



How to advertise in
„Wędkarski Świat”

Warsaw 2015



The list of prices of the advertisements 2015 year.

(the given prices do not contain 23 % VAT or discount)

- II cover (colour, b-w) – only the whole page - **22 000 zł**
- III cover (colour, b-w) –only the whole page - **20 000 zł**
- IV cover (colour, b-w) –only the whole page - **25 000 zł**
- The natural centrefold (2pages) (colour, b-w) - **30 000 zł**
- 1/1 page (colour, b-w) - **18 000 zł**
- Junior Page (colour, b-w) - **15 000 zł**
- 1/2 of page (colour, b-w vertically or horizontally) - **12 000 zł**
- 1/3 of page (colour, b-w vertically or horizontally) - **10 000 zł**
- 1/4 of page (colour, b-w vertically or horizontally) - **8 000 zł**
- 1/8 of page (colour, b-w vertically or horizontally) - **6 000 zł**
- page 5 & 7 – only the whole column - **extra charge 10 %**
- vignette (5 cm x 5 cm) of I cover - **16 000 zł**
- the sponsored article (min. 1 page) **+ 10 % the price of advertisement**

The international companies (which do not have their representatives in Poland) pay solely in advance for particular advertisements and sponsored texts.



Insert

Media's cost: 0,20 zł each item, min. 2000 zł

Discount

- 1.the extent of circulation: from 30 000 to 39 000 – 20 %
 from 40 000 to 50 000 – 35 %
- 2.for rerunning: 5% extra

The cost of distribution: from 0,30 zł each item

The technical cost:

- 1. one insert from 0,09 zł each item
- 2. two inserts from 0,12 zł each item
- 3. laminating from 0,10 zł each item
- 4. placing on any given page from
from 0,10 zł each item

Other services prices discussed individually.

23% of VAT ought to be added to each price.

Prices concern standard inserts smaller than the size of newspaper and not heavier than 100g.

A grill insert should be given before the edition to confirm prices and possibility of realization of the orders.

Inserts should be delivered according to the Schedule.

Discounts for inserts are not connected with discounts for the advertisements.



Annex Nr 1. 2.

The technician data to accept adverts for publishing

ATTENTION: we accept adverts only in electronic form

2.1. ready – made adverts – formats (height. x width.):

1 page – the size after cutting	290 mm x 204 mm + 4 mm
1 page – frame -	275 mm x 185 mm
Junior Page (field for print)	136,3 mm x 187mm + 4 mm
Junior Page (frame)	126,4 mm x 176 mm
1/2 of page (field for print)	290 mm x 100 mm + 4 mm
1/2 of page vertically frame	275 mm x 90 mm
½ of page horizontally (field for print)	135 mm x 204 mm + 4 mm
½ of page frame	130 mm x 190 mm
1/3 of page vertically (field for print)	290 mm x 68 mm + 4 mm
1/3 of page vertically frame	275 mm x 65 mm
1/3 of page horizontally (field for print)	92 mm x 204 mm + 4 mm
1/3 of page frame	86 mm x 190 mm
1/4 of page vertically (field for print)	290 mm x 48 mm + 4 mm
1/4 of page vertically frame	275 mm x 41 mm
1/4 of page (field for print)	70 mm x 204 mm + 4 mm
¼ of page vertically frame	60 mm x 190 mm
1/4 of page frame	130 mm x 90 mm
1/8 of page frame	65 mm x 90 mm

Adverts should be delivered in an electronically form (on a CD or by e-mail), definition 350

- **tiff**
- **jpg** compression 8
- **eps**
- **pdf**



Wędkarski Świat

Publisher: Wydawnictwo Wędkarski Świat

www.wedkarskисwiat.pl

the president of the board: Piotr Piotrowski

The editor – in -chief: Jacek Kolendowicz

e-mail: j.kolendowicz@wedkarskисwiat.pl

Tel. +48 22 652 23 70

The address of production department

ul. Miedziana 11

00-835 Warszawa

tel. +48 22 652 19 21

fax +48 22 652 15 15

e-mail: redakcja@wedkarskисwiat.pl

In order to advertise please contact :

The promotion and advertisement:

Manager of promotion and advertisement:

Zbigniew J. Stępień

tel.+48 501 227 228, +48 22 654 72 94

e-mail: reklama@wedkarskисwiat.pl

or the address of production department