

Our Readers are...

MEDIA KIT FOR ADVERTISER

Brać Łowiecka

MIESIĘCZNIK MYŚLIWYCH I SYMPATYKÓW ŁOWIECTWA

2026



...Your Customers!

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

"Brac 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.

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: 16 000 copies per month

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 1.2 to 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 bleed (if needed) should have 5 mm
- files should be sent via e-mail to the address: reklama@oikos.net.pl.

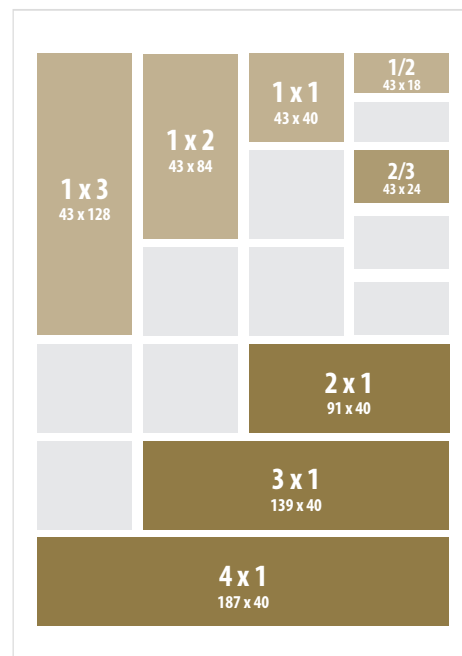
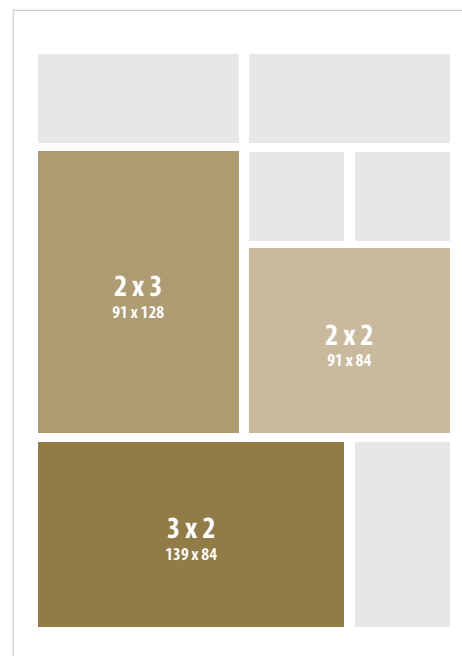
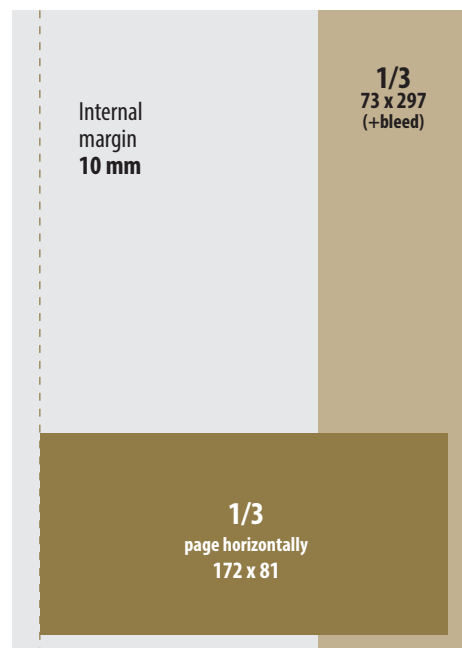
Publishing dates for 2026 (tab. 1)

Issue	Booking	Closing date	Publishing date
1/2026	02.12.2025	11.12.2025	23.12.2025
2/2026	05.01.2026	13.01.2026	23.01.2026
3/2026	04.02.2026	13.02.2026	25.02.2026
4/2026	04.03.2026	13.03.2026	25.03.2026
5/2026	03.04.2026	13.04.2026	24.04.2026
6/2026	05.05.2026	13.05.2026	22.05.2026
7/2026	05.06.2026	12.06.2026	25.06.2026
8/2026	06.07.2026	14.07.2026	24.07.2026
9/2026	05.08.2026	14.08.2026	25.08.2026
10/2026	04.09.2026	14.09.2026	24.09.2026
11/2026	05.10.2026	13.10.2026	23.10.2026
12/2026	04.11.2026	13.11.2026	24.11.2026
1/2027	03.12.2026	11.12.2026	23.12.2026

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)	7500,-
II i III cover page			210 x 297 (+ bleed)	6200,-
page inside magazine			210 x 297 (+ bleed)	5800,-
junior page			132 x 211 (+ bleed)	4100,-
1/2 of page			83 x 257; 172 x 125	3000,-
1/2 of page vertically			103 x 297 (+ bleed)	3300,-
1/2 of page horizontally			210 x 145 (+ bleed)	
1/3 of page vertically			53 x 257	2500,-
1/3 of page horizontally			172 x 81	2500,-
1/3 of page vertically			73 x 297 (+ bleed)	2800,-
1/3 of page horizontally			210 x 100 (+ bleed)	
1/4 of page			91 x 128; 139 x 84	1650,-
4M (moduls)	4	2 x 2; 4 x 1	91 x 84; 187 x 40	860,-
3M	3	3 x 1; 1 x 3	139 x 40; 43 x 128	650,-
2M	2	1 x 2; 2 x 1	43 x 84; 91 x 40	450,-
1M	1	1 x 1	43 x 40	230,-
2/3M	2/3		43 x 24	180,-
1/2M	1/2		43 x 18	130,-
advertorial (full page)				4900,-
insert			to 20 g – 6700,- to 30 g – 7900,- to 50 g – 8200,-	

* Prices do not include 23% VAT



One publishing house – many subjects!



Forestry

Soft fruits

More magazines = higher DISCOUNT!

Advertising banners

Banners on the homepage (Desktop)

	Desktop Size	Mobile Size	Net price (PLN)
A1*	1200x200 px	320x460 px	4000 PLN
A2**	900x200 px	320x460 px	3600 PLN
A3**	900x200 px	320x460 px	2800 PLN
A4**	900x200 px	320x460 px	2800 PLN
A5**	900x200 px	320x460 px	2800 PLN
A6**	900x200 px	320x460 px	2800 PLN
A7**	900x200 px	320x460 px	2600 PLN

Banners on subpages with a list of articles

	Desktop Size	Mobile Size	Net price (PLN)
B1	320x460 px	320x460 px	1600 PLN
B2	320x460 px	320x460 px	1400 PLN
B3	320x460 px	320x460 px	1400 PLN
B4	320x460 px	320x460 px	1000 PLN

Banners in the editorial article

	Desktop Size	Mobile Size	Net price (PLN)
C1	994x200 px	320x460 px	2000 PLN
C2	994x300 px	320x460 px	2600 PLN
C3	994x450 px	320x460 px	2800 PLN

Sponsored article (first position in News)

Volume: 4500 characters with spaces + photos, video, banner
Emission for 1 month – 4100 PLN

Newsletter

Format 750 x 270 px

Banner in the newsletter promoting the new issue of "Brać łowiecka" (approx. 2600 recipients) – 750 PLN

Individual newsletter (approx. 2600 recipients) – 1250 PLN

Pop-up (popup window)

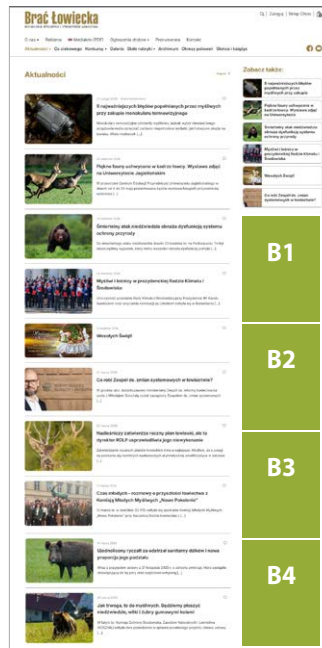
Format 600 x 400 px

Emission 1 month – 1700 PLN

Emission 1 week – 950 PLN

We provide the site report.
Google Analytics.

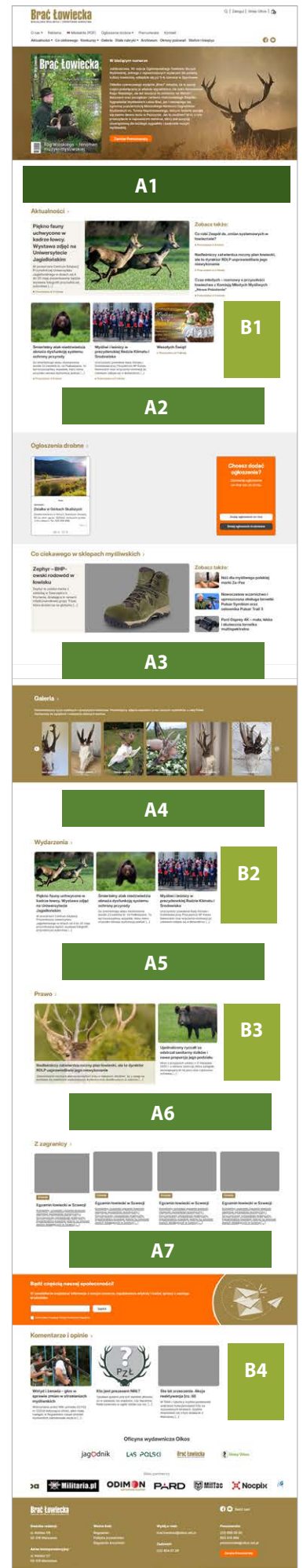
Subpage



Editorial article



Desktop



* Banner A1 will also be visible on all subpages with the list of articles.

**Possible additional formats on desktop:
• 900x300 px (price +15%)
• 900x400 px (price +20%)

Banners must be saved in jpg, gif, or png format.

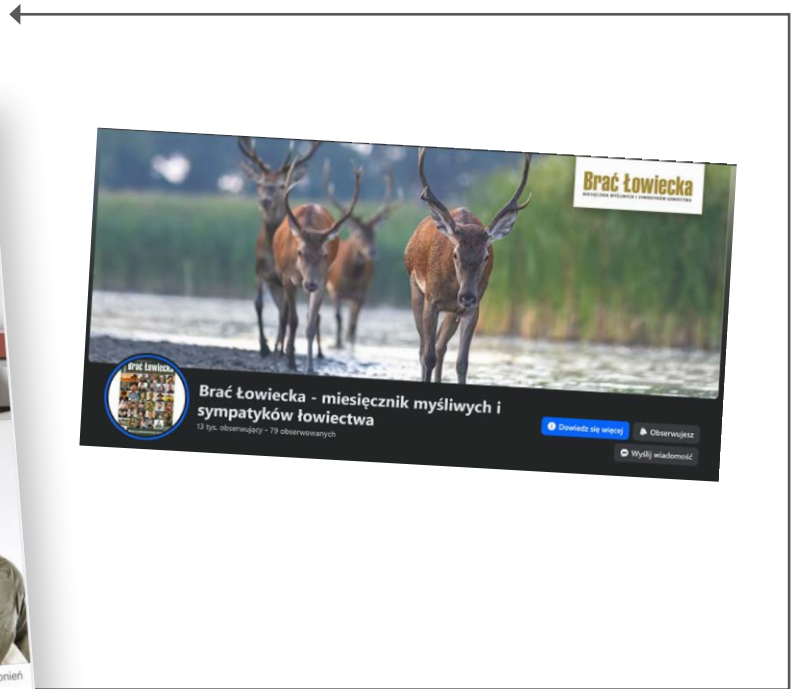
Banner display time - 1 month.

It is possible to change the display time, e.g., 1/2 month, 1 week.

Prices do not include 23% VAT



Facebook promotional campaigns



CONTACT

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www.facebook.com/miesiecznikBraclowiecka/

