

BI-MONTHLY

KSIĄŻKI



Sales:
18.254 copies
Circulation:
39.583 copies¹⁾



wyborcza.pl/ksiazki
UU 101.017; PV 209.901²⁾



Instagram: **6 200** followers⁴⁾
FB: **41 087** 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 expenses³⁾.

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 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	PUBLI-CATION 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	PUBLI-CATION 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:
29.07.2019

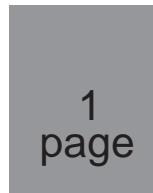
OFFER FOR ENTERPRISES

2019

MAGAZYNY
AGORA

Press

FORMATS



240/310 + bleed*
199,2/267,7 in a frame



117,4/310 + bleed*
97,6/267,7 in a frame



240/136,4 + bleed*
199,2/118,6 in a frame



83,5/310 + bleed*
63,7/267,7 in a frame

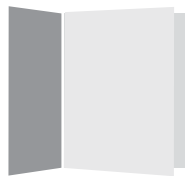


240/105,8 + bleed*
199,2/88 in a frame



240/75,3 + bleed*
199,2/57,5 in a frame

ADDITIONAL FORMATS



Wrap
on the cover

120/310 + bleed*



Bar on cover's wrap
and bar on the
first cover

120/47,8 + bleed*
240/47,8 + bleed*



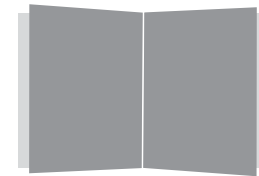
Bar in the
list of contents

240/47,8 + bleed*
199,2/35 in a frame



Right page
next to crosswords

240/310 + bleed*



Facing pages
before IV cover

480/310 + bleed*

KSIĄŻKI

FORMATS ADVERTISEMENTS

Last update:
29.07.2019

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.

2019

KSIĄŻKI. FOR CHILDREN

FORMATS ADVERTISEMENTS, PRICE LIST

MAGAZYNY
AGORA



MAGAZINE
FORMAT:
195x263 mm

Press

FORMATS

last
page

Bar
on the
1 page

1
page

1/2
page

1/2
page

175x235 mm
11 200 zł netto

175x30 mm
1 800 zł netto

175x235 mm
8 800 zł netto

85,5x235 mm
4 800 zł netto

175x115,5 mm
4 800 zł netto

Last update:
29.07.2019

OFFER FOR ENTERPRISES