



Advertising price list of Burda Media Polska - valid from January 1, 2023.
 For further information please contact Advertising Office of BMP: sales.digital@burdamedia.pl;
 sales.luxury@burdamedia.pl

Standard Ad Formats. CPM emission. Ratecard net price (PLN) without capping.																					
CATEGORIES	PLACE OF EMISSION	Billboard	Double Billboard	Rectangle	Triple billboard	Halfpage	Wideboard	Gigaboard	Slash Gigaboard*	Swipe Gigaboard*	Mediaroom (Karuzela)*	Swipe Rectangle*	Scratch Rectangle*	Cube 3D*	Outerstitial	Wideboard	Screening z Double Billboardem	Screening z Triple Billboardem	Screening z Wideboardem	Screening Double Billboard Sticky	Screening Wideboard Sticki
		Mobile Billboard	Mobile rectangle	Mobile Rectangle	Mobile Triple Billboard	Mobile Halfpage	Graficbar	Mobile Gigaboard	Mobile Slash Gigaboard*	Mobile Swipe Rectangle*	Mobile Mediaroom*	Mobile Swipe Gigaboard*	Mobile Scratch Rectangle*	Mobile Cube 3D*	Mobile Outerstitial	PageBreak	Mobile Triple Billboard	Mobile Triple Billboard	Graficbar	Graficbar	Graficbar
BEAUTY & LIFESTYLE	Wizaz.pl Polki.pl Glamour.pl	140 PLN	173 PLN	162 PLN	194 PLN	173 PLN	194 PLN	270 PLN	302 PLN	302 PLN	270 PLN	205 PLN	205 PLN	216 PLN	270 PLN	205 PLN	270 PLN	281 PLN	292 PLN	281 PLN	302 PLN
FASHION & LIFESTYLE	Elle.pl Viva.pl Glamour.pl Party.pl	156 PLN	192 PLN	180 PLN	216 PLN	192 PLN	216 PLN	300 PLN	336 PLN	336 PLN	300 PLN	228 PLN	228 PLN	240 PLN	300 PLN	228 PLN	300 PLN	312 PLN	324 PLN	312 PLN	336 PLN
ADVISORY & LIFESTYLE	Kobieta.pl Polki.pl	140 PLN	173 PLN	162 PLN	194 PLN	173 PLN	194 PLN	270 PLN	302 PLN	302 PLN	270 PLN	205 PLN	205 PLN	216 PLN	270 PLN	205 PLN	270 PLN	281 PLN	292 PLN	281 PLN	302 PLN
FOOD & LIFESTYLE	Mojegotowanie.pl Gotujmy.pl Przyslijprzepis.pl Ilewazy.pl Kobieta.pl	109 PLN	134 PLN	126 PLN	151 PLN	134 PLN	151 PLN	210 PLN	235 PLN	235 PLN	210 PLN	160 PLN	160 PLN	168 PLN	210 PLN	160 PLN	210 PLN	218 PLN	227 PLN	218 PLN	235 PLN
TRAVEL & LIFESTYLE	National-geographic.pl National-geographic.pl/Traveler	156 PLN	192 PLN	180 PLN	216 PLN	192 PLN	216 PLN	300 PLN	336 PLN	336 PLN	300 PLN	228 PLN	228 PLN	240 PLN	300 PLN	228 PLN	300 PLN	312 PLN	324 PLN	312 PLN	336 PLN
MOTO & LIFESTYLE	National-geographic.pl Elle.pl Viva.pl Party.pl	156 PLN	192 PLN	180 PLN	216 PLN	192 PLN	216 PLN	300 PLN	336 PLN	336 PLN	300 PLN	228 PLN	228 PLN	240 PLN	300 PLN	228 PLN	300 PLN	312 PLN	324 PLN	312 PLN	336 PLN
INTERIOR & DESIGN	Elle.pl/Decoration	156 PLN	192 PLN	180 PLN	216 PLN	192 PLN	216 PLN	300 PLN	336 PLN	336 PLN	300 PLN	228 PLN	228 PLN	240 PLN	300 PLN	228 PLN	300 PLN	312 PLN	324 PLN	312 PLN	336 PLN
RUN ON NETWORK	RON	94 PLN	115 PLN	108 PLN	130 PLN	115 PLN	130 PLN	180 PLN	202 PLN	202 PLN	180 PLN	137 PLN	137 PLN	144 PLN	180 PLN	137 PLN	180 PLN	187 PLN	194 PLN	187 PLN	202 PLN

* the price includes the creation of elements provided by the Advertiser
 The prices do not include the preparation of the creation. The advertiser submits creatives in accordance with the applicable technical specification for a given format
 The above prices concern the CPM settlement according to the internal statistics of BMP. In case of settlement based on external statistics, the +10% extra charge applies.

ADDITIONAL OPTIONS	EXTRA CHARGE
Capping ad to single users	30%
Directing ad to users of selected type of device	25%
Geographic targeting	50%
Displaying ad in selected hourly time slots	35%
Displaying ad in selected pages of a given site	35%
Adding video in creative	30%
Industry exclusivity	50%
Adding second brand in a creative	20%
Scroller in a creative and expanding of ads	50%
Changing creative in display	15%
Rich Media in creation	50%
Exceeding the ad weight for each percent in excess	1% for each 1kb above limit
Displaying ad from Advertiser codes	10%
IP address	35%