

FOCUS

Historia



Mediakit
2018

FOCUS Historia

A word of introduction



Focus Historia proves that one can address the most serious topics from history of Polish and world in an engaging and attractive way for readers. Shows a story from a surprising, unobvious perspective. He often presents heroes unusual, remarkable - those about which textbooks are silent.

The **Focus Historia**'s readers interested in past. They are people looking for inspiration in history of Poland, true enthusiasts of history and hunter of curiosities.

Focus Historia is a magazine that provides not only reliable knowledge, but also intellectual entertainment at the highest level. Showing the course historical processes and events remain an apolitical warehouse, situating next to current disputes.

Piotr Kościelniak
editor-in-chief

FOCUS Historia

Information about the title

Focus Historia is a bi-monthly popular and scientific magazine. Its content does not resemble academic study because its purpose is to speak to each and every reader. The basic criterion for us while choosing the material is its attractiveness. We devote special attention to World War II and Recent History.

Focus Historia presents history through the prism of the unheard-of and the controversial. The most interesting magazine sections are: "Human vs. the World" – the monograph of controversial historical character, "Investigation Department" – magazine section dealing with crime, "Reconstruction" – the graphical material illustrating works of archeologists and restorers of historical facilities.



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Magazine's content



FOCUS Historia

Sales: **20 531** copies

Readership: **646 669**

Reader's profile:

70% of men, **30%** of women

average age: **39** years old

higher education: **42%**

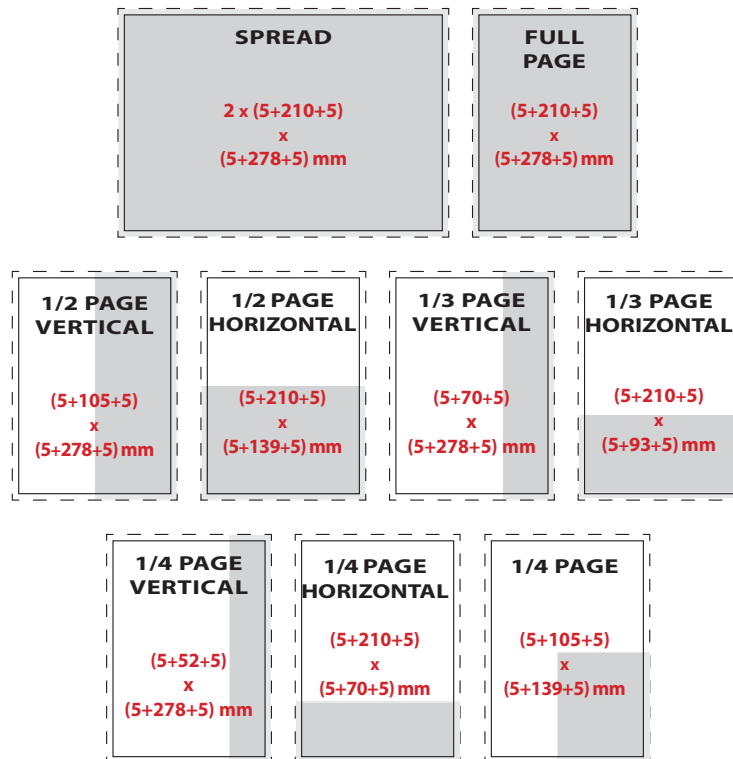
household income above 3000 PLN: **76%**

place of residence: towns of more than 50 000 residents: **44%**

Source: PBC; 10/2016 – 9/2017; SCPW; all; n= 19,982; realization Millward Brown; compilation Burda
ZKDP; 1-9/2017 total paid circulation

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Formats and price list



spread	18 800 PLN
II cover	12 200 PLN
III cover	12 200 PLN
IV cover	15 500 PLN
full page	9 900 PLN
1/2 page	6 600 PLN
1/3 page	5 500 PLN
1/4 page	4 400 PLN

SURCHARGES

Ad placement at the beginning of the magazine	15%
Ad placement aside selected editorial material	15%
Second advertiser	10%

Other non-standard advertisements to be settled on the basis of separate cost calculation. All prices are net prices. Statutory VAT tax value is to be added to all the prices above.

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Publishing schedule

Issue number	Deadline of submitting materials	The first day of sales
2/2018	22.01.2018	14.02.2018
3/2018	19.03.2018	11.04.2018
4/2018	21.05.2018	13.06.2018
5/2018	23.07.2018	16.08.2018
6/2018	17.09.2018	10.10.2018
1/2019	19.11.2018	12.12.2018

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Technical data and terms of acceptance of advertising orders

Net format	210x278 mm
Files	PDF 1.3 version
Data storage	Files up to 10 MB e-mail: reklama@burdamedia.pl ftp://ftp.burdamedia.pl/ login: reklama hasło: burdamedia
Print	offset
Binding method:	stitching

Preparing of materials (technical specification summary)

Color space: CMYK

Vector graphics – texts converted to curves

Total ink limit (TIL):

covers: 320%
inside pages: 300%

ICC profiles:

covers: ISO Coated v2 (ECI)
inside pages: PSO LWC Improved (ECI)

Bleeds: min. 5 mm; minimal proximity of all
elements from trim edge: 5 mm

ICC profiles are available on [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in DOWNLOAD folder. The table above is a summary of Technical Specification available on www.burdamedia.pl or [ftp.burdamedia.pl](ftp://ftp.burdamedia.pl) in DOWNLOAD folder. In case of discrepancies the full Technical Specification content should be followed. **Should you have any technical question, please contact:** lukasz.lewandowski@burdamedia.pl

The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/ or advertisements in magazines issued by companies of Burda Media Group are stated in Bylaws of Advertising and Announcements Orders available at www.burdamedia.pl

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Why the Press?

1 Press engages – while reading we concentrate. Therefore, we can easily take our mind off things. It is a kind of relaxation we yearn for.

2 Press builds credibility – through constant contact with our readers we know how to advise and make our readers trust us. It is the special bond and trust between the reader and the magazine that is created on the basis of a discussion (e-mails, letters, comments, dispute) and which results in strengthening credibility and advertising message.

3 Press enhances brand awareness – thanks to immense possibilities of presenting a product in press, the enhanced content of advertisements does not only allow the reader to get to know the product better but also strengthens its image.

4 Press reaches target groups – on the basis of wide variety of topics, consumer and readership research, it is easy to create target groups and introduce products in accordance with a group's needs.

5 Press is creative – except a wide variety of formats that the press has to offer, it also provides advertising forms such as: inserts, glued inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.

6 Press does not irritate – the research shows that TV audience is irritated by the amount of emitted commercials. 80 percent* of respondents considered commercials to be the most irritating whereas advertisement in press is regarded to be irritating by only 8 percent*.

*Source: PRO Media House presentation, on the basis of the research by Demoskop



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Contact details

www.burdamedia.pl

BURDA PUBLISHING POLSKA SP. Z O.O.

ul. Marynarska 15
02-674 Warszawa
NIP: 897-14-11-483

Bank account:

PLN: 76 1140 1977 0000 4186 6900 1001
EUR: 85 1140 1977 0000 4186 6900 1033
USD: 96 1140 1977 0000 4186 6900 1029

Payment date:

after the publication of the advertisement, on the basis of the VAT invoice issued, within the deadline indicated in the order or the invoice.

Periodicity: monthly

Territorial scope: nationwide

ISSN: 2084-4166



Advertisement Sales Department

ul. Marynarska 15, 02-674 Warszawa

Małgorzata Nocuń-Zygmuntowicz

Sales Director

tel.: +48 22 36 03 641
malgorzata.nocun@burdamedia.pl

Katarzyna Nowakowska

Deputy Sales Director

kom.: +48 692 440 118
katarzyna.nowakowska@burdamedia.pl

Edyta Słowińska

Senior Account Executive

kom.: +48 692 444 277
edyta.slowinska@burdamedia.pl

Małgorzata Antoniewicz

Senior Account Executive

kom.: +48 692 440 117
malgorzata.antoniewicz@burdamedia.pl

Paweł Karczewski

Digital Sales Specialist

kom.: +48 602 253 727
pawel.karczewski@burdamedia.pl