

DUŻYFORMAT

WEEKLY

DAY OF ISSUE: MONDAY



Sales Gazeta Wyborcza on Monday¹⁾
70,847 copies

Readership Gazeta Wyborcza on Monday²⁾
726,000 people



Webiste: Wyborcza.pl/duzyformat³⁾
UU 629,981; PV 1,147,893



FB: 75,500 likes⁴⁾



Reach: national



REPORTER'S MAGAZINE

„Duży Format” is a weekly magazin with outstanding, award-winning reporting, social, cultural, and historical content. An engaging read for a few days, written by excellent journalists

Wyborcza.pl/duzyformat USER⁵⁾

Among the website users, **60% are people aged 45+ (AI 152)**. Residents of cities with over 100,000 inhabitants (41%, AI 150). More than half have higher education (AI 166) and hold high professional positions (AI 150). Our users have a net income of over 5,000 PLN (AI 213).

DUŻYFORMAT

PRICE LIST

SCHEDULE 2020

banner on a first cover	9 500
<hr/>	
spread	78 500
first spread (cover IV and page 3)	71 300
<hr/>	
full page	39 600
1/2 of a page	20 800
1/3 of a page	14 100
1/4 of a page	10 900
1/6 of a page	7 300
1/12 of a page	4 100
<hr/>	
„Publishing” category	
full page	19 600
1/2 of a page	10 300
1/3 of a page	7 000
1/4 of a page	5 400
1/6 of a page	3 600
1/12 of a page	2 000



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

*details in General terms and conditions of publishing advertisements and classified ads in Agora S.A. publications

PUBLICATION DATA	DEADLINE FOR SUBMITTING	
	orders and materials for processing	ready materials
11.05	29.04	06.05
18.05	06.05	13.05
25.05	13.05	20.05
01.06	20.05	27.05
08.06	27.05	03.06
15.06	03.06	10.06
22.06	10.06	17.06
29.06	17.06	24.06

DUŻYFORMAT

FORMAT ADVERTISEMENT

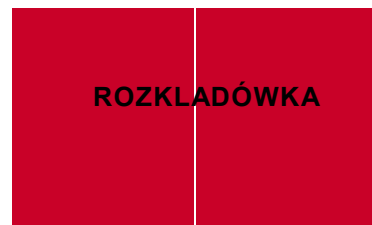


Press



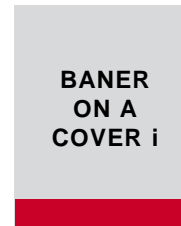
1
PAGE

250 x 362,3 mm
250 x 363 mm (full print area))



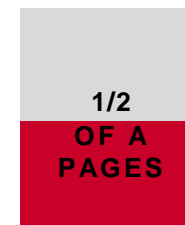
ROZKŁADÓWKA

528 x 362,3 mm
528 x 381 mm (full print area))



BANER
ON A
COVER i

250 x 57,5 mm



1/2
OF A
PAGES

250 x 179,4 mm



1/2
OF A
PAGES

123 x 362,3 mm



1/3
OF A
PAGES

250 x 118,5 mm



1/4
OF A
PAGES

59,2 x 362,3 mm



1/4
OF A
PAGES

123 x 179,4 mm



1/6
OF A
PAGES

123 x 118,5 mm



1/6
OF A
PAGES

250 x 57,5 mm



1/12
OF A
PAGES

123 x 57,5 mm