

MEDIAMATERIALS

2024

*Facilitating
implementation
of new
solutions*



WEB PORTAL



jagodnik.pl

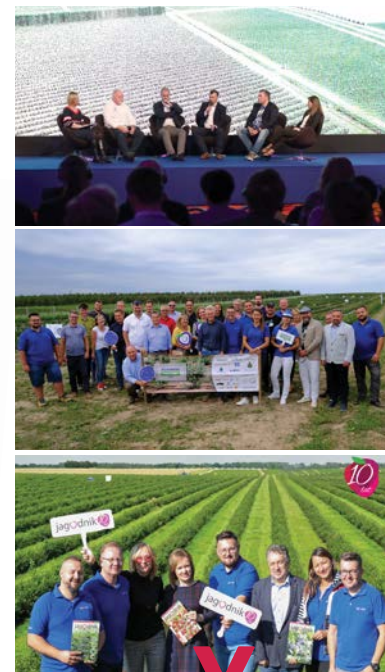
– Your daily portal



MAGAZINE



CONFERENCES



JAGODNIK – THE INDUSTRY’S HIGHLIGHTS – ALL ABOUT OUR TRAINING EVENTS ON: WWW.JAGODNIK.PL



**AKADEMIA
UPRAWY TRUSKAWEK**













**Malinowe
FACTORY**

**KONFERENCJA
KAMCZACKA**

**Borówkowe
FACTORY**

**Truskawkowe
INSPIRACJE**

We organise training sessions and local meetings, as well as assist in selecting speakers and topics. We ensure that you reach out to professional berry growers.

Jagodnik	Jagodnik.pl web portal* 	JAGODNIK magazine 	JAGODNIK conferences 
POLAND'S AND REGION'S MARKET LEADER	<p>#1</p> <p>The first and only berry web portal</p>	<p>#1</p> <p>The first, the largest and the most renowned magazine addressing the berry market</p>	<p>The industry's 6 major events hosting over 3,500 attendees each year</p>
RANGE	<ul style="list-style-type: none"> ● tens of thousands readers per month, ● over 400 thousand unique users ● over 16.3 thousand YouTube subscriptions, ● over 1200 film coverages and tutorials with more than 11 million page views, ● more than 13 thousand fans on Facebook.   	<ul style="list-style-type: none"> ● circulation: 5,500 copies, ● frequency: 8 issues per year, ● publisher subscription: 3,350, ● reaching out to large farms – 85%, ● reaching out to young farms (5 years since the start-up) – 65%, ● regular columns: cover story, strawberry, raspberry, blueberry, currant, other species. 	 <p>Blueberry Conference – No. 1 in the world</p>  <p>Strawberry Conference at the Fruit and Vegetable Industry Fair TSW – No. 1 in Poland</p>  <p>Haskap Berry Conference – No. 1 in the world</p>  <p>Raspberry Factory – No. 1 in Europe</p>  <p>Strawberry Growing Academy – No. 1 in Poland</p>  <p>Blueberry Factory</p>
BENEFITS	<p>QUICKLY AND ON TIME >> PRACTICALLY >> INTELLIGIBLY >> IN THE INTERNATIONAL ENVIRONMENT</p>		

* Data as at the end of 2021.



approx. 700 conference attendees during the Fruit and Vegetable Industry Fair TSW considered as the largest horticultural trade fair



approx. 900 attendees, over 60 businesses

www.konferencjaborowkowa.pl

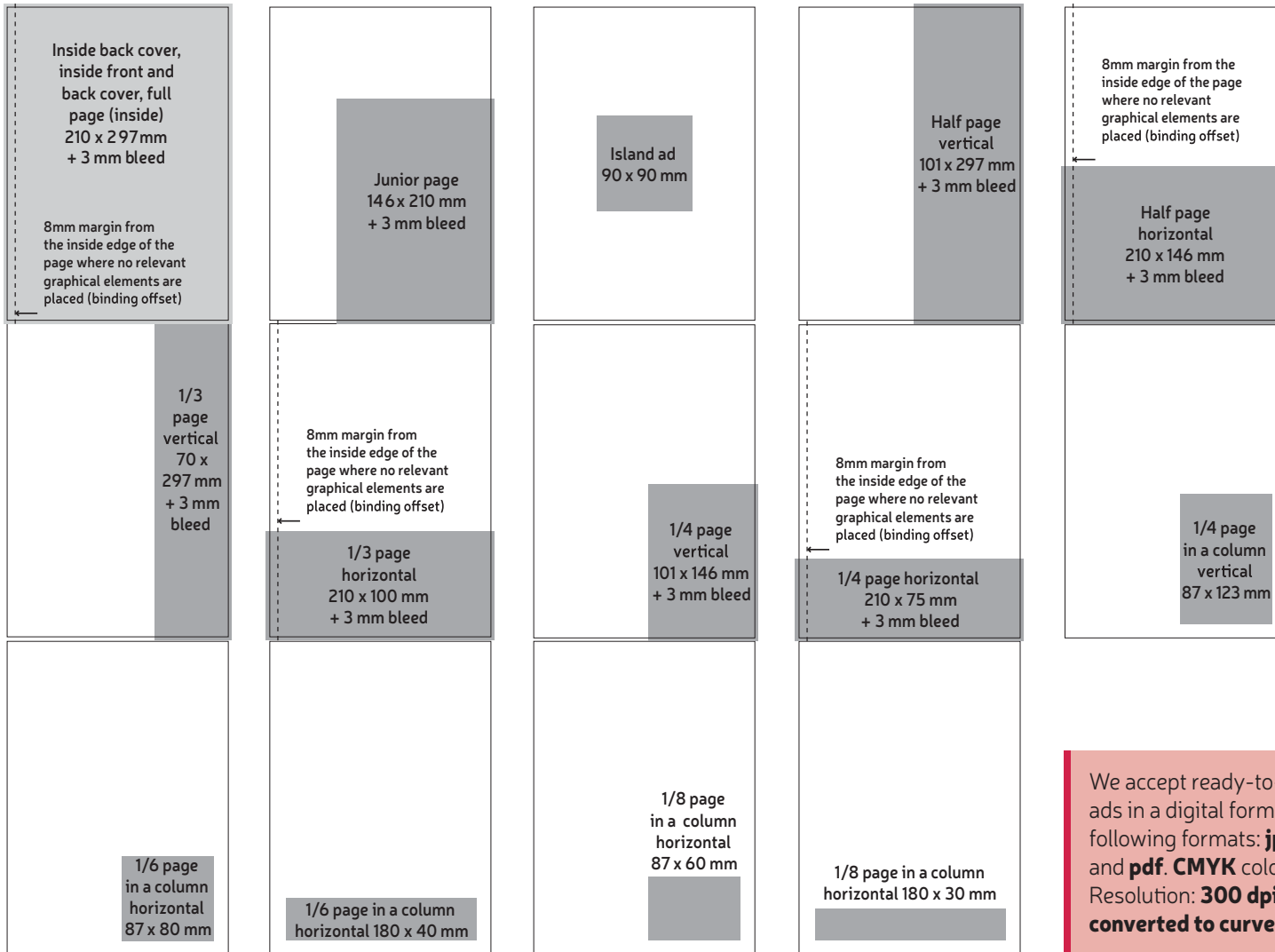


approx. 600 attendees, 30 partner businesses

www.malinowefactory.pl

Format	Sizes (mm)	Price excl. VAT (PLN)
Outside back cover	210 x 297 ^{*/**}	6,100
Inside front and back cover	210 x 297 ^{*/**}	5,700
Full page (inside)	210 x 297 ^{*/**}	5,300
Junior page	146 x 210 [*]	3,900
Island ad	90 x 90	3,300
Half page	vertical: 101 x 297 [*]	2,900
	horizontal: 210 x 146 ^{*/**}	
1/3 page	vertical: 70 x 297 [*]	2,200
	horizontal: 210 x 100 ^{*/**}	
1/4 page	vertical: 101 x 146 [*]	1,650
	horizontal: 210 x 75 ^{*/**}	
1/4 page in a column	vertical: 87 x 123	1,550
1/6 page in a column	vertical: 87 x 80	1,050
	horizontal: 180 x 40	
1/8 page in a column	vertical: 87 x 60	950
	horizontal: 180 x 30	
2/1 double page spread opening the issue		8,700
2/1 double page spread inside the issue		8,100
Insert, non-standard ad – individual pricing		
Advertorial: 100% of the price of ad of the same size		
Surcharges: +15% for the specific place chosen (e.g. to the right of the particular article)		

* Allow + 3mm bleeds on each side; ** 8mm margin from the inside edge of the page where no relevant graphical elements are placed (binding offset)



We accept ready-to-publish ads in a digital form in the following formats: **jpg, eps** and **pdf**. **CMYK** colours. Resolution: **300 dpi**. **Fonts converted to curves.**

	Deadline for the reservation of advertising space	Deadline for the submission of a ready-to-publish ad	Date of release
1/2024	04.12.2023	15.12.2023	02.01.2024
2/2024	11.01.2024	22.01.2024	01.02.2024
3/2024	09.02.2024	19.02.2024	01.03.2024
4/2024	08.03.2024	18.03.2024	29.03.2024
5/2024	17.04.2024	26.04.2024	15.05.2024
6/2024	05.07.2024	15.07.2024	26.07.2024
7/2024	04.09.2024	11.09.2024	25.09.2024
8/2024	25.10.2024	06.11.2024	20.11.2024

TERMS & CONDITIONS OF PRODUCING AN AD BY THE PUBLISHER:

- For example, if 4 ad issues are ordered: 2 advertisement designs are provided free of charge, if 6 issues are ordered: 3 advertisement designs are free of charge, if 8 issues are ordered: 4 advertisement designs are free of charge, etc.
- The cost of developing a design using the advertiser's materials is as follows:
 - **PLN 500** for a full-page advertisement
 - **PLN 300** for a 1/2 page, 1/3 page, and 1/4 page advertisement
 - **PLN 200** for 1/8 page, 1/6 page advertisements





Example of an advertising campaign: components

Month	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Jagodnik magazine	No. 1	No. 2	No. 3	No. 4	No. 5		No. 6		No. 7		No. 8	
jagodnik.pl	banner ad	advertorial with a film	banner ad	advertorial describing a product	invitation to a training event	advertorial						
Facebook					promotion on FB invitations to a training event	promotion of the advertorial on Facebook						
Youtube						making a film on the plantation						
Trade fairs	The Fruit and Vegetable Industry Fair (TSW)		Blueberry Conference (Konferencja Borówkowa)			Raspberry, blueberry, strawberry trainings, events on the plantations						

Discount system:

Discount depends on the number of ad issues throughout the calendar year.



	Item	Technical parameters (gif, jpg, mpeg4)	Price excl. VAT per 1-month issue
	Pop-up (for 1 month)	600 x 400 px	PLN 3,900 (1 month)
	Pop- up (for 1 week)	600 x 400 px	PLN 1,400 (1 week)
	Advertorial	up to 4,500 characters incl. spaces + photos, film, banner	PLN 1,800
	Facebook campaign 	Publication of a post	Publication of a post: PLN 650 7-day campaign: PLN 1,300 30-day campaign: PLN 2,200
	Writing an advertorial		PLN 450
	Film-making day plus broadcast 	Making a film on the spot, film editing, plus 1 broadcast on the portal	PLN 4,500
	"Invitation to the plantation" invitation to a training event	Broadcast on the portal plus publication of a post on FB	PLN 1,200
banners	A (banner next to logo)	400 x 80 px	PLN 1,900
	B	1150 x 200 px 750 x 200 px (at the end of the articles)	PLN 2,200
	C	1150 x 200 px 750 x 200 px (at the end of the articles)	PLN 2,200
	D (banner above the particular section)	750 x 200 px	PLN 2,000
	D2, D3	750x200 px	PLN 1,900
	E (to the right) the first 7 from top to bottom	356 x 100 px 356 x 200 px	PLN 1,100 PLN 1,900
	F (to the right) next to the strawberry, blueberry etc. sections	356 x 100 px 356 x 200 px	PLN 1,000 PLN 1,650
	F (further positions)	356 x 100 px 356 x 200 px	PLN 800 PLN 1,200
other	Editorial ad in the article	(1 item) 750 x 200 px Package of 4 ads	PLN 500 PLN 1,800 (PLN 450 per item)
	Banner in the newsletter	750 x 200 px	PLN 500
	Distribution of an individual newsletter		PLN 2,500
	Advertising video on the YouTube site 		PLN 1,050 (incl. advertorial) PLN 1,500 (excl. advertorial)
	Advertising spot in a video	up to 10 seconds	PLN 600
	Preparation of an advertising banner		up to PLN 300

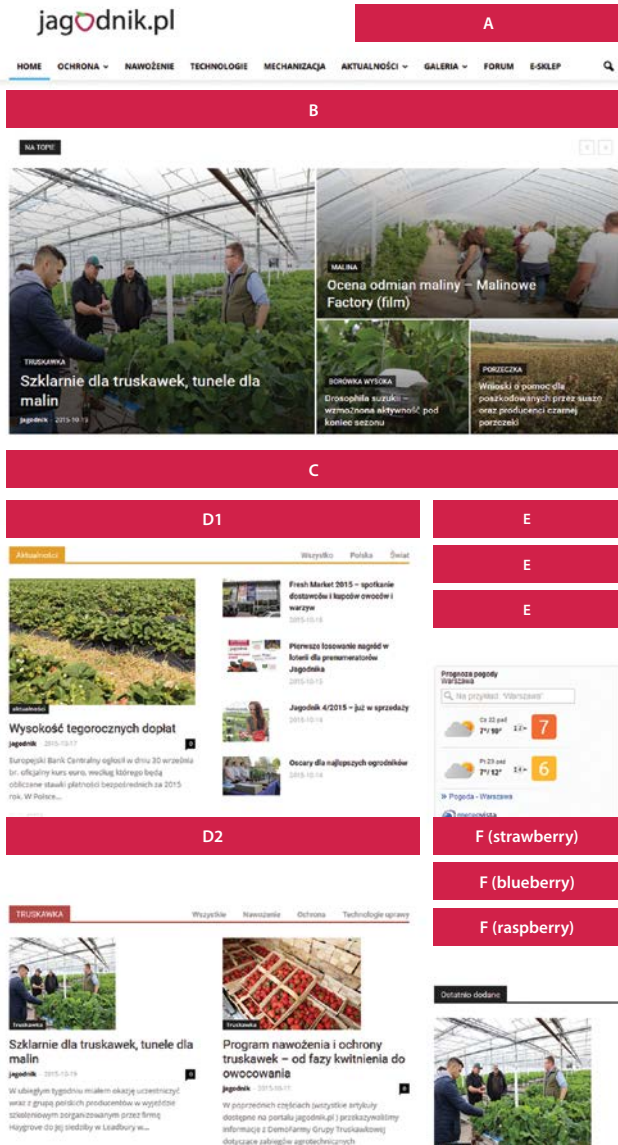
Given the limited advertising space and considerable interest in current reservations, some of the items offered can be no longer available. We strongly recommend early contact with us and advance reservation of long-term advertising campaigns.

DISCOUNTS

Copies: 3-6 **5%** discount

Copies: 7-9 **8%** discount

Copies: 10-12 **10%** discount



ONE CAMPAIGN – ALL PLATFORMS

The most effective advertising methods presented in the so-called “Snow Ball”.



* figures for 2021

JAGODNIK

Range:
countrywide

Format:
210 x 297 mm

Circulation:
5,500

Distribution channels:
publisher subscription,
post offices,
Empik points of sale
(newsagent's stores)
as well as
during conferences,
trade fairs
and industry events



COMPANION

Compendium of information on the protection of berry plants.
The only publication of the kind on the Polish market!

Circulation:
5,000

Format:
210 x 297 mm

Number of pages:
approx. 200

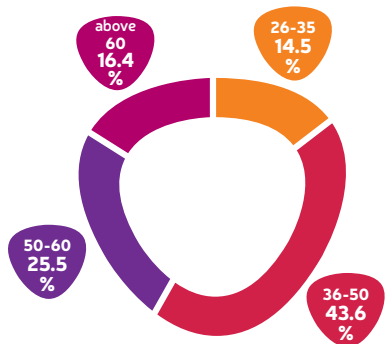
Date of issue:
January
each year



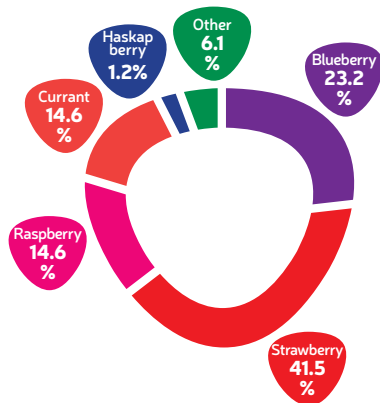
RESULTS OF A SURVEY ON A GROUP OF JAGODNIK SUBSCRIBERS

RESPONDENTS SELECTED ON A RANDOM BASIS FROM AMONG ACTIVE JAGODNIK SUBSCRIBERS IN 2020

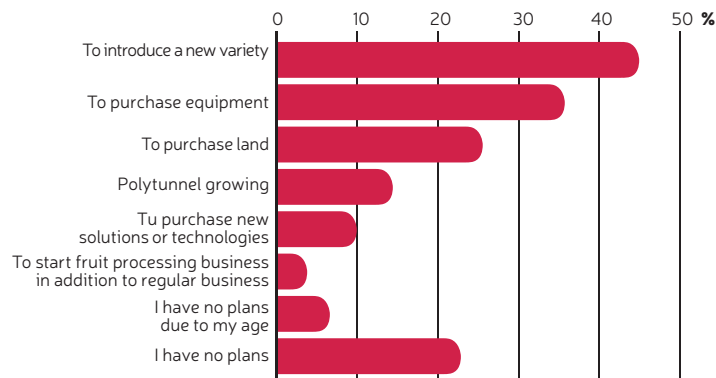
Readership by age



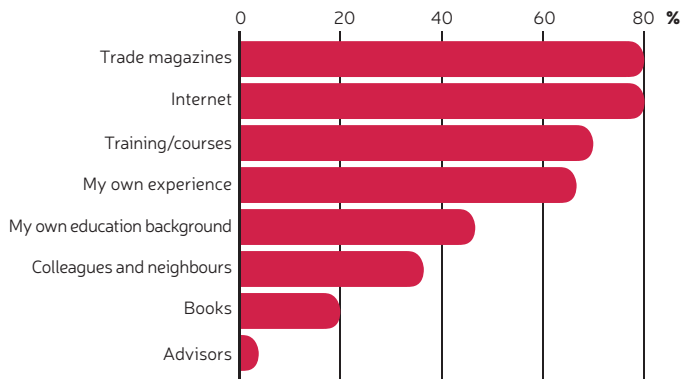
Which berry fruit do you grow?



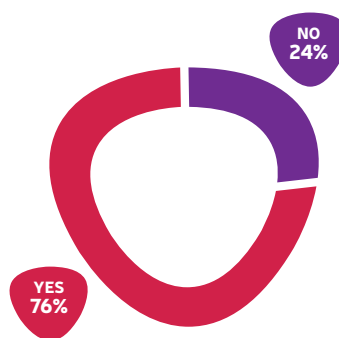
What are your plans related to development of berry fruit production for the nearest future?



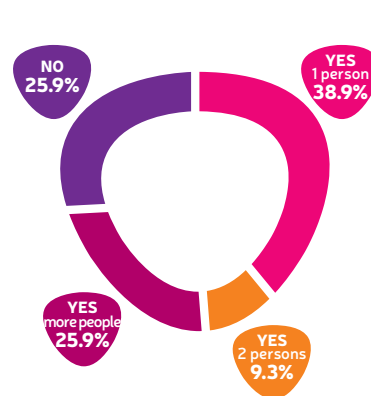
What is your source of professional information needed for the management of your farm?



Are ads published in Jagodnik a source of information for you?



Does any other person apart from you use your copy of Jagodnik?



Please feel free to contact us. We shall verify or prepare for you an action plan for any type of promotional measures taking into account the product brand or portfolio.

Contact persons:



Agnieszka Świdarska

tel.: +48 508 618 270

e-mail: a.swiderska@oikos.net.pl



Olga Chachulska

tel.: +48 508 618 298

e-mail: o.chachulska@oikos.net.pl



Dagmara Werner-Durczak

tel.: +48 662 150 115

e-mail: dagmara.werner@jagodnik.pl



Gerard Słowik

tel.: +48 534 111 681

e-mail: gerard.slowik@hortusmedia.pl



Check us out



jagodnik.pl



jagodnik.pl



jagodnikhortusmedia

Publisher:



Hortus Media Sp. z o.o.

ul. B. Czerwińskiego 3a/17, 31-319 Kraków, Poland
biuro@jagodnik.pl



Oficyna Wydawnicza Oikos Sp. z o.o.

ul. Kaliska 1 m. 7, 02-316 Warszawa, Poland
www.oikos.net.pl