

NATIONAL DISPLAY ADVERTISEMENTS

Offer for businesses. Payable before publication. Prices in PLN, excluding VAT. Effective 11.05.2022 r.

symbol key: ☐ offer unavailable in particular day

GAZETA WYBORCZA

AD LOCATION	AD LOCATION AD FORMAT TYPE	Monday	Tuesday, Wednesday, Thursday	Friday	Saturday
PREMIUM OFFER					
		colour - b/w	colour - b/w	colour - b/w	colour - b/w
page 1	banner large	221 000	168 500	231 200	-
	banner medium	214 000	162 500	224 200	-
	banner small	159 000	119 500	167 200	101 800
	module	41 000	30 500	43 200	-
page 3	full page	309 000	233 000	322 000	-
	10 modules	154 000	114 000	160 000	-
	5 modules	77 000	57 000	80 000	-
page 5	full page	282 000	210 000	291 000	-
	module	9 400	7 000	9 700	-
page 7	full page	255 000	189 000	264 000	-
	module	8 500	6 300	8 800	-
page 9	full page	228 900	170 100	237 900	-
	module	7 630	5 670	7 930	-
last page	full page	255 000	189 000	264 000	134 000
	module	-	6 300	-	-
spread	2 pages	292 000	228 000	306 000	-
inner pages	full page	-	-	-	111 000
	1/2 page	-	-	-	59 200
	1/3 page	-	-	-	41 600
	1/4 page	-	-	-	32 600

STANDARD OFFER									
		colour	b/w	colour	b/w	colour	b/w	colour	b/w
other business pages ^{1,5}	full page	208 200	174 000	159 600	132 000	213 000	178 200	-	-
	module	6 940	5 800	5 320	4 400	7 100	5 940	-	-
other editorial pages ¹	full page	171 000	141 900	131 400	109 500	176 400	147 000	-	-
	module	5 700	4 730	4 380	3 650	5 880	4 900	-	-
sport pages ²	full page	102 000	102 000	-	-	-	-	-	-
	module	3 400	3 400	-	-	-	-	-	-

AD LOCATION	TYPE	AD FORMAT TYPES	Monday	Tuesday, Wednesday, Thursday	Friday			
ECONOMY OFFER								
			colour	b/w	colour	b/w	colour	b/w
other editorial pages	„education” category ³	module	1 820	1 520	1 460	1 220	1 820	1 520
	„publishing” category ³	module	1 220	980	990	795	1 220	980
advertising pages	all categories ⁴	module	1 350	1 035	1 350	1 035	1 350	1 035
	Announcements Offer ¹	module	830	750	660	598	830	750

DISCOUNTS

- for publication of issue prospectuses **rates on application**

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 Available only on Monday.

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

⁴ With the exception of trade announcements offer.

⁵ On Monday the offer applies to the Ekonomist+ pages.

This rate card does not constitute information directed to persons who wish to purchase the offered services for nonbusiness purposes. Such persons are requested to contact Gazeta Wyborcza advertising offices for appropriate information.

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CYCLICAL EDITIONS

AD LOCATION	AD FORMAT TYPE	Mój Biznes. Ludzie – praca – innowacje Tuesday	Co Jest Grane 24 ³ Friday	
PREMIUM OFFER				
		colour – b/w	colour – b/w	
page 1	banner	48 200	20 500 ⁶	
page 2	module	x	-	
page 3	full page	x	-	
	module	x	-	
last page	full page	144 600	-	
spread	2 pages	184 200	-	
STANDARD OFFER				
		colour	b/w	colour – b/w
other editorial pages all categories ⁴	full page	131 400	109 500	123 000
	module	4 380	3 650	4 100
other editorial pages “recruitment” category ¹	full page	84 000	75 000	-
	module	2 800	2 500	-
advertising pages all categories ⁵	full page	40 500	31 050	-
	module	1 350	1 035	-
advertising pages “recruitment” category ¹	full page	75 000	67 500	-
	module	2 500	2 250	-
advertising pagese Announcements Offer ²	full page	19 800	17 940	-
	module	660	598	-

DUŻY FORMAT

AD LOCATION	AD FORMAT TYPE	colour – b/w
PREMIUM OFFER		
cover I	banner	10 200
first spread (cover II and page 3)	2 pages	81 800
spread	2 pages	74 200
STANDARD OFFER		
inner pages	full page	42 200
	1/2 page	22 200
	1/3 page	15 200
	1/4 page	11 800
	1/6 page	8 000
	1/12 page	4 600
CATEGORY OFFER		
inner pages “publishing” category ¹	full page	21 200
	1/2 page	11 200
	1/3 page	7 600
	1/4 page	6 000
	1/6 page	4 000
	1/12 page	2 200

ADDITIONAL INFO

Additional charges

- for publication on a chosen page or in a chosen place on a page **10%**
- for publication of consecutive adverts (published in a specified page sequenc) **15%**

¹ Details can be found in the Rules of placing category advertisements in Gazeta Wyborcza.

² Advertisement will appear in „Mój Biznes. Ludzie – praca – innowacje” (announcement supplement of Gazeta Wyborcza) and Komunikaty.pl (website). Details in the rate „Announcements Offer – display advertisements”.

³ Offer with network coverage. It covers the capital city and publication on websites signed with the „Co Jest Grane 24” logo in the following ranges of Gazeta Wyborcza: Poland, Katowice, Łódź, Tricity, Poznań, Wrocław.

⁴ With the exteception of recruitment ads in „Mój Biznes. Ludzie – praca – innowacje”.

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

⁶ The announcement will be published on the first page of „Co Jest Grane 24” within the capital city and on pages signed with the „Co Jest Grane 24” logo in the following ranges of Gazeta Wyborcza national, Katowice, Łódź, Tricity, Poznań, Wrocław.

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ALE HISTORIA

AD LOCATION	AD FORMAT TYPE	colour - b/w
PREMIUM OFFER		
cover I	banner	5 200
cover IV	full page	38 200
spread	2 pages	54 200
STANDARD OFFER		
inner pages	full page	30 800
	1/2 page	16 200
	1/3 page	10 800
	1/4 page	8 600
	1/6 page	6 500
	1/12 page	3 600
CATEGORY OFFER		
inner pages "publishing" category ¹	full page	21 200
	1/2 page	11 200
	1/3 page	7 600
	1/4 page	6 000
	1/6 page	4 000
	1/12 page	2 200

WYBORCZA TV

AD LOCATION	AD FORMAT TYPE	colour - b/w
PREMIUM OFFER		
cover I	banner	28 800
cover II ²	full page	83 800
page 3 ²	full page	83 800
cover IV	full page	107 200
natural spread (first part of the supplement)	2 pages	117 800
natural spread	2 pages	102 800
STANDARD OFFER		
inner pages	full page	69 000
	1/2 page	40 200
	1/3 page	25 800
	1/4 page	19 800
	1/6 page	13 200
	1/8 page	10 200
	1/12 page	6 800

WYSOKIE OBCASY

AD LOCATION	AD FORMAT TYPE	colour - b/w
PREMIUM OFFER		
cover II ²	full page	87 900
page 3 ²	full page	100 200
page 5	full page	85 200
cover III	full page	82 900
cover IV	full page	106 200
first spread (pages 2 and 3)	2 pages	141 200
spread	2 pages	120 900
STANDARD OFFER		
inner pages	full page	74 900
	1/2 page	37 900
	1/3 page	26 200
	1/4 page	20 200

ADDITIONAL INFO

Additional charges

- for publication on a chosen page or in a chosen place on a page **10%**
- for publication of consecutive adverts (published in a specified page sequenc) **15%**

¹ Details can be found in the Rules of placing category advertisements in Gazeta Wyborcza.
² Advertisement can be placed either on the cover II or on the page3 in one edition.