

# HUNTING FOR THE WHOLE YEAR

MEDIA KIT  
FOR ADVERTISERS  
2020

## 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](mailto:braclowiecka@oikos.net.pl)

[www.braclowiecka.net.pl](http://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](mailto: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 50 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](mailto: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 2020 (tab. 1)

| Issue   | Booking   | Closing date | Publishing date |
|---------|-----------|--------------|-----------------|
| 1/2020  | 5.12.2019 | 16.12.2019   | 27.12.2019      |
| 2/2020  | 6.01.2020 | 16.01.2020   | 28.01.2020      |
| 3/2020  | 5.02.2020 | 17.02.2020   | 26.02.2020      |
| 4/2020  | 5.03.2020 | 17.03.2020   | 26.03.2020      |
| 5/2020  | 6.04.2020 | 16.04.2020   | 28.04.2020      |
| 6/2020  | 5.05.2020 | 15.05.2020   | 27.05.2020      |
| 7/2020  | 5.06.2020 | 15.06.2020   | 26.06.2020      |
| 8/2020  | 6.07.2020 | 16.07.2020   | 28.07.2020      |
| 9/2020  | 5.08.2020 | 17.08.2020   | 26.08.2020      |
| 10/2020 | 4.09.2020 | 16.09.2020   | 25.09.2020      |
| 11/2020 | 5.10.2020 | 15.10.2020   | 27.10.2020      |
| 12/2020 | 5.11.2020 | 16.11.2020   | 25.11.2020      |
| 1/2021  | 4.12.2020 | 16.12.2020   | 28.12.2020      |

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,-                                                          |
| 1/2 of page horizontally  |        |              | 210 x 145 (+ bleed) | 3000,-                                                          |
| 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,-                                                          |
| 1/3 of page horizontally  |        |              | 210 x 100 (+ bleed) | 2600,-                                                          |
| 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!**



Hunting



Forestry

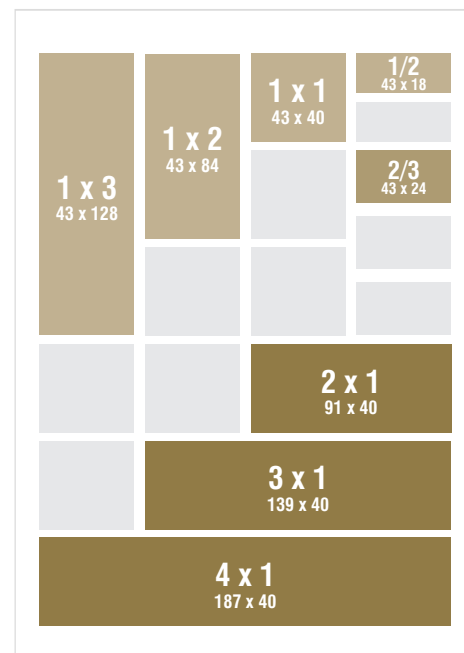
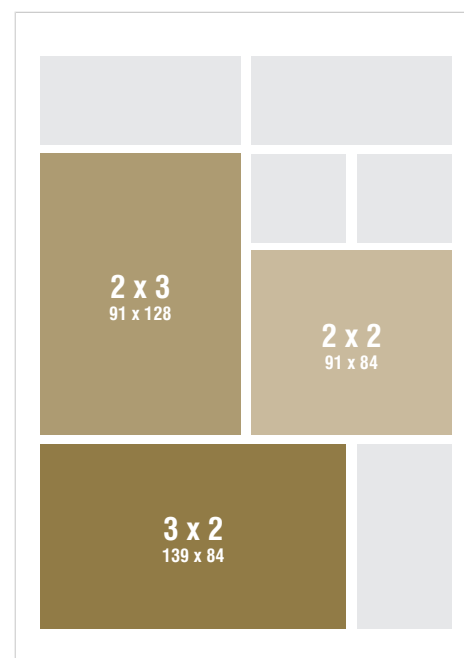
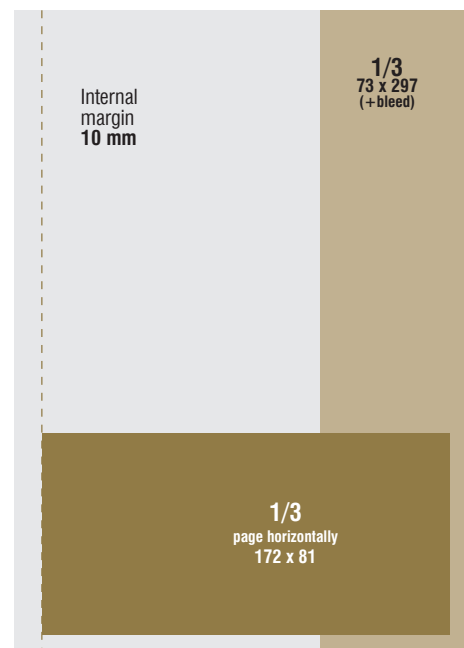


Forest industry



Soft fruits

**More magazines = higher DISCOUNT!**





### A1 Leaderboard\*

format 728 x 90 px, up to 100 kB

|           |        |
|-----------|--------|
| CPM       | 30,-   |
| 1 month   | 1770,- |
| 1/2 month | 1000,- |
| 1 week    | 600,-  |

### A2 Billboard\*\*

format 750 x 100 px, up to 100 kB

|           |        |
|-----------|--------|
| CPM       | 25,-   |
| 1 month   | 1470,- |
| 1/2 month | 800,-  |
| 1 week    | 500,-  |

### A2 Double billboard

format 750 x 200 px, up to 100 kB

|           |        |
|-----------|--------|
| CPM       | 30,-   |
| 1 month   | 1750,- |
| 1/2 month | 960,-  |
| 1 week    | 600,-  |

### A2 Triple billboard

format 750 x 300 px, up to 100 kB

|           |        |
|-----------|--------|
| CPM       | 35,-   |
| 1 month   | 2000,- |
| 1/2 month | 1120,- |
| 1 week    | 700,-  |

### B1 Medium rectangle

format 300 x 250 px, up to 100 kB

|           |       |
|-----------|-------|
| CPM       | 15,-  |
| 1 month   | 890,- |
| 1/2 month | 500,- |
| 1 week    | 300,- |

### B2 Half page

format 300 x 600 px, up to 300 kB

|           |        |
|-----------|--------|
| CPM       | 20,-   |
| 1 month   | 1180,- |
| 1/2 month | 650,-  |
| 1 week    | 400,-  |

### B3 Large rectangle

format 370 x 300 px, up to 200 kB

|           |       |
|-----------|-------|
| CPM       | 15,-  |
| 1 month   | 890,- |
| 1/2 month | 500,- |
| 1 week    | 300,- |

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