



Wina CZAS
www.czaswina.pl

About the magazine

'Czas Wina' magazine

'Czas Wina' magazine has been published since 2001. The readers of the magazine are people looking both for the best wines and knowledge concerning the wines' origin, production and tasting.

In each issue besides the wines' and vine growing regions' described by our journalists we present also different cuisines, sommelier's advices and oenological knowledge. Quite a big space of the magazine is devoted to the reports from the oenotravels and interviews with people related to wine. Other sections of the magazine are:

- cuisine, where we match food and wine,
- cultural section containing stories related to wine, books' and films' reviews,
- bedeker describing recommended by us hotels and restaurants in Poland and abroad.



Senior editor is **Wojciech Gogoliński**, founder of The Polish Sommeliers' Association, known in the international field of wine connoisseurs, author of numerous publications about wine and spirits.



Editor-in-chief is **Michał Bardel** – a journalist and academic teacher, columnist of 'Tygodnik Powszechny', teacher at Collegium Civitas in Warszawa, juror at Mundus Vini competition.



Among our foreign associates there is **Jancis Robinson** – one of the biggest wine authority of the world. Author of numerous books devoted to wine, including the monumental *The Oxford Companion to Wine* – a bible of all wine enthusiasts.

There are some other well known wine writers in the group of our foreign associates such as Hugh Johnson, Fiona Morrison, Eric Boschman and Michèle Shah.

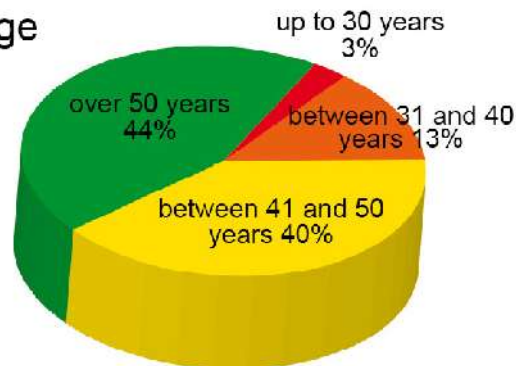


Readers

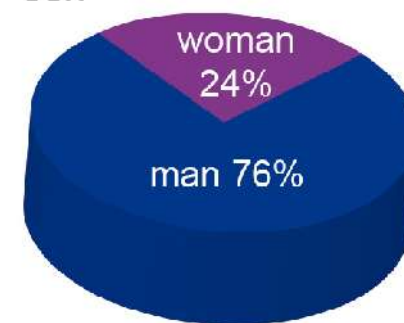
Our reading public is composed of companies' owners, high qualified specialists, business leaders and representatives of freelance occupations.

- 20% importers, distributors of wines and spirits, restaurants' and hotels' owners,
- 20% lawyers and economists,
- 19% managers and senior management,
- 17% pharmacists and chemists' owners,
- 15% physicians and dentists, owners of private medical and dental clinics,
- 5% other professions,
- 4% representatives of freelance occupations.

age



sex



Our readers:

- achieve high income,
- are satisfied with their financial situation,
- appreciate good brand and quality,
- possess their own house or apartment, second car in the family,
- make use of private banking services,
- are active in their free time; do sports, travel.

Distribution

A bi-monthly 'Czas Wina' magazine is printed in 14 000 copies

10 000 copies – distribution among Dom Wina Club members:
subscribers 60%
reward for loyalty program 35%
club promotion 5%

2 500 copies – distribution in Empik, Inmedio, Relay, Ruch and Garmond chains

1 500 copies – shipment dedicated to VIP, sale during fairs and trade events, sale at Dom Wina stores

SALE – CITIES

- 31% cities over 500 thous.
- 30% cities 500 thous. – 100 thous.
- 21% cities 100 thous. – 50 thous.
- 16% cities 50 thous. – 10 thous.
- 2% cities less than 10 thous.



portal www.czaswina.pl

Portal www.czaswina.pl is a perfect complement of the advertisement placed in 'Czas Wina' magazine.

Each month we reach 10 thousand readers. Advertisement in the portal may consist of:

- banners
- promotional articles
- newsletter regularly sent to over 2 thousand receivers

E-CzasWina: edition for tablets

'Czas Wina' is also available in an electronic version prepared for iPad, Windows and Android platform available in e-kiosk and e-gazeta services.

e-Czas Wina offers services unavailable in printed press:

- active links to internet services
- multimedia widening the content of the articles and advertisements
- it also gives a possibility of searching the content of the magazine, underlining the interesting fragments and taking notes

e-Czas Wina reduces to the minimum the time of reaching the readers:

subscribers may download a digital version of the magazine through Internet immediately after the appearance of the issue in the system.

**PROMOTIONAL
PACKAGES =
Promotional prices!**

**CZAS WINA +
E-EDITION +
WWW.CZASWINA.PL**



