KALEIDOSCOPE

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KALEIDOSCOPE

Mediakit 2027

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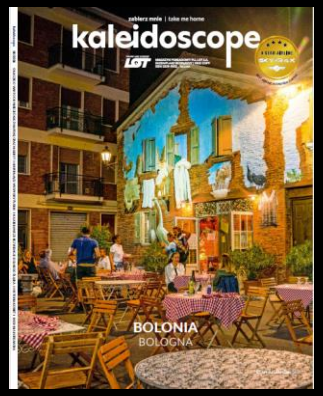


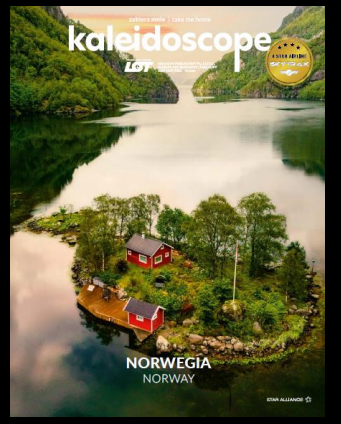
Information about the title

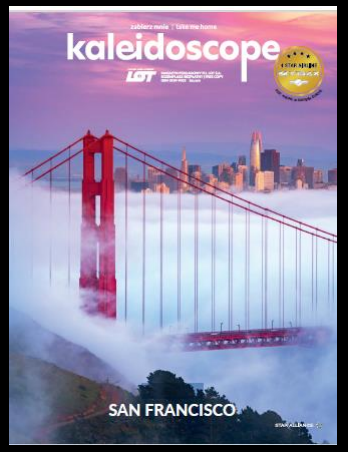
KALEIDOSCOPE is the most popular monthly magazine for airline travelers.

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 48 years! Under the wings of Burda Media since 2010!





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Magazine's content

culture **10%**

cuisine **5%**

business **5%**

promotion of Poland **25%**

lifestyle **20%**

tourism **35%**

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Circulation: **35 000** copies

Almost **12 000 000** 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
Business Lounge Chicago O'Hare

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

Online edition at www.lot.com

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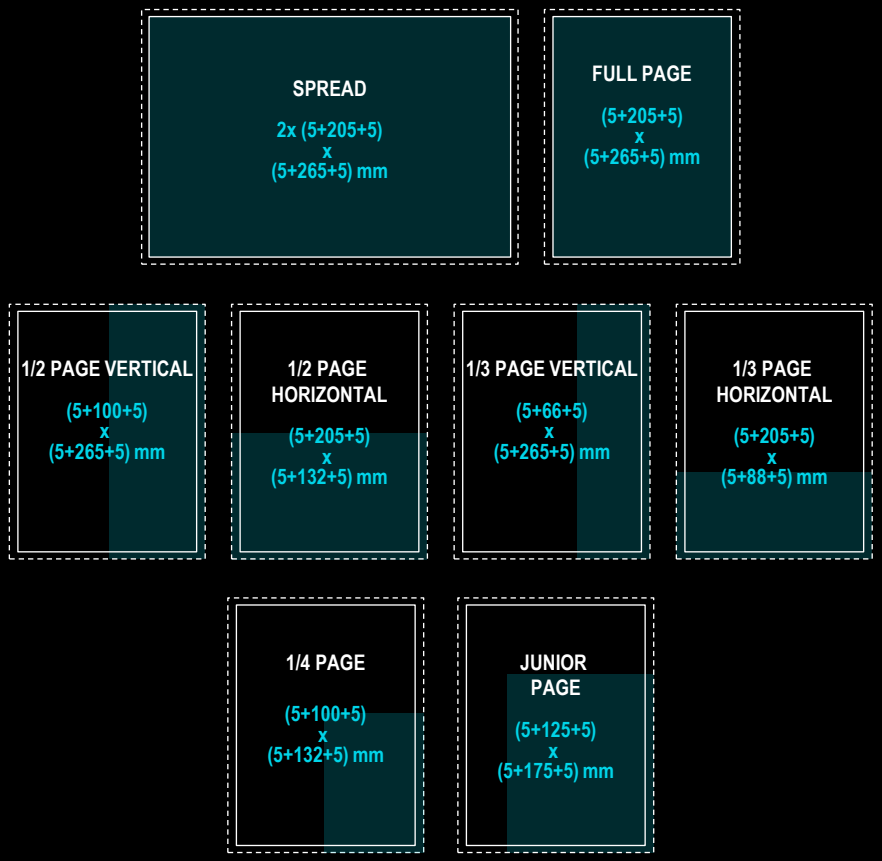
Formats and price list



spread	**24 500 EUR**
cover II	**19 000 EUR**
cover III	**14 500 EUR**
cover IV	**19 500 EUR**
1/1 page till page 39	**13 400 EUR**
1/1 page in 2nd half	**11 500 EUR**
1/1 page advertorial	**13 400 EUR**
2/3 page (junior page)	**11 500 EUR**
1/2 page (one advert on a page)	**7 900 EUR**
1/2 page (two adverts on a page)	**6 700 EUR**
1/3 page	**5 400 EUR**
1/4 page (two adverts on a page)	**3 700 EUR**
1/4 page (four adverts on a pagee)	**3 000 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

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Publishing schedule

Number of issue	Materials delivery deadline	First day of sales
01/2027	10.12.2026	01.01.2027
02/2027	08.01.2027	01.02.2027
03/2027	10.02.2027	01.03.2027
04/2027	10.03.2027	01.04.2027
05/2027	09.04.2027	01.05.2027
06/2027	10.05.2027	01.06.2027
07/2027	10.06.2027	01.07.2027
08/2027	09.07.2027	01.08.2027
09/2027	10.08.2027	01.09.2027
10/2027	10.09.2027	01.10.2027
11/2027	08.10.2027	01.11.2027
12/2026	09.11.2027	01.12.2027

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Technical data and acceptance of advertising orders

Net formar	205x265 mm
Files	**PDF 1.3 version**
Data storage	Files up to 10 MB: e-mail: edyta.brzezicka@burdamedia.pl
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**

ICC profiles are available on ftp.burdamedia.pl in DOWNLOAD folder. The table aboe 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

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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

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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 editorial articles, advertorials, interviews with CEO or product experts, etc.
- **Press builds intimacy** – as the research shows, most readers associate reading with relax and intimacy. This is what clearly improves perceiving the 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*.

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

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Contacts

www.burdamedia.pl

BURDA MEDIA POLSKA SP. Z O.O.
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

Żaneta Lis-Stryczewska
Key Account Manager
kom.: +48 664 950 424
zaneta.lis@burdamedia.pl

Edyta Brzezicka
Coordinator
Kom. +48 519 538 022
edyta.brzezicka@burdamedia.pl

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