

KALEIDOSCOPE



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Mediakit 2025

KALEIDOSCOPE

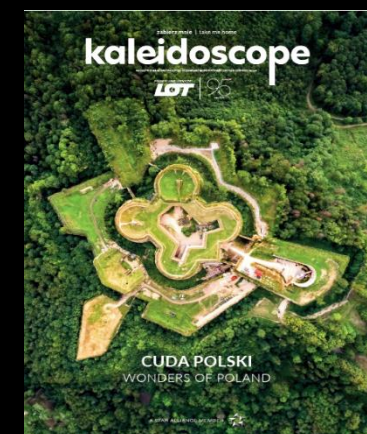
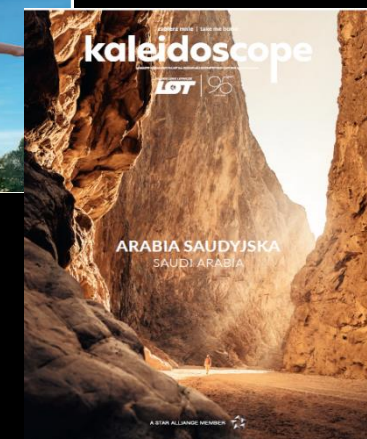
Information about the title

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 46 years!



KALEIDOSCOPE

Magazine's content



KALEIDOSCOPE

Circulation: 35 000 copies

More than **10 000 000** LOT passengers annually

Average monthly readership: around **350 000** 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

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

KALEIDOSCOPE

Formats and price list



opening double spread	20 100 EUR
double spread	20 100 EUR
cover II	15 500 EUR
cover III	11 500 EUR
cover IV	16 100 EUR
1/1 page till page 35	11 200 EUR
1/1 page in 2nd half	9 650 EUR
1/1 page advertorial	11 200 EUR
2/3 page (junior page)	5 936 EUR
1/2 page (one advert on a page)	6 700 EUR
1/2 page (two adverts on a page)	5 600 EUR
1/3 page vertical	5 060 EUR
1/3 page horizontal	5 060 EUR
1/4 page (two adverts on a page)	3 200 EUR
1/4 page (four adverts on a page)	2 400 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

KALEIDOSCOPE

Publishing **schedule**

Number of issue	Materials delivery deadline	First day of sales
01/2025	09.12.2024	01.01.2025
02/2025	10.12.2025	01.02.2025
03/2025	10.02.2025	01.03.2025
04/2025	11.03.2025	01.04.2025
05/2025	07.04.2025	01.05.2024
06/2025	08.05.2025	01.06.2025
07/2025	10.06.2025	01.07.2025
08/2025	11.07.2025	01.08.2025
09/2025	11.08.2025	01.09.2025
10/2025	10.09.2025	01.10.2025
11/2025	09.10.2025	01.11.2025
12/2025	07.11.2025	01.12.2025



Technical data and acceptance of advertising orders

Net format	205x265 mm
Files	PDF 1.3 version
Data storage	Files up to 10 MB: e-mail: edyta.brzezicka@burdamedia.pl ftp://ftp.burdamedia.pl Login: reklama password: burdamedia
Print	offset
Binding	Perfect bount

Preparing of materials (technical specification summary)	Color space:: CMYK Vector graphics – texts converted to curves Total Ink Limit(TIL): 320% ICC profile: DonnelleyCoated_v1U Bleeds: min. 5 mm; Minimal proximity of all elements from trim edge: 5 mm The spread's image should have 6 mm of doubling
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ICC profiles are available on <ftp.burdamedia.pl> in DOWNLOAD folder. The table above is a summary of Technical Specification available on www.burdamedia.pl or <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: edyta.brzezicka@burdamedia.pl

The detailed sale conditions of advertising surface, including advertising orders, publishing and emission of announcements and/ or advertisements in magazines issued by Burda Media Polska Sp. z o.o. [limited liabilities company] are stated in Bylaws of Advertising and Announcements Orders available at www.burdamedia.pl

KALEIDOSCOPE

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 advertisementt in press is regarded to be irritating by only 8 percent* .

KALEIDOSCOPE

Contacts

www.burdamedia.pl

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

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

Territorial scope: nationwide

ISSN: 1232-8308



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