



MEDIA KIT FOR ADVERTISERS 2022

Brać Łowiecka

MIESIĘCZNIK MYŚLIWYCH I SYMPATYKÓW ŁOWIECTWA

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: 21 000 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

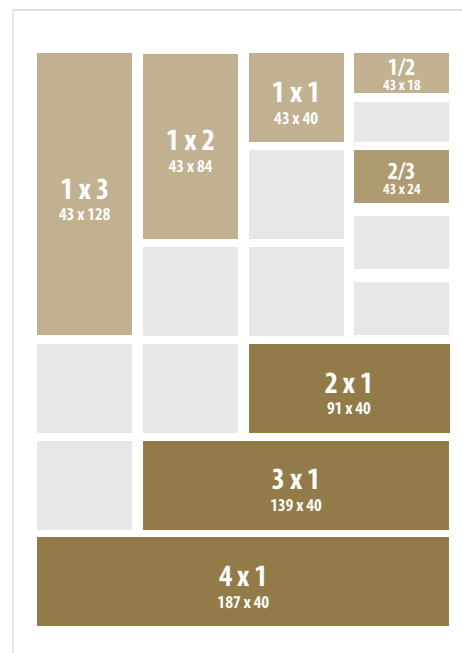
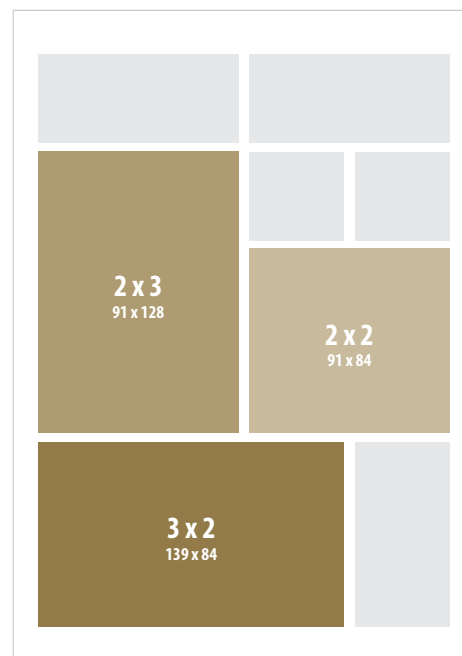
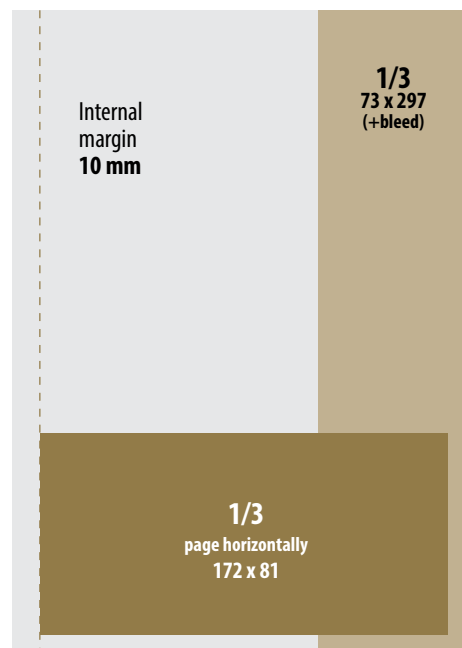
Publishing dates for 2022 (tab. 1)

Issue	Booking	Closing date	Publishing date
1/2022	3.12.2021	15.12.2021	27.12.2021
2/2022	4.01.2022	14.01.2022	26.01.2022
3/2022	4.02.2022	16.02.2022	28.02.2022
4/2022	4.03.2022	17.03.2022	29.03.2022
5/2022	5.04.2022	15.04.2022	28.04.2022
6/2022	5.05.2022	16.05.2022	26.05.2022
7/2022	3.06.2022	15.06.2022	28.06.2022
8/2022	5.07.2022	14.07.2022	26.07.2022
9/2022	4.08.2022	16.08.2022	26.08.2022
10/2022	5.09.2022	15.09.2022	28.09.2022
11/2022	5.10.2022	17.10.2022	27.10.2022
12/2022	4.11.2022	16.11.2022	28.11.2022
1/2023	5.12.2022	15.12.2022	28.12.2022

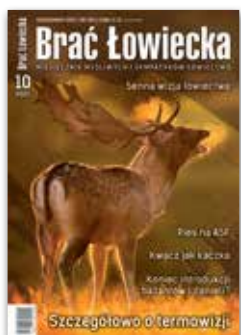
Advertisement formats and rates (tab. 2)

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)	7000,-
II i III cover page			210 x 297 (+ bleed)	5850,-
page inside magazine			210 x 297 (+ bleed)	5400,-
junior page			132 x 211 (+ bleed)	3800,-
1/2 of page			83 x 257; 172 x 125	2750,-
1/2 of page vertically			103 x 297 (+ bleed)	3050,-
1/2 of page horizontally			210 x 145 (+ bleed)	
1/3 of page vertically			53 x 257	2300,-
1/3 of page horizontally			172 x 81	2300,-
1/3 of page vertically			73 x 297 (+ bleed)	2650,-
1/3 of page horizontally			210 x 100 (+ bleed)	
1/4 of page			91 x 128; 139 x 84	1540,-
4M (moduls)	4	2 x 2; 4 x 1	91 x 84; 187 x 40	820,-
3M	3	3 x 1; 1 x 3	139 x 40; 43 x 128	610,-
2M	2	1 x 2; 2 x 1	43 x 84; 91 x 40	410,-
1M	1	1 x 1	43 x 40	210,-
2/3M	2/3		43 x 24	160,-
1/2M	1/2		43 x 18	115,-
advertorial (full page)				4400,-
insert				do 20 g – 6400,- do 30 g – 7700,- do 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	1770,-
1/2 month	1000,-
1 week	600,-

A2 Billboard

Size 750 x 100 px, do 100 kB

1 month	1470,-
1/2 month	900,-
1 week	550,-

A3 Billboard**

Size 750 x 100 px, do 100 kB

1 month	1470,-
1/2 month	900,-
1 week	550,-

B1 Medium rectangle

Size 300 x 250 px, do 100 kB

1 month	890,-
1/2 month	500,-
1 week	300,-

B2 Half page

Size 300 x 600 px, do 300 kB

1 month	1180,-
1/2 month	650,-
1 week	400,-

* 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	1470,-
1 week	900,-

Advertorial (as the main news)

4500 characters with spaces + pictures

1 month	3000,-
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Ad in the editorial text

Banner, size 750 x 200 px

1 month	500,-
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Newsletter

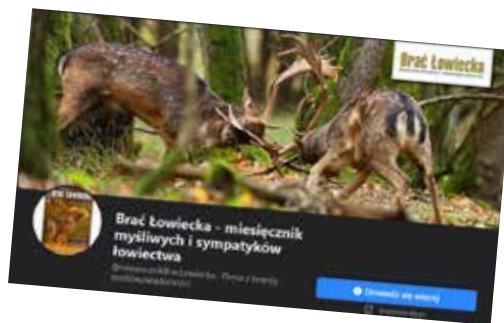
Size 750x270px

Banner in the newsletter promoting a new issue of Brac Lowiecka (sending to approx. 4200 addresses)	500,-
Individual newsletter (sending to approx. 8200 addresses)	1500,-

OTHER FORMS OF PROMOTION



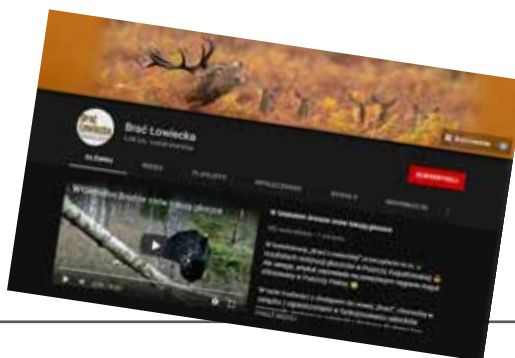
Facebook promotional campaigns



Publication of the post (text + picture) with a redirect to the website 400,-



Advertising video on Bł's YouTube channel



1 month – 1500,-

Prices do not include 23% VAT. Prices in PLN

CONTACT

EDITORIAL OFFICE

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

EDITORIAL OFFICE ADDRESS

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

PUBLISHER

Ofcyna Wydawnicza OIKOS Sp. z o.o.

ADVERTISING DEPARTMENT

Paweł Szustkiewicz
reklama@oikos.net.pl



www.facebook.com/miesiecznikBraclowiecka/

