

ALEHISTORIA

WEEKLY DAY OF ISSUE: SATURDAY



Sales Gazeta Wyborcza on Saturday¹⁾
76,600 copies

Readership Gazeta Wyborcza on Saturday²⁾
896,000 people



Website: Wyborcza.pl/alehistoria³⁾
UU 444,600; PV 761,600



FB: 11,000 likes⁴⁾



Reach: national



HISTORY WEEKLY

„Ale Historia” is a weekly magazine about history that discovers previously unknown facts, presents unique places and people, works of art, and cultural events. In the magazine, we show history in an interesting, extraordinary way - from a perspective of a person, an event, an object. The contents of the magazine are a great read for history buffs or teachers looking for new sources of knowledge. Materials from "Ale Historia" are also used as videos available as online lessons on wyborcza.pl [LINK >>](#)

wyborcza.pl/alehistoria.pl USER⁵⁾

Website users are residents of cities with over 100,000 inhabitants (AI 150) aged 35+ (AI 126). They are very well educated - more than half have a university degree (AI 189). Our users hold high professional positions (AI 152) and have a net income of over 4,000 PLN (AI 188).

ALEHISTORIA

PRICE LIST

SCHEDULE 2021

banner on a first cover	4 800
cover IV (full page)	35 800
<hr/>	
spread	51 700
<hr/>	
1/1 page	28 800
1/2 of a page	15 000
1/3 of a page	10 000
1/4 of a page	7 800
1/6 of a page	5 800
1/12 of a page	3 200



Prices in PLN without VAT.
 Surcharges: 10% 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: grupawyborcza@agora.pl).

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.

last update 27.09.2021
offer for bussiness

PUBLICATION DATE	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials
2.01	23.12	30.12
9.01	30.12	5.01
16.01	6.01	13.01
23.01	13.01	20.01
30.01	20.01	27.01
6.02	27.01	3.02
13.02	3.02	10.02
20.02	10.02	17.02
27.02	17.02	24.02
6.03	24.02	3.03
13.03	3.03	10.03
20.03	10.03	17.03
27.03	17.03	24.03
3.04	24.03	31.03
10.04	31.03	7.04
17.04	7.04	14.04
24.04	14.04	21.04
8.05	28.04	5.05
15.05	5.05	12.05
22.05	12.05	19.05
29.05	19.05	26.05
5.06	26.05	2.06
12.06	2.06	9.06
19.06	9.06	16.06
26.06	16.06	23.06

ALEHISTORIA SCHEDULE 2021



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last update 27.09.2021
 offer for bussiness

PUBLICATION DATE	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials
3.07	23.06	30.06
10.07	30.06	7.07
17.07	7.07	14.07
24.07	14.07	21.07
31.07	21.07	28.07
7.08	28.07	4.08
14.08	4.08	11.08
21.08	11.08	18.08
28.08	18.08	25.08
4.09	25.08	1.09
11.09	1.09	8.09
18.09	8.09	15.09
25.09	15.09	22.09
2.10	22.09	29.09
9.10	29.09	6.10
16.10	6.10	13.10
23.10	13.10	20.10
30.10	20.10	27.10
6.11	27.10	3.11
13.11	3.11	10.11
20.11	10.11	17.11
27.11	17.11	24.11
4.12	24.11	1.12
11.12	1.12	8.12
18.12	8.12	15.12

ALEHISTORIA

FORMATS ADVERTISEMENTS



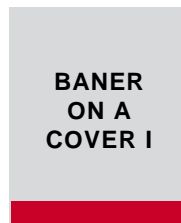
Press



250 x 362,3 mm
250 x 383 mm (pełne pole)



528 x 362,3 mm
528 x 381 mm (pełne pole)



250 x 57,5 mm



250 x 179,4 mm



123 x 362,3



250 x 118,5 mm



123 x 179,4 mm



250 x 57,5 mm



123 x 57,5 mm