

# MÓJBIZNES

## WEEKLY

DAY OF ISSUE: TUESDAY



Sales Gazeta Wyborcza on Tuesday<sup>1)</sup>  
52,100 copies

Readership Gazeta Wyborcza on Tuesday<sup>2)</sup>  
559,000 people



Website wyborcza.pl/mojbiznes<sup>3)</sup>  
UU 6,735; PV 9,450

Website Wyborcza.pl – Gospodarka  
UU 2,910,147; PV 6,369,290



FB Gospodarka Wyborcza.pl  
32,070 likes<sup>4)</sup>



Reach: 9 ranges

Warszawa – capital range  
Kraków – Kraków range  
Katowice – Katowice range  
Wrocław – Wrocław range  
Łódź – Łódź range  
Poznań – Poznań range,  
Gdańsk – Gdańsk range,  
RP1 – Szczecin, Bydgoszcz-Toruń, Zielona, Opole, Częstochowa, Rzeszów – range of: Szczecin, Bydgoszcz and Toruń, Zielona Góra, Opole, Częstochowa and Rzeszów  
RP 2 – Olsztyn, Białystok, Lublin, Płock, Radom, Kielce – range of: Olsztyn, Białystok, Lublin, Płock, Radom, Kielce



## People – Work - Innovation

Supplement dedicated to companies, entrepreneurship, and innovation in the economy. It also presents people who inspire others to achieve success. There is also an advertising column for the business sector.

### READER<sup>2)</sup>

Readers of the Tuesday supplement, **Mój Biznes**, are people aged 30+ (79%, AI 119) with at least secondary education (79%, AI 128). They hold higher professional positions (44%, AI = 135). In the press, they look for topics related to training and professional development. Over 1/3 search for topics related to running a business.

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## PRICE LIST

### SCHEDULE 2020

first page (1 module) 4 600  
last page (full page) 130 500

spread 178 200

other editorial pages

All categories

full page 118 500  
module 3 950

„Recruitment“ category

full page 81 000  
module 2 700



Prices in PLN without VAT

Surcharges:

10% for indicated spot

15% for consecutive advertisements (on consecutive pages).

PUBLICATION DATE	TERMIN SKŁADANIA	
	orders and materials for processing	ready materials
05.05	28.04	30.04
12.05	05.05	07.05
19.05	12.05	14.05
26.05	19.05	21.05
02.06	26.05	28.05
09.06	02.06	04.06
16.06	09.06	10.06
23.06	16.06	18.06

# MÓJBIZNES

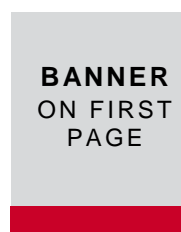
## FORMAT ADVERTISEMENT



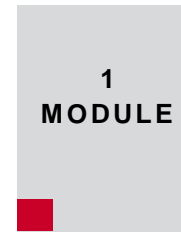
250 x 362,3 mm  
250 x 383 mm (full print area)



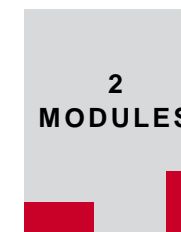
250 x 362,3 mm  
528 x 381 mm (full print area)



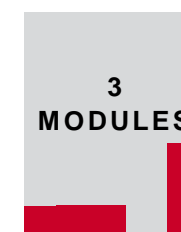
250 x 57,5 mm\*



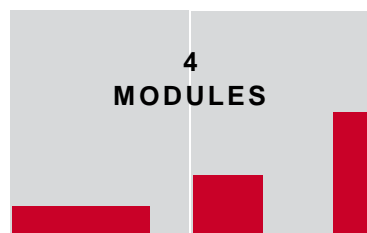
1x1 46,8 x 57,5 mm



2x1 97,6 x 57,5 mm  
1x2 46,8 x 118,5 mm



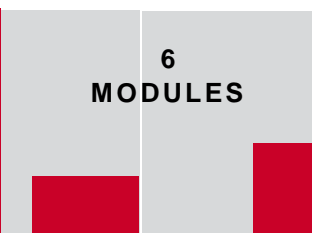
3x1 148,4 x 57,5 mm  
1x3 46,8 x 179,4 mm



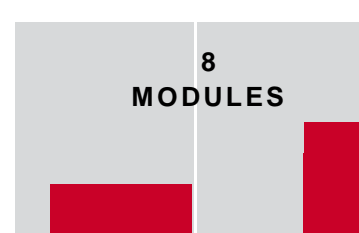
4x1 199,2 x 57,5 mm  
1x4 46,8 x 240,4 mm  
2x2 97,6 x 118,5 mm



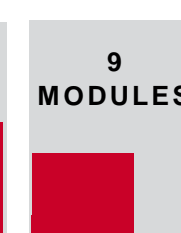
5x1 250 x 57,5 mm



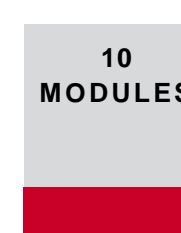
1x6 46,8 x 362,3 mm  
2x3 97,6 x 179,4 mm  
3x2 148,4 x 118,5 mm



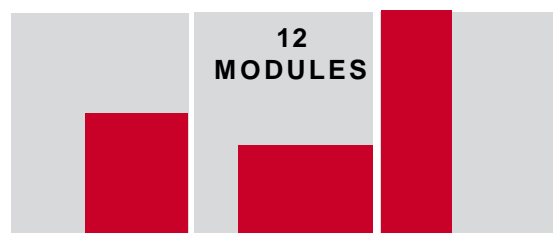
4x2 199,2 x 118,5 mm  
2x4 97,6 x 240,4 mm



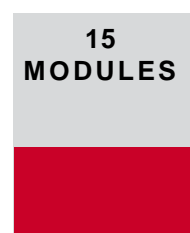
3x3 148,4 x 179,4 mm



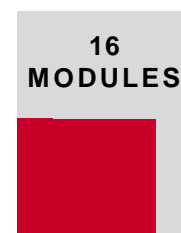
5x2 250 x 118,5 mm



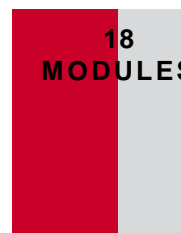
3x4 148,4 x 240,4 mm  
4x3 199,2 x 179,4 mm  
2x6 97,6 x 362,3 mm



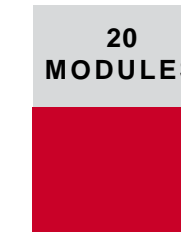
5x3 250 x 179,4 mm



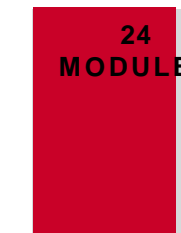
4x4 199,2 x 240,4 mm



3x6 148,4 x 362,3 mm



5x4 250 x 240,4 mm



4x6 199,2 x 362,3 mm