

# KALEIDOSCOPE



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# Mediakit 2023

**BurdaMedia**  
**Polska**

# KALEIDOSCOPE

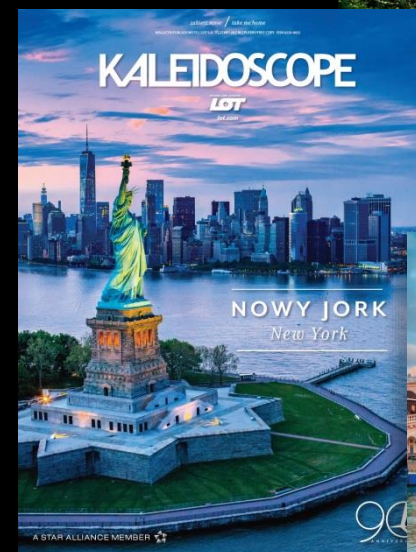
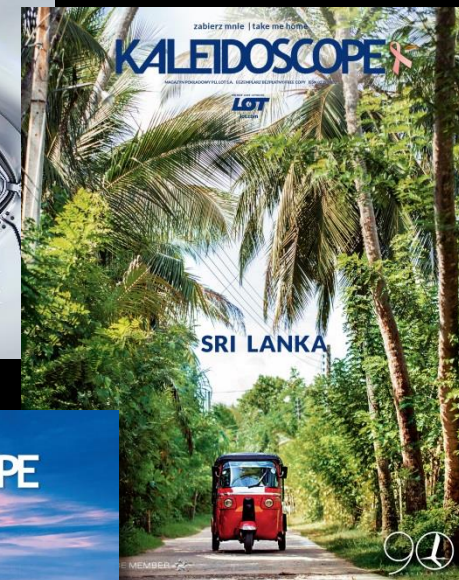
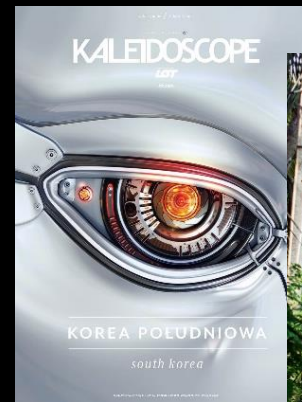
## Information about the title

**KALEIDOSCOPE** is the most popular monthly magazine for airline travelers.

**KALEIDOSCOPE** is distinguished by attractive and diverse content – lifestyle, promotion of Polish companies and brands, tourism, culture, technological news.

**KALEIDOSCOPE** is a first-contact magazine with Poland and an effective communication tool with B2B and B2C recipients.

**KALEIDOSCOPE** has been present on the market for 43 years!



# KALEIDOSCOPE

## Magazine's content



# KALEIDOSCOPE

**Circulation:** **35 000** copies

Almost **3 000 000** LOT passengers annually  
Average monthly readership: around **250 000** passengers

## **Distribution:**

On board of LOT airline

Business class

Premium class

Economy class

Charter flights

Business Lounge Warsaw: Polonez& Mazurek

Business Lounge Budapest

**Online edition** at [www.lot.com](http://www.lot.com)

## **Reader's profile:**

### **Men and women**

- **30%** passengers are aged 30-39
- **83%** are in charge of their companies
- **73%** travel for business purposes
- **45%** travel for business purposes at least once a month
- **20%** fly once a week
- **27%** travel casually
- **76%** know foreign languages



opening double spread	17 213 EUR
double spread	15 936 EUR
cover II	12 319 EUR
cover III	9 128 EUR
cover IV	12 745 EUR
page no. 2	10 106 EUR
1/1 page till page 35	8 915 EUR
1/1 page	7 638 EUR
1/1 page advertorial	8 085 EUR
2/3 page (junior page)	5 936 EUR
1/2 page (one advert on a page)	5 298 EUR
1/2 page (two adverts on a page)	4 447 EUR
1/3 page (three adverts on a page)	4 021 EUR
1/3 page vertical	4 021 EUR
1/3 page horizontal	4 021 EUR
1/4 page (two adverts on a page)	2 447 EUR
1/4 page (four adverts on a page)	2 106 EUR
1/2 page advertorial	6 170 EUR
1/1 page Christmas Season	8 298 EUR
1/2 page Christmas Season	4 681 EUR
1/3 page Christmas Season	4 234 EUR
Cover II Christmas Season	12 979 EUR
Cover III Christmas Season	9 574 EUR
Cover IV Christmas Season	13 617 EUR
butik Christmas Season	1 064 EUR

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

## Publishing **schedule**

Number of issue	Deadline of materials delivery	First day of sales
01/2023	09.12.2022	01.01.2023
02/2023	09.01.2023	01.02.2023
03/2023	08.02.2023	01.03.2023
04/2023	10.03.2023	01.04.2023
05/2023	10.04.2023	01.05.2023
06/2023	11.05.2023	01.06.2023
07/2023	09.06.2023	01.07.2023
08/2023	10.07.2023	01.08.2023
09/2023	09.08.2023	01.09.2023
10/2023	08.09.2023	01.10.2023
11/2023	09.10.2023	01.11.2023
12/2023	09.11.2023	01.12.2023



## A unique magazine in Poland!

- **Press engages** – while reading we concentrate. Therefore, we can easily take our mind off things. In is a kind of relaxation we yearn for.
- **Press builds credibility** – through constant contact with our readers we know to advice and make our readers trust us. It is the special bond and trust between the reader and the magazine that is create on the basis of a discussion (e-mails, letters, comments, dispute) and which results in strengthening credibility and advertising message.
- **Press enhances brand awareness** – thanks to immense possibilities of presenting a product in press, the enhanced content of advertisement not only allows the reader to get to know the product better but also strengthens its image.
- **Press has precise reach** – on the basis of wide variety of topics, consumer and readership research, it is easy to create target group and introduce products in accordance with a group's needs.
- **Press is a creative medium** – Beside a wide variety of formats that the press has to offer, it also provides advertising forms such as: inserts, glues inserts, bands, scented strips, folds and many others within the scope of its immense possibilities.
- **Press builds intimacy** – as the research shows, most women associate reading with relax and intimacy. This is what clearly improves perceiving he message of an advertisement. Moreover, a magazine always engages into a discussion; what's new, what's interesting, what is worth recommending.
- **Press does not irritate** – the research show that TV audience is irritated by the amount of emitted commercials. 80 percent of respondent considered commercials to be the most irritating whereas advertisemntt in press is regarded to be irritating by only 8 percent\*.

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## Contacts

[www.burdamedia.pl](http://www.burdamedia.pl)

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02-674 Warszawa  
NIP: 897-14-11-483

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**Bank account:**

PLN: 49 1050 0086 1000 0090 3172 2672  
EUR: 27 1050 0086 1000 0090 3172 2680  
USD: 26 1050 0086 1000 0090 3172 2698

**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**

**ISSN: 1232-8308**



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