

WARSAW DISPLAY ADVERTISEMENTS

Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective 01.01.2022 r.

Module rate card. Maximum 30 modules on a page.

symbol key: offer unavailable in particular day or supplement offer available in national edition only

GAZETA WYBORCZA

AD LOCATION	AD FORMAT TYPE	Monday	Tuesday, Wednesday Thursday, Saturday	TYGODNIK WARSZAWA Friday	
PREMIUM OFFER					
		colour – b/w	colour – b/w	colour – b/w	
page 1	earpiece	1 875	1 500	1 875	
	baner small	4 900	3 900	4 900	
	baner large	10 500	8 400	10 500	
	module	1 500	1 200	1 500	
page 2	module	1 106	885	1 106	
page 3	full page	35 700	28 500	35 700	
	module	1 190	950	1 190	
last page	full page	32 250	25 800	32 250	
STANDARD OFFER					
		colour	b/w	colour	b/w
other editorial pages ¹	cała strona	31 140	23 850	24 840	19 050
	moduł	1 038	795	828	635
lineage pages	moduł	625	575	500	460
ECONOMY OFFER					
		colour	b/w	colour	b/w
advertising pages ¹	cała strona	14 640	11 250	11 700	9 000
	moduł	488	375	390	300

CYCLICAL EDITIONS

AD LOCATION	AD FORMAT TYPE	Mój Biznes. Ludzie – praca – innowacje, Tuesday	Co Jest Grane 24 ⁶ Friday
PREMIUM OFFER			
		colour – b/w	colour – b/w
page 1	banner	-	-
	module	x	-
page 2	module	1 038	-
page 3	full page	31 140	-
	module	1 038	-
last page	full page	x	19 980
STANDARD OFFER			
		colour	b/w
other editorial pages all categories ⁴	full page	31 140	23 850
	module	1 038	795
other editorial pages "recruitment" category ³	full page	x	x
	module	x	x
advertising pages all categories ⁵	full page	14 640	11 250
	module	488	375
advertising pages "recruitment" category ³	full page	22 200	16 350
	module	740	545
advertising pages Announcements Offer ²	full page	7 740	6 720
	module	258	224

Note: Appendix „Mój biznes. Ludzie – praca – pieniądze” occurs in 9 mutations – some of them appears in more than one range of „Gazeta Wyborcza”. Thus, the advertisement ordered for one of these ranges, will also appear in the remaining ranges of the given mutation. More information: [LINK](#)

ADDITIONAL INFO

Additional charges

- for publication on a chosen page or in a chosen place on a page **10%**

¹ Advertisements are also available in the "Announcements Offer", within the framework of which advertisement will appear in Gazeta Wyborcza and Komunikaty.pl (website). Details in the rate "Announcement Offer – display advertisements"

² Advertisement will appear in Gazeta Wyborcza and Komunikaty.pl. Details in the rate "Announcement Offer – display advertisements".

³ Details can be found in the Rules of placing category advertisements in Gazeta Wyborcza.

⁴ With the exception of recruitment ads in Mój Biznes. Ludzie – praca – innowacje.

⁵ With the exception of recruitment and announcement ads in Mój Biznes. Ludzie – praca – innowacje.

⁶ Other available formats are presented in the country-wide price list.