

BI-MONTHLY

# KSIĄŻKI



Sales:  
**18 421 copies**  
Circulation:  
**41 167 copies<sup>1)</sup>**



wyborcza.pl/ksiazki  
**UU 164.991; PV 332.011<sup>2)</sup>**



Instagram: **4 325** followers<sup>4)</sup>



FB: **38 914** likes



This magazine is also available in expanded digital version for smartphones and tablets with iOS and Android systems.



## MAGAZINE

**Książki. Magazyn do Czytania is the only guide to new book releases in the market.** It contains reviews, fragments of new releases, interviews with writers, philosophers, essayists. This magazine is addressed to those who love to read, both popular literature as well as the more ambitious one.

## READERS:

**Potential readers of Książki. Magazyn do Czytania are people aged 25-44 years with higher education who live in cities with more than 50 000 inhabitants. Well-off people who have enough money to cover all expenses<sup>3)</sup>.**

## TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ This is the only magazine about book publishing in Poland with such high sales.
- ▶ We create a community of readers who are willing to participate in live meetings with authors and writers.
- ▶ We reach a very good, carefully selected target group that has the time and the financial capacity to pursue its cultural interests.

## DID YOU KNOW:

- ▶ Since January 2018 we have been releasing these magazine as a bimonthly instead of a quarterly.
- ▶ Content for children is being promoted separately in a magazine entitled „Książki dla Dzieci i Młodszych Dorosłych” (Books for children and young adults).

WIOLETTA NAPURKA

wioletta.napurka@agora.pl, +48 507 095 019

2019

## PRICE LIST

Press

## SCHEDULE

|  |        |
|--|--------|
| IV cover page*                                     | 15 800 |
| II cover page*                                     | 14 200 |
| Right page next to crosswords*                     | 14 200 |
| Facing pages before IV cover*                      | 22 000 |
| Wrap on the cover*                                 | 9 800  |
| Bar on cover's wrap<br>and bar on the first cover* | 9 800  |
| Bar in the list of contents                        | 3 800  |
| 1/1 page   | 12 200 |
| 1/2 of a page (vertical or horizontal)             | 6 600  |
| 1/3 of a page (vertical or horizontal)             | 4 600  |
| 1/4 of a page (horizontal)                         | 3 600  |



Prices in PLN without VAT.  
 Surcharges: 10% for indicated spot,  
 10% for consecutive advertisements (on consecutive pages).  
 \*Ads printed on thicker paper.

The present price list is not addressed to persons wishing to purchase the services offered for the purposes not associated with conducting business activity. To obtain relevant information such persons ought to contact Agora SA (telephone: 22 555 68 13, e-mail address: reklamaczasopisma@agora.pl).

## KSIĄŻKI. MAGAZINE FOR READING

| ISSUE      | PUBLICATION DATE | DEADLINE FOR SUBMITTING            |           |         |
|------------|------------------|------------------------------------|-----------|---------|
|            |                  | orders for covers and publications | materials | inserts |
| 1/February | 19.02            | 29.01                              | 05.02     | 11.02   |
| 2/April    | 30.04            | 09.04                              | 16.04     | 19.04   |
| 3/June     | 25.06            | 04.06                              | 11.06     | 17.06   |
| 4/August   | 27.08            | 06.08                              | 13.08     | 19.08   |
| 5/October  | 15.10            | 24.09                              | 01.10     | 07.10   |
| 6/December | 03.12            | 12.11                              | 19.11     | 25.11   |

## KSIĄŻKI. FOR CHILDREN

| ISSUE      | PUBLICATION DATE | DEADLINE FOR SUBMITTING            |           |         |
|------------|------------------|------------------------------------|-----------|---------|
|            |                  | orders for covers and publications | materials | inserts |
| 1/February | 19.02            | 25.01                              | 01.02     | 04.02   |
| 2/April    | 30.04            | 05.04                              | 12.04     | 15.04   |
| 3/June     | 25.06            | 31.05                              | 07.06     | 10.06   |
| 4/August   | 27.08            | 02.08                              | 09.08     | 12.08   |
| 5/October  | 15.10            | 20.09                              | 27.09     | 30.09   |
| 6/December | 03.12            | 08.11                              | 15.11     | 18.11   |

The schedule concerns printed publications.  
 Cancellations of the orders placed or implementing changes in the advertisements can be done no later than on the date of order placement.

# KSIĄŻKI

## PRICE LIST, SCHEDULE

Last update:  
27.11.2018

2019



KSIĄŻKI  
FORMATS ADVERTISEMENTS



|                        |                       |                        |                       |                     |                       |
|------------------------|-----------------------|------------------------|-----------------------|---------------------|-----------------------|
| 240/310 + bleed*       | 117,4/310 + bleed*    | 240/136,4 + bleed*     | 83,5/310 + bleed*     | 240/105,8 + bleed*  | 240/75,3 + bleed*     |
| 199,2/267,7 in a frame | 97,6/267,7 in a frame | 199,2/118,6 in a frame | 63,7/267,7 in a frame | 199,2/88 in a frame | 199,2/57,5 in a frame |

ADDITIONAL FORMATS



|                  |  |  |                  |                  |
|------------------|--|--|------------------|------------------|
| 120/310 + bleed* | 120/47,8 + bleed*<br>240/47,8 + bleed* | 240/47,8 + bleed*<br>199,2/35 in a frame | 240/310 + bleed* | 480/310 + bleed* |
|------------------|--|--|------------------|------------------|

Last update:  
8.12.2017

The sizes are specified in millimeters. The bleed is 5 mm.

\* Important text or graphic elements should be placed 8 mm from the external trimming line and 8 mm from the back.