

# MEDIA KIT for advertisers 2018



## Brać Łowiecka

MIESIĘCZNIK MYŚLIWYCH I SYMPATYKÓW ŁOWIECTWA



### KEY FACTS ABOUT THE MONTHLY MAGAZINE "BRĄĆ ŁOWIECKA" (BROTHERHOOD OF HUNTERS)

"Brać Łowiecka" is a national monthly publication for hunters and those interested in hunting. It combines beautiful Polish tradition with modern perspectives on hunting. The strong points of the magazine are its independent stance and the interesting way in which it presents hunting-related topics.

### CONTACT

#### EDITORIAL OFFICE

Editor-in-chief  
**Bogdan Złotorzyński**  
braclowiecka@oikos.net.pl  
www.braclowiecka.net.pl

#### EDITORIAL OFFICE ADDRESS

Redakcja miesięcznika  
„Brać Łowiecka”  
ul. Kaliska 1 m. 7  
02-316 Warszawa, POLAND

#### PUBLISHER

Oficina Wydawnicza OIKOS Sp. z o.o.

#### ADVERTISING DEPARTMENT

**Paweł Szustkiewicz**  
reklama@oikos.net.pl



[www.facebook.com/miesiecznikBracLowiecka/](https://www.facebook.com/miesiecznikBracLowiecka/)

### DISTRIBUTION

- Subscription service operated by the publisher
- Supply to news kiosks through distributors nation-wide
- Sales in 130 hunting and gun shops located throughout Poland

**Circulation:** 23 000 copies per month

### READERSHIP

- Adult, well situated males
- Ages: to 25 – 20%  
26–35 – 25%  
36–50 – 25%  
over 50 – 33%
- Occupations: businessmen, foresters, professional soldiers, doctors, white-collar workers
- Reader interests other than hunting: fishing, photography, travel, gardening, literature, music, art.

### PUBLISHING

- Deadlines for ordering advertising space and supplying adverts are given in table 1.
- Rates and sizes of adverts are given in table 2.
- If adverts are provided print ready, in accordance with our required technical parameters, there is a discount of 5% of the order value.
- For advertising campaigns whose value exceeds PLN 25 000, there is a discount of up to 25% of the order value.
- Payment for advertising must be made by bank transfer on the basis of our invoice.
- For foreign clients we offer free preparation of advertisements from information material sent to us, as well as assistance in purchasing advertising space in other Polish hunting and forestry publications.

### TECHNICAL PARAMETER

Required technical parameters of ads:

- acceptable formats: PDF, EPS, TIFF, JPG
- PDF formats must be in 1.4 version and not include ICC profiles
- in all cases we request that fonts are converted to curves
- the color under the black text must not be knocked out, the text should be overprinted
- files should be in 300 dpi, CMYK
- internal margin must have a minimum 10 mm
- all elements (including text and graphics) should be placed at least 5 mm from the edge of the advertisement. The trim (if needed) should have 5 mm
- files of total 12 MB should be sent via e-mail to the address: reklama@oikos.net.pl. Files over 12 MB should be sent directly to our FTP server (ftp://ftp.agencja-oikos.net.pl). An individual ftp server account and a unique password is given to each advertiser by our Advertising Department

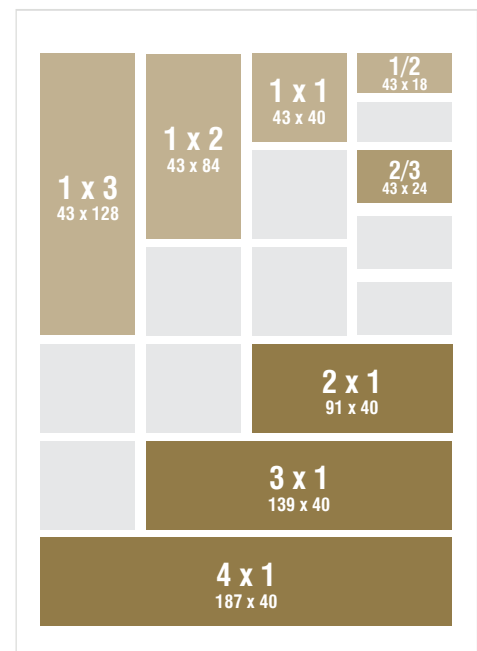
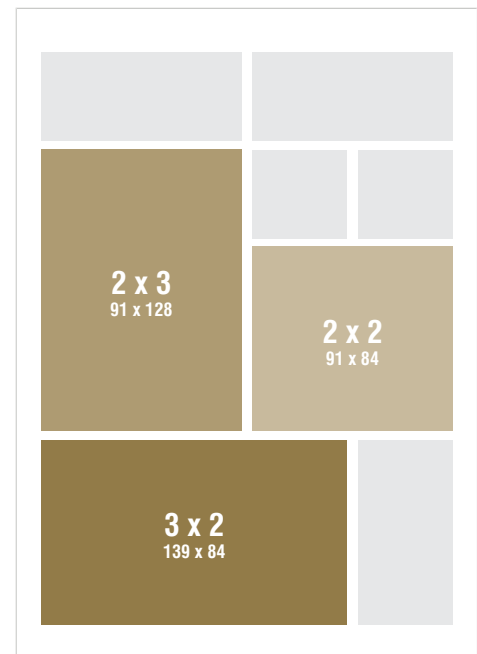
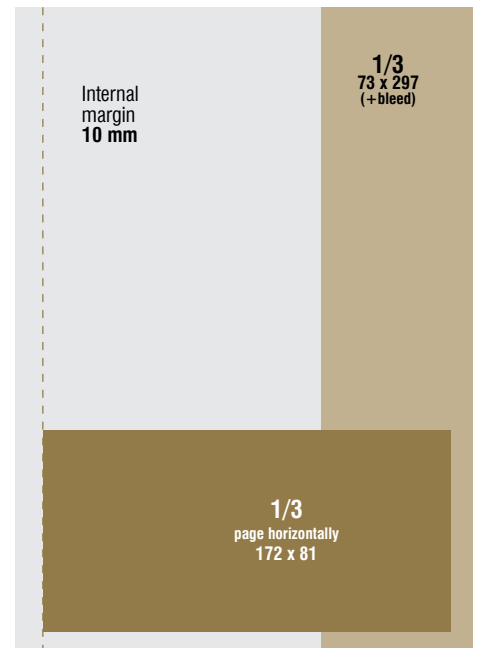
Publishing dates for 2018 (tab. 1)

Issue	Booking	Closing date	Publishing date
1/2018	5.12.2017	11.12.2017	28.12.2017
2/2018	5.01.2018	11.01.2018	25.01.2018
3/2018	5.02.2018	9.02.2018	27.02.2018
4/2018	5.03.2018	9.03.2018	26.03.2018
5/2018	5.04.2018	11.04.2018	25.04.2018
6/2018	4.05.2018	11.05.2018	25.05.2018
7/2018	5.06.2018	11.06.2018	26.06.2018
8/2018	5.07.2018	11.07.2018	25.07.2018
9/2018	6.08.2018	9.08.2018	28.08.2018
10/2018	5.09.2018	10.09.2018	25.09.2018
11/2018	5.10.2018	10.10.2018	25.10.2018
12/2018	5.11.2018	9.11.2018	27.11.2018
1/2019	5.12.2018	11.12.2018	28.12.2018

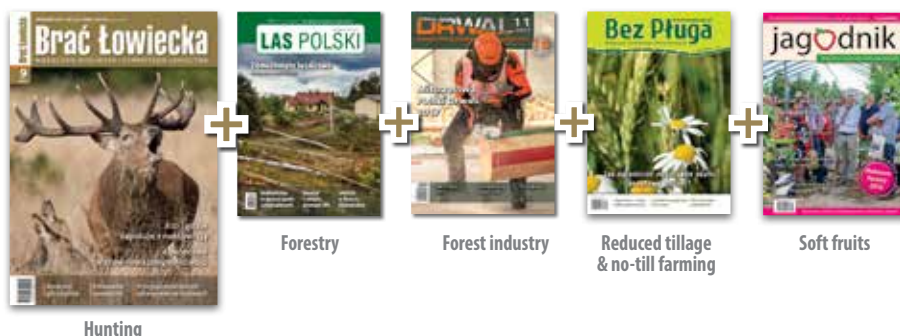
Advertisement formats and rates (tab. 2)

Size	Moduls	Arrangement	Dimensions (mm)	Net price* (in PLN)
panorama (2 pages spread)			420 x 297 (+ bleed)	8500,-
IV cover page			210 x 297 (+ bleed)	7000,-
II i III cover page			210 x 297 (+ bleed)	5850,-
page inside magazine			210 x 297 (+ bleed)	5300,-
junior page			132 x 211 (+ bleed)	3800,-
1/2 of page			83 x 257; 172 x 125	2700,-
1/2 of page vertically			103 x 297 (+ bleed)	3000,-
horizontally			210 x 145 (+ bleed)	
1/3 of page vertically			53 x 257	2250,-
1/3 of page horizontally			172 x 81	2250,-
1/3 of page vertically			73 x 297 (+ bleed)	2600,-
horizontally			210 x 100 (+ bleed)	
1/4 of page			91 x 128; 139 x 84	1540,-
4M (moduls)	4	2 x 2; 4 x 1	91 x 84; 187 x 40	820,-
3M	3	3 x 1; 1 x 3	139 x 40; 43 x 128	610,-
2M	2	1 x 2; 2 x 1	43 x 84; 91 x 40	410,-
1M	1	1 x 1	43 x 40	210,-
2/3M	2/3		43 x 24	160,-
1/2M	1/2		43 x 18	115,-
advertorial (full page)				4200,-
insert				up to 20 g – 6000,-   up to 30 g – 7150,-   up to 50 g – 7700,-

\* Prices do not include 23% VAT



One publishing house – many subjects!



More magazines = higher DISCOUNT!



**A1 Leaderboard\***

format 728 x 90 px, up to 100 kB  
 CPM 30 zł  
 1 month 1770 zł  
 1/2 month 1000 zł  
 1 week 600 zł

**A2 Billboard\*\***

format 750 x 100 px, up to 100 kB  
 CPM 25 zł  
 1 month 1470 zł  
 1/2 month 800 zł  
 1 week 500 zł

**A2 Double billboard**

format 750 x 200 px, up to 100 kB  
 CPM 30 zł  
 1 month 1750 zł  
 1/2 month 960 zł  
 1 week 600 zł

**A2 Triple billboard**

format 750 x 300 px, up to 100 kB  
 CPM 35 zł  
 1 month 2000 zł  
 1/2 month 1120 zł  
 1 week 700 zł

**B1 Medium rectangle**

format 300 x 250 px, up to 100 kB  
 CPM 15 zł  
 1 month 890 zł  
 1/2 month 500 zł  
 1 week 300 zł

**B2 Half page**

format 300 x 600 px, up to 300 kB  
 CPM 20 zł  
 1 month 1180 zł  
 1/2 month 650 zł  
 1 week 400 zł

**B3 Large rectangle**

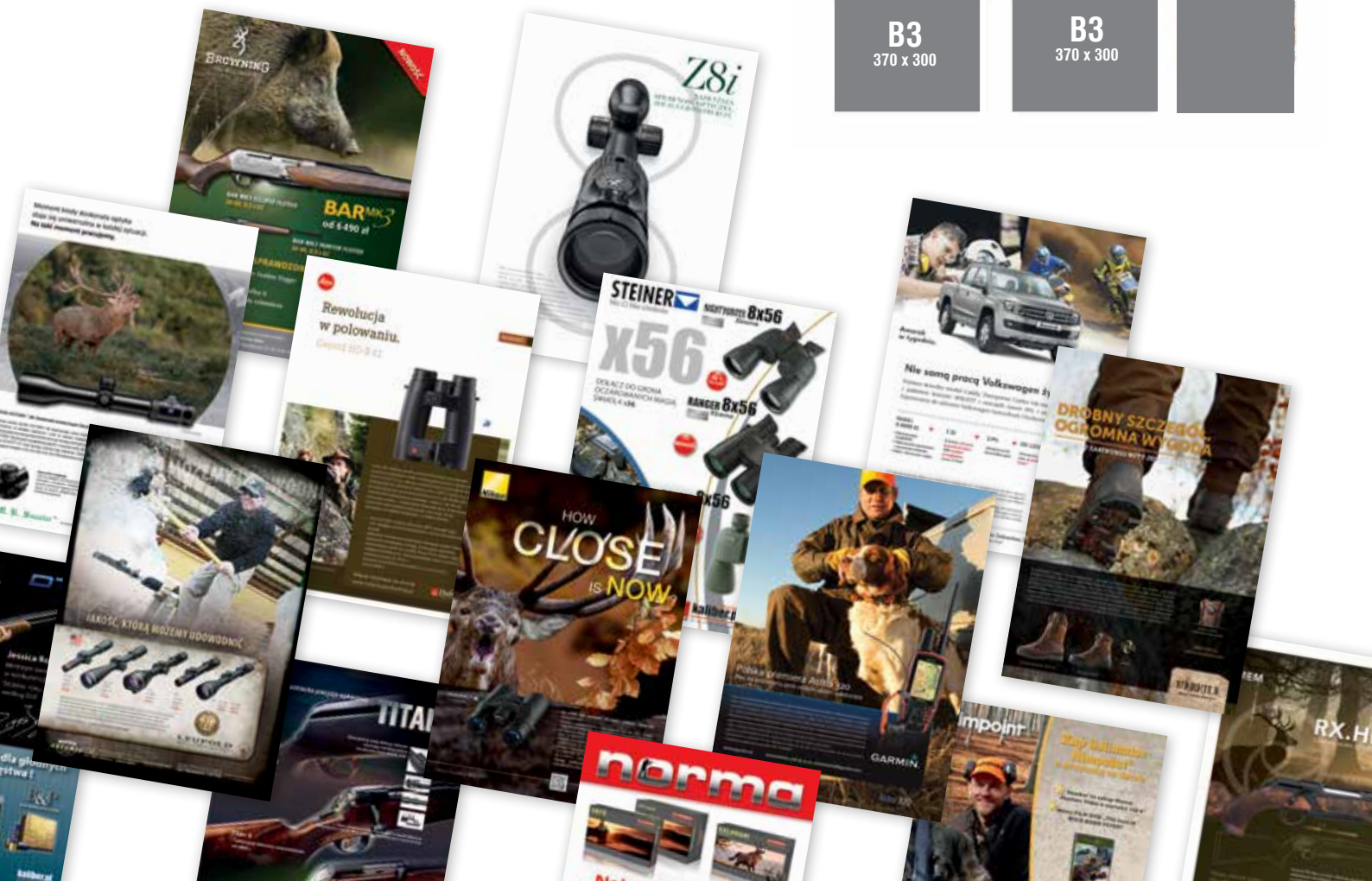
format 370 x 300 px, up to 200 kB  
 CPM 15 zł  
 1 month 890 zł  
 1/2 month 500 zł  
 1 week 300 zł

Prices do not include 23% VAT. Prices in PLN

\* additional possible sizes: 750 x 100 px (price +5%)

\*\* additional possible sizes: 970 x 100 px; 970 x 200 px; 970 x 300 px (price +10%)

OUR CLIENTS



**A2 750 x 100**



**B1 300 x 250**

**B2 300 x 600**

**B3 370 x 300**

**B3 370 x 300**