.2016	11.05.2016
7/2016	19.05.2016	08.06.2016
8/2016	16.06.2016	06.07.2016
9/2016	21.07.2016	10.08.2016
10/2016	19.08.2016	07.09.2016
11/2016	22.09.2016	12.10.2016
12/2016	21.10.2016	09.11.2016
1/2017	18.11.2016	07.12.2016

# PRZYŚLIJ PRZEPIS!

## Technical data and terms of acceptance of advertising orders

<b>Net format</b>	148x10 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>	stiching

### Preparing of materials (technical specification summary)

#### Color space: CMYK

Vector graphics – texts converted to curves

#### Total ink limit (TIL):

covers: 300%  
inside pages: 260%

#### ICC profiles:

covers: PSO LWC Improved RM  
inside pages: PSO SNP Paper L

**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:** Tomasz Langsam, tel. +48 71 37 62 828, e-mail: [tomasz.langsam@burdamedia.pl](mailto: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](http://www.burdamedia.pl)



# PRZYŚLIJ PRZEPIS!

## 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



# PRZYŚLIJ PRZEPIS!

## Contact details

[www.burdamedia.pl](http://www.burdamedia.pl)

**BURDA MEDIA POLSKA SP. Z O.O.**

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:** 1898-3367



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