

WEEKLY

DAY OF ISSUE: FRIDAY



Sales¹⁾

123,996 copies

Readership²⁾

355,000 people



Website: wyborcza.pl/telewizyjna³⁾

UU 169,041; PV 246,141



Reach: national



TV SUPPLEMENT

Wyborcza TV (tv guide) is a weekly supplement to "Gazeta Wyborcza" with Polish and international television program listings information, movie reviews, and series summaries.

We devote a large part of the weekly to premium series and the offer of paid VOD platforms.

We also publish lifestyle content in the form of interviews with TV creators, unique materials from film sets, and columns.

READER²⁾

Wyborcza TV readers are mostly men (61%), aged 30+ (89%, AI 116), residents of cities over 200,000 inhabitants (AI 170) with higher education (39%, AI 246).

Our readers hold high professional positions * (AI 212) and declare a monthly income of over 4,000 PLN (AI 182). Half of the users positively assess their financial situation (AI 140).

Wyborcza TV readers declare their interest in cultural topics in the press - film, books, and music (almost 50%, AI 225).

They have access to the Internet and use the paid TV offer more often than the average press readers.

CENNIK HARMONOGRAM

banner on cover I	25 800
cover II*	75 800
page 3 (full page)*	75 800
cover IV	97 500

spread (first part of issue)	106 800
natural spread	93 000

full page	62 800
3/4 of a page	51 800
1/2 of a page	36 800
3/8 of a page	26 200
1/3 of a page	23 200
1/4 of a page	18 200
1/6 of a page	12 200
1/8 of a page	9 200
1/12 of a page	6 200

PUBLICATION DATA	DEADLINE FOR SUBMITTING		PUBLICATION DATA	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials		orders and materials for processing	ready materials
8.05	23.04	29.04	4.09	20.08	26.08
15.05	30.04	6.05	11.09	27.08	2.09
22.05	7.05	13.05	18.09	3.09	9.09
29.05	14.05	20.05	25.09	10.09	16.09
5.06	21.05	27.05	2.10	17.09	23.09
12.06	28.05	3.06	9.10	24.09	30.09
19.06	4.06	10.06	16.10	1.10	7.10
26.06	11.06	17.06	23.10	8.10	14.10
3.07	18.06	24.06	30.10	15.10	21.10
10.07	25.06	1.07	6.11	22.10	28.10
17.07	2.07	8.07	13.11	29.10	4.11
24.07	9.07	15.07	20.11	5.11	10.11
31.07	16.07	22.07	27.11	12.11	18.11
7.08	23.07	29.07	4.12	19.11	25.11
14.08	30.07	5.08	11.12	26.11	2.12
21.08	6.08	12.08	18.12	3.12	9.12
28.08	13.08	19.08	24.12	9.12	15.12
			31.12	16.12	22.12



Prices in PLN without VAT
 Surcharges:
 10% for indicated spot
 15% for consecutive advertisements
 (on consecutive pages).

* In one edition, the advertisement
 may be placed on cover II
 or on page 3

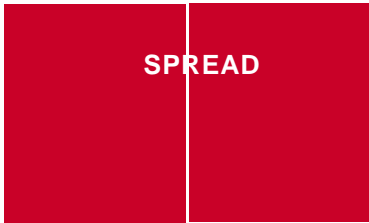


FORMAT ADVERTISEMENT

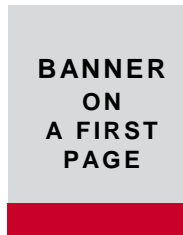
Press



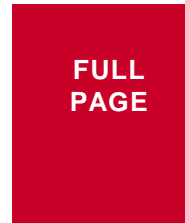
205 x 295 mm + bleed



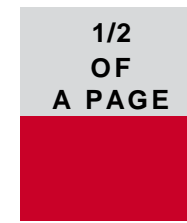
388 x 270,7 mm (in a frame)
410 x 295 mm + bleed (full)



205 x 35 mm + bleed



184 x 270,7 mm (in a frame)
205 x 295 mm + bleed (full)



184 x 127 mm (in a frame)
205 x 140 mm + bleed (full)



90 x 270,7 mm (in a frame)
101x 295 mm + `bleed (full)



184 x 80 mm (in a frame)
205 x 93 mm + bleed (pełny)



184 x 37,5 mm (in a frame)
205 x 51 mm + bleed (full)



90 x 127,8 mm (in a frame)
101 x 141 mm + bleed (full)



43 x 270,7 mm (in a frame)
54 x 295 mm + bleed (full)



43 x 127,8 mm (in a frame)
54 x 141 mm + bleed (full)



43 x 270,7 mm (in a frame)
54 x 96,5 mm + bleed (full)