

# POLAND

Print | Radio | Television | Internet | Outdoors



Warsaw  
Seat of President

## Print

### Party Celebrity lives



Periodicity	Fortnightly
Distribution	National
Language	Polish
Type	Celebrity news
Circulation	46.954
Readers	1.375.989

### Viva!



Periodicity	Fortnightly
Distribution	National
Language	Polish
Type	Celebrity news
Circulation	227.505
Readers	3.601.770

### Hot Moda & Shopping



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Women's
Circulation	90.440
Readers	166.384

### Przyjaciółka



Periodicity	Weekly
Distribution	National
Language	Polish
Type	Women's
Circulation	287.055
Readers	4.992.657

### Uroda



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Women's
Circulation	75.295
Readers	1.215.599

### Mamo, to ja



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Parents/Children
Circulation	118.892
Readers	1.853.584

### Przedszkolak



Periodicity	Bimonthly
Distribution	National
Language	Polish
Type	Parents/Children

### Twoje dziecko



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Parents/Children
Circulation	73.120
Readers	548.630

## Print

### Twój Maluszek



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Parents/Children
Circulation	152.025
Readers	936.435

### Vita



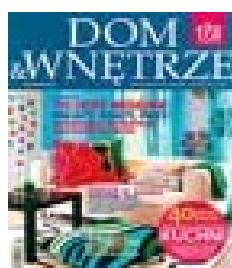
Periodicity	Monthly
Distribution	National
Language	Polish
Type	Health & Fitness
Circulation	83.332
Readers	606.004

### Przekrój



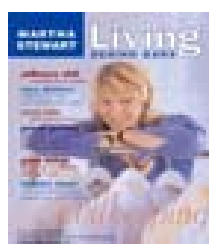
Periodicity	Weekly
Distribution	National
Language	Polish
Type	News
Circulation	68.815
Readers	1.351.693

### Dom & Wnętrze



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Home & Design
Circulation	21.897
Readers	1.076.625

### Martha Stewart Living



Periodicity	Quarterly
Distribution	National
Language	Polish
Type	Home & Design

### Chwila rozrywki



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Entertainment

### Prawdziwe Zycie



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Entertainment

### Uzcucia i tesknoty



Periodicity	Monthly
Distribution	National
Language	Polish
Type	Entertainment
Circulation	80.000

## Radio

### RMF FM



**Distribution** National  
**Language** Polish  
**Type** Generalist

### Program 1 Polskiego Radia



**Distribution** National  
**Language** Polish  
**Type** Generalist  
**Subcategory** News, easy listening music.

### Program 2 Polskiego Radia



**Distribution** National  
**Language** Polish  
**Type** Generalist  
**Subcategory** Classic music, culture, art.

### Program 3 Polskiego Radia



**Distribution** National  
**Language** Polish  
**Type** Music  
**Subcategory** Alternative, jazz, rock and all other music.

### Polskie Radio Euro



**Distribution** National  
**Language** Polish  
**Type** Generalist  
**Subcategory** Youth oriented, educational.

## Television

### TVP 1



<b>Distribution</b>	National
<b>Language</b>	Polish
<b>Sector</b>	Generalist
<b>Aud. Share</b>	24%

### TVP 2



<b>Distribution</b>	National
<b>Language</b>	Polish
<b>Sector</b>	Generalist
<b>Subcategory</b>	Documentaries, history, talk-shows, game-shows, comic shows, cabaret, themed talk shows.
<b>Aud. Share</b>	17%

### TVP INFO



<b>Distribution</b>	National
<b>Language</b>	English
<b>Sector</b>	News
<b>Subcategory</b>	News bulletins, political events.
<b>Aud. Share</b>	4,13%

### TVP KULTURA



<b>Distribution</b>	National
<b>Language</b>	Polish
<b>Sector</b>	Theme channel
<b>Subcategory</b>	Arts, culture

### TVP POLONIA



<b>Distribution</b>	International
<b>Language</b>	Polish
<b>Sector</b>	Generalist

### POLSAT



<b>Distribution</b>	National
<b>Language</b>	Polish
<b>Sector</b>	Generalist
<b>Aud. Share</b>	16,2%
<b>Tech. Penetration</b>	96,3%

AND

## Outdoors

### Superboards

A Superboard is a standalone structure with a 12 x 4 m advertising field.

The impressive and spectacular Superboard format lends prestige and credibility to a brand.

Superboards are all strategically placed next to the highest-traffic routes in major cities.



### SuperSites

A Supersite is a large format standalone structure with external lighting.

each Supersite delivers 42 to 75 square meters of branding power and are located on national highways and major urban arterial routes.

All Supersites are illuminated from dusk to specified times. Some are backlit.



### 6 x 3 m Billboards

6 x 3 m Billboards can be considered as the most wide-spread and popular format which works well for any type of advertising campaign.

6 x 3 m Billboards display an effective exposure to motorist and pedestrian traffic flows.



### 4 x 3 m Billboards

A 4x3m Billboard is a freestanding single or double-sided vertically positioned advertising panel.

4x3m Billboards have prime locations on central highways and in city centers.



### Airport and Transit Advertising

Located internally in the high traffic areas at both domestic and international terminals in all major airports.

With sites located in main concourses, check-in, baggage claim and near departure lounges, Airport Advertising reaches business travelers and the international and domestic visitors markets.



### P. O. S. Advertising

POS advertising is mainly located in supermarkets, at entrances to supermarkets and shopping malls, and shopping mall car parks.

POS advertising prime location ensures 100% audience coverage, allowing the direct contact with the targeted shopping audience.

