



## **ABOUT THE MAGAZINE**

**Wina** *CZAS*

**Advertising price list**

**www.czaswina.pl**

# Wina CZAS

www.czaswina.pl

'Czas Wina' magazine has been published since 2001. It is a bimonthly magazine distributed among people interested in wine, spirits, cuisine and oenotourism. Currently it is printed in 14 000 copies which makes it the wine and spirit magazine with the largest circulation in Poland. It is targeted at connoisseurs but also towards people just starting to discover the world of wine. Each issue of the magazine contains a presentation of wine-producing regions visited by our journalists, sommeliers' advice and basic oenological information. A lot of space is dedicated to oenotourism which is our speciality.

Other regular sections of the magazine include:

'Cuisine and Wine' dealing with the difficult art of food and wine matching,  
'Club Boutique' presenting various additional products we offer such as olive oil, tea or coffee,  
'Club Guidebook' describing restaurants and hotels all over the world recommended by us, 'Spirits' Corner' presenting different spirits and their perfect companions – high quality cigars.



Currently 'Czas Wina' magazine is edited by Wojciech Gogoliński – founder of The Polish Sommeliers' Association, known in the international field of wine connoisseurs and author of numerous publications about wine and spirits.



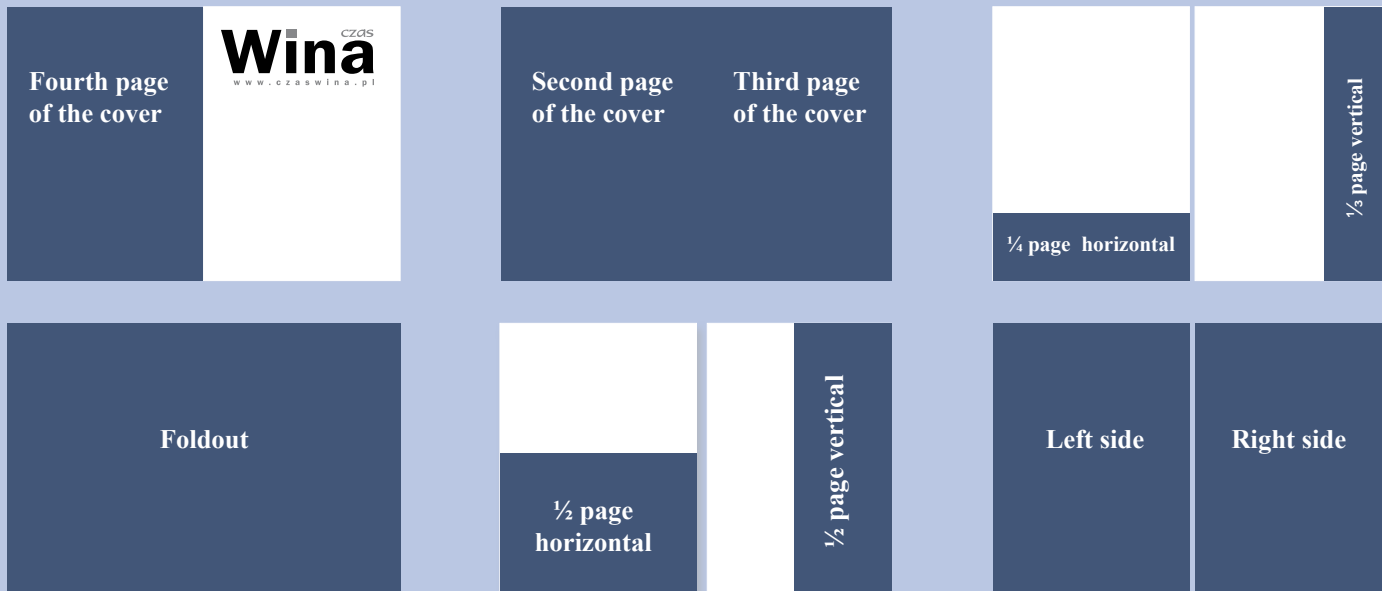
One of our foreign associates is Jancis Robinson, world renowned wine authority and Master of Wine, journalist and editor of wine literature. Author of The Oxford Companion to Wine which is considered to be the most complete wine encyclopedia.

Among our international associates are some other well known wine writers such as Hugh Johnson, Fiona Morrison and Michèle Shah.



## Technical conditions

Advertisements are admitted by the editorial staff of 'Czas Wina' magazine exclusively in the form of a digital recording or on editorial FTP. Files should be recorded in EPS, TIF or PDF and have a resolution of 300 dpi at a real size of advertisement. It is necessary to add 4 mm along each edge for a bleed. Each advertisement should be accompanied by its coloured printout.



## Possible formats of advertisements

Second page of the cover	225 x 280 mm
Third page of the cover	225 x 280 mm
Fourth page of the cover	225 x 280 mm
Foldout	448 x 280 mm
Left side	225 x 280 mm

Right side	225 x 280 mm
1/2 page horizontal	225 x 138 mm
1/2 page vertical	107 x 280 mm
1/4 page horizontal	107 x 138 mm
1/3 page vertical	75 x 280 mm

## Advertisement price list

Second page of the cover	2500,00 €
Third page of the cover	2500,00 €
Fourth page of the cover	3300,00 €
Foldout	2500,00 €
Left side	1750,00 €
Right side	1800,00 €
½ page horizontal	1100,00 €
½ page vertical	1100,00 €
¼ page horizontal	650,00 €
⅓ page vertical	650,00 €

### 2012 Timetable

	DATE OF ISSUE	DEADLINE (materials)	DEADLINE (orders)
Czas Wina no 56 April/May 2012	March 20	March 1	February 15
Czas Wina no 57 June/July 2012	May 20	May 1	April 15
Czas Wina no 58 August/September 2012	July 20	July 1	June 15
Czas Wina no 59 October/November 2012	September 5	August 29	August 15
Czas Wina no 60 December 2012/January 2013	October 15	September 27	October 10
Czas Wina no 55 February/March 2012	January 9	January 5	December 20

## **Distribution and basic information regarding the readers**

'Czas Wina' is a bimonthly magazine issued in 14 000 copies. It is distributed among Dom Wina Club members, many people interested in wine and wine trade representatives.

Members buy wine regularly, at least once a month, in the form of a monthly collection at a price of approximately 85 €. The magazine was created in order to provide readers with news and interesting facts about the world of wine, such as interviews with chief winemakers, descriptions of the most interesting wine-producing areas, possibilities of wine and food matching. Our reading public is composed of company owners, representatives of freelance occupations, very often business leaders. Our editorial staff conducted a survey among our readers which showed the following structure of our subscribers:

- 20% - importers, distributors and producers of spirits
- 20% - lawyers and economists  
(legal advisers, notaries, attorneys, debt collectors, tax consultants)
- 19% - managers and senior management
- 17% - pharmacists, pharmacy owners
- 15% - owners of private medical and dental clinics
- 4% - representatives of freelance occupations
- 5% - other professions

### **Our readers**

- are affluent, interested in luxury goods and willing to purchase them
- declare a net income of over 2250 € per month
- possess their own house or apartment
- make use of home banking or private banking services
- possess private health insurance
- own more than one car (per family)
- are satisfied with their financial situation
- appreciate a good brand, consider paying for premium quality wine to be worth doing
- are interested in sports



Czas Wina 54



Czas Wina 53



Czas Wina 52



Czas Wina 51



Czas Wina 50



Czas Wina 49



Czas Wina 48



Czas Wina 47



Czas Wina 46



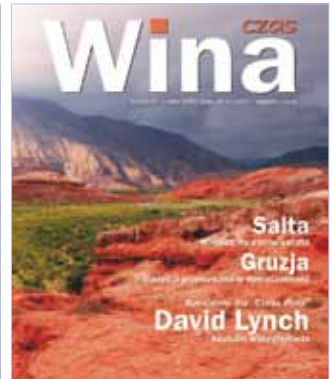
Czas Wina 45



Czas Wina 44



Czas Wina 43



**ARCHIVE**

# Wina <sup>czas</sup>

www.czaswina.pl

## **Advertising Agency**

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**[www.czaswina.pl](http://www.czaswina.pl)**

We belong  
to The International  
Wine Clubs Association

