

OPIEKUN



Circulation:
30 000 copies
Sales:
12 482 copies¹⁾

Paid distribution
– through standard channels and points of sale.

Free distribution
– targeted (database consisting of 2000 records: geriatrics wards, hospices, foundations, associations).

MAGAZINE

Opiekun is a reliable guide for those who were given a new role by life: that of a caregiver to a dependent person.

Together with experts we equip our readers with the necessary knowledge, we show them where to seek aid, we guide them through the red tape of institutional help. We prepare reliable advice that will help them to properly look after their ailing loved ones and themselves. We talk to famous people who motivate others to act with their experience.

READERS:

The potential readers of our magazine are caregivers, e.g. family members of someone seriously ill or disabled who are looking for support, knowledge, and reliable advice on how to cope with this difficult role.

TAKE ADVANTAGE OF IT, BECAUSE:

- ▶ We take care of distribution – we reach the caregivers of seriously ill or disabled people effectively and with precision.
- ▶ In a society growing increasingly old the caregivers of dependent people are a growing group and a socially important topic.

DID YOU KNOW:

- ▶ **Opiekun is the only magazine in the Polish market to offer this type of content.**

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2019

OPIEKUN

PRICE LIST, SCHEDULE

PRICE LIST

IV cover page	39 400
II cover page	29 500
III cover page	28 400
2/1 double spread opening the issue (2nd cover page + first page)	55 800
2/1 double spread	47 500
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1/1 page	28 400
1/2 of a page	16 700
1/3 of a page	12 900
1/4 of a page	9 700



Prices in PLN without VAT.
 Surcharges: 15% for indicated spot,
 15% for consecutive advertisements (on consecutive pages)..

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).

Press

SCHEDULE

ISSUE	PUBLICATION DATE	DEADLINE FOR SUBMITTING		
		orders and materials for processing	ready materials	inserts
1/February	07.02	14.01	16.01	28.01
2/May	09.05	15.04	17.04	29.04
3/August	08.08	15.07	16.07	29.07
4/November	07.11	14.10	16.10	28.10

Last update:
27.11.2018

OFFER FOR ENTERPRISES

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.

2019

OPIEKUN

FORMATS ADVERTISEMENTS

MAGAZYNY
AGORA

Press

FORMATS



213/274 + bleed



142/274 + bleed



104/274 + bleed



213/135 + bleed



213/91 + bleed



71/274 + bleed



213/68 + bleed



53/274 + bleed



104/135 + bleed

Last update:
19.07.2018

OFFER FOR ENTERPRISES

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.