

Brać Łowiecka

MIESIĘCZNIK MYŚLIWYCH I SYMPATYKÓW ŁOWIECTWA

2024 MEDIA KIT FOR ADVERTISERS

KEY FACTS ABOUT THE MONTHLY MAGAZINE "BRAĆ 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.

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: 18 000 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.

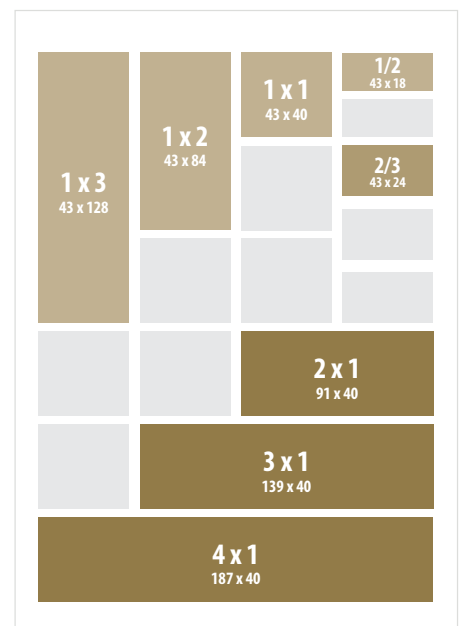
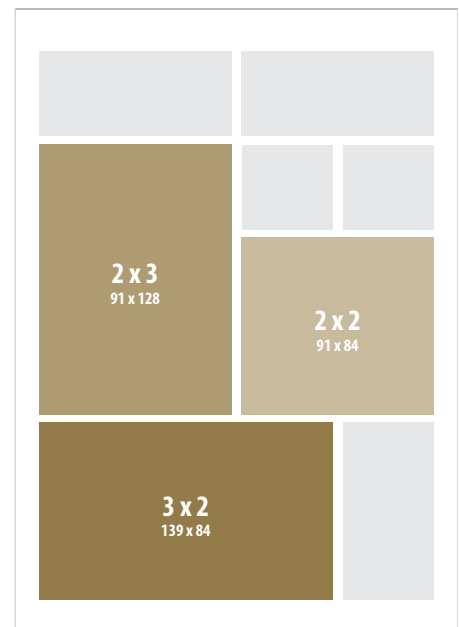
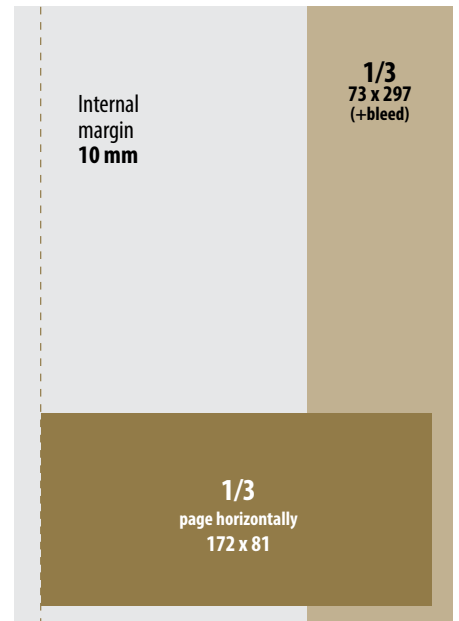
Publishing dates for 2023 (tab. 1)

Issue	Booking	Closing date	Publishing date
1/2024	05.12.2023	15.12.2023	28.12.2023
2/2024	05.01.2024	16.01.2024	25.01.2024
3/2024	05.02.2024	16.02.2024	27.02.2024
4/2024	05.03.2024	15.03.2024	28.03.2024
5/2024	05.04.2024	15.04.2024	25.04.2024
6/2024	06.05.2024	16.05.2024	27.05.2024
7/2024	05.06.2024	14.06.2024	27.06.2024
8/2024	05.07.2024	15.07.2024	25.07.2024
9/2024	05.08.2024	16.08.2024	28.08.2024
10/2024	05.09.2024	16.09.2024	26.09.2024
11/2024	04.10.2024	15.10.2024	28.10.2024
12/2024	03.11.2024	15.11.2024	27.11.2024
1/2025	04.12.2024	16.12.2024	30.12.2024

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 horizontally			73 x 297 (+ bleed) 210 x 100 (+ bleed)	2800,-
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!



Hunting



Forestry



Forest industry



Soft fruits

More magazines = higher DISCOUNT!

Advertising banners

A1 Leaderboard*

Size 728 x 90 px, do 100 kB

1 month	1950,-
1/2 month	1150,-
1 week	750,-

A2 Billboard

Size 750 x 100 px, do 100 kB

1 month	1700,-
1/2 month	950,-
1 week	700,-

A3 Billboard**

Size 750 x 100 px, do 100 kB

1 month	1650,-
1/2 month	950,-
1 week	700,-

B1 Medium rectangle

Size 300 x 250 px, do 100 kB

1 month	1000,-
1/2 month	650,-
1 week	350,-

B2 Half page

Size 300 x 600 px, do 300 kB

1 month	1400,-
1/2 month	850,-
1 week	550,-

* Additional possible size: 750 x 100 px (price +10%).

**Additional possible sizes:

- 750 x 200 px (price +15%)
- 750 x 300 px (price +20%)
- 970 x 100 px (price +15%)
- 970 x 200 px (price +20%)
- 970 x 300 px (price +30%)

Banners must be in jpg, gif, png or flash formats

Pop-up (ad opening the page)

Size 600 x 400 px

1 month	1700,-
1 week	950,-

Advertorial (as the main news)

4500 characters with spaces + pictures
1 month 4100,-

Ad in the editorial text

Banner, size 750 x 200 px
1 month 750,-

Newsletter

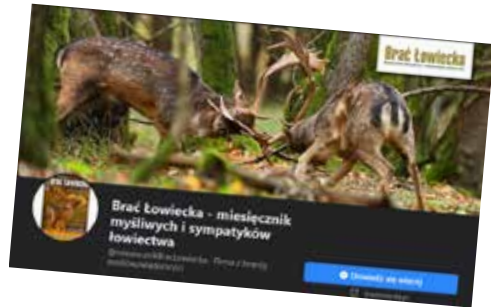
Size 750x270px
Banner in the newsletter promoting a new issue of Brac Lowiecka (sending to approx. 4200 addresses) 750,-
Individual newsletter (sending to approx. 8200 addresses) 1900,-



OTHER FORMS OF PROMOTION



Facebook promotional campaigns



Publication of the post (text + picture) with a redirect to the website 700,-



Advertising video on BŁ's YouTube channel



1 month – 1500,-

Prices do not include 23% VAT. Prices in PLN

CONTACT

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www.facebook.com/miesiecznikBraclowiecka/

