

BIMONTHLY



Sales
17 745 copies¹⁾
and
24 000 digital downloads²⁾



Website wyborcza.pl/ksiazki
UU 154 100; PV 230 000³⁾



Instagram: **11 200** followers



FB: **46 800** likes⁴⁾



The magazine is also available in the extended digital version for smartphones and tablets with iOS and Android.



THE READER:³⁾

The readers of **Książki. Magazyn do Czytania** are people over 35 years of age, with higher education, from cities with more than 50.000 residents, wealthy, able to afford all expenses,³⁾ for whom culture, including books, is a form of entertainment, source of knowledge, and an important indicator of social status.

CHOOSE US, BECAUSE:

- ▶ We are the only magazine about publications in Poland with such sales numbers.
- ▶ We create a community of readers who willingly participate in live meetings with authors and writers.
- ▶ We reach a prime, selected target group having the time and financial resources to realize its cultural interests.
- ▶ In a regular weekly newsletter, the editors of **Książki** write about literature, present book announcements, reviews, and interviews with the authors.

DID YOU KNOW:

- ▶ We bring the best children's content in an independent magazine: **Książki dla Dzieci i Młodszych Dorosłych**

CONTACT:

WIOLETTA NAPURKA

wioletta.napurka@agora.pl +48 507 095 019



fb.com/grupawyborcza

MAGAZINE

Książki. Magazyn do Czytania is the only guide through new publications on the market. It contains reviews, premiere fragments of books, interviews with writers, philosophers, and essayists. Magazyn is aimed at those who love to read - both, popular and ambitious literature.

PRICE LIST SCHEDULE 2020

KSIĄZKI. MAGAZYN DO CZYTANIA

IV cover page	17 500
II cover page	15 500
right page next to crosswords*	15 500
facing pages before IV cover*	24 000
<hr/>	
wrap on the cover	10 800
bar on cover's wrap and bar on the first cover*	10 800
bar in the list of contents	4 200
<hr/>	
1/1 page	13 200
1/2 of a page	7 200
1/3 of a page	5 000
1/4 of a page	4 000

KSIĄZKI. DLA DZIECI I MŁODSZYCH DOROSŁYCH

banner on a first page	4 500
<hr/>	
1/1 page	13 200
1/2 of a page	7 200
1/3 of a page	5 000
1/4 of a page	4 000



Prices in PLN without VAT.
Surcharges: 10% for indicated spot

15% for consecutive advertisements
(on consecutive pages).

KSIĄZKI. MAGAZYN DO CZYTANIA

ISSUE	PUBLICATION DATE	DEADLINE FOR SUBMITTING		
		orders for covers and publications	materials	inserts
3/June	30.06	8.06	9.06	12.06
4/August	25.08	28.07	04.08	04.08
5/October	20.10	22.09	29.09	29.09
6/December	01.12	3.11	09.11	09.11

KSIĄZKI. DLA DZIECI I MŁODSZYCH DOROSŁYCH

ISSUE	PUBLICATION DATE	DEADLINE FOR SUBMITTING		
		orders for covers and publications	materials	inserts
3/June	30.06	8.06	9.06	12.06
4/August	25.08	28.07	31.07	03.08
5/October	20.10	22.09	25.09	28.09
6/December	01.12	3.11	06.11	09.11

last update 11.05.2020
offer for bussiness

*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: 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.

FORMATS ADVERTISEMENTS



Press



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



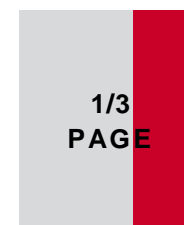
117,4 x 310 + bleed
97,6 x 267,7 in a frame



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



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



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



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

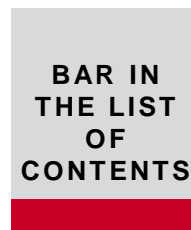
FORMATY DODATKOWE



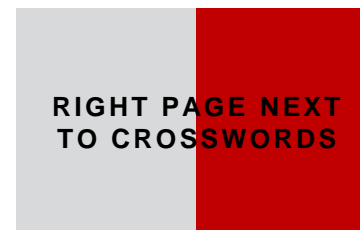
120 x 310 + bleed



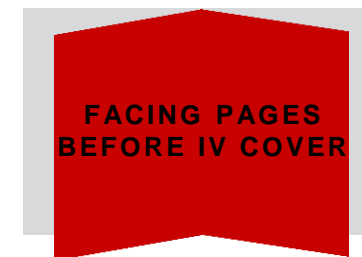
120 x 47,8 + bleed
240 x 47,8 + bleed



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



240 x 310 + bleed



480 x 310 + bleed

KSIĄZKI
MAGAZYN DO CZYTANIA
**KSIĄZKI. DLA DZIECI
I MŁODSZYCH DOROSŁYCH**



FORMATS ADVERTISEMENTS

Press



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



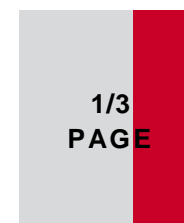
117,4 x 310 + bleed
97,6 x 267,7 in a frame



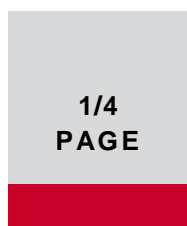
240 x 136,4 + bleed
199,2 x 118,6 in a frame



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



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



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



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