**MEDIA KIT**

**for advertisers**

**2020**

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**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.

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**Contact**

**Editorial Office**

Editor-in-chief
Bogdan Złotorzyński
braclowiecka@oikos.net.pl

www.braclowiecka.net.pl

**Editorial Office Address**

Redakcja miesięcznika „Brać Łowiecka”
ul. Kaliska 1 m. 7
02-316 Warszawa, POLAND

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**Publisher**

Oficyna Wydawnicza OIKOS Sp. z o.o.

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**Advertising Department**

Paweł Szustkiewicz
reklama@oikos.net.pl

www.facebook.com/miesiecznikBracLowiecka/

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**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. 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

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**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

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**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.

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**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.
### Advertisement formats and rates (tab. 2)

<table>
<thead>
<tr>
<th>Size</th>
<th>Moduls</th>
<th>Arrangement</th>
<th>Dimensions (mm)</th>
<th>Net price* (in PLN)</th>
</tr>
</thead>
<tbody>
<tr>
<td>panorama (2 pages spread)</td>
<td></td>
<td></td>
<td>420 x 297 (+ bleed)</td>
<td>8500,-</td>
</tr>
<tr>
<td>IV cover page</td>
<td></td>
<td></td>
<td>210 x 297 (+ bleed)</td>
<td>7000,-</td>
</tr>
<tr>
<td>II/III cover page</td>
<td></td>
<td></td>
<td>210 x 297 (+ bleed)</td>
<td>5850,-</td>
</tr>
<tr>
<td>page inside magazine</td>
<td></td>
<td></td>
<td>210 x 297 (+ bleed)</td>
<td>5300,-</td>
</tr>
<tr>
<td>junior page</td>
<td></td>
<td></td>
<td>132 x 211 (+ bleed)</td>
<td>3800,-</td>
</tr>
<tr>
<td>1/2 of page</td>
<td></td>
<td></td>
<td>83 x 257, 172 x 125</td>
<td>2700,-</td>
</tr>
<tr>
<td>1/2 of page vertically horizontally</td>
<td></td>
<td>103 x 297 (+ bleed)</td>
<td>3000,-</td>
<td></td>
</tr>
<tr>
<td>1/3 of page vertically horizontally</td>
<td></td>
<td>53 x 257</td>
<td>2250,-</td>
<td></td>
</tr>
<tr>
<td>1/3 of page horizontally</td>
<td></td>
<td></td>
<td>172 x 81</td>
<td>2250,-</td>
</tr>
<tr>
<td>1/3 of page vertically horizontally</td>
<td></td>
<td>73 x 297 (+ bleed)</td>
<td>2600,-</td>
<td></td>
</tr>
<tr>
<td>1/4 of page</td>
<td></td>
<td></td>
<td>91 x 128; 139 x 84</td>
<td>1540,-</td>
</tr>
<tr>
<td>4M (moduls)</td>
<td>4</td>
<td>2 x 2; 4 x 1</td>
<td>91 x 84; 187 x 40</td>
<td>820,-</td>
</tr>
<tr>
<td>3M</td>
<td>3</td>
<td>3 x 1; 1 x 3</td>
<td>139 x 40; 43 x 128</td>
<td>610,-</td>
</tr>
<tr>
<td>2M</td>
<td>2</td>
<td>1 x 2; 2 x 1</td>
<td>43 x 84; 91 x 40</td>
<td>410,-</td>
</tr>
<tr>
<td>1M</td>
<td>1</td>
<td>1 x 1</td>
<td>43 x 40</td>
<td>210,-</td>
</tr>
<tr>
<td>2/3M</td>
<td>2/3</td>
<td>43 x 24</td>
<td></td>
<td>160,-</td>
</tr>
<tr>
<td>1/2M</td>
<td>1/2</td>
<td>43 x 18</td>
<td></td>
<td>115,-</td>
</tr>
<tr>
<td>insert</td>
<td></td>
<td></td>
<td>up to 20 g – 6000,-</td>
<td>up to 30 g – 7150,-</td>
</tr>
</tbody>
</table>

* Prices do not include 23% VAT
ADVERTS ON THE WEBSITE www.braclowiecka.pl

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%)