



— Grupa Bonnier

PRESS

—
Rate card 2021

**Puls
Biznesu**

Main edition

Daily „Puls Biznesu”*



„Puls Biznesu”



WINIETA

format in mm:

40,3 x 47

PODWAŁ

format in mm:

40,3 x 47

84 x 47

127,8 x 47

171,5 x 47

259 x 47



BELKA

format in mm:

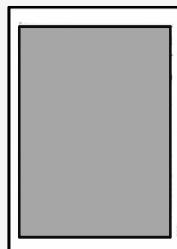
259 x 40



BELKA DUŻA

format in mm:

259 x 80



FP

(FULL PAGE)

format in mm:

259 x 364



M20

format in mm:

84 x 308



PODWAŁ IV okładka

format in
mm:

259 x 47



M6

format in mm:

84 x 91



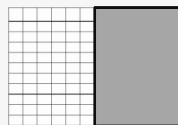
I COVER

WINIETA	12 000
PODWAŁ 1	12 000
PODWAŁ 2	19 000
PODWAŁ 3	28 000
PODWAŁ 4	35 000
PODWAŁ 6	41 000
BELKA DUŻA	66 000
BELKA	50 000
IV COVER	
FP	78 000
M20	21 000
PODWAŁ	23 000
M6	6 000
PREMIUM PAGES	
FP page 3	78 000
FP page 5	76 000
FP page 7	70 000
FP page 9	65 000

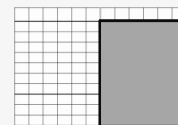
„Puls Biznesu”



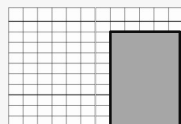
DP
(DOUBLE PAGE)
format in mm:
548 x 364



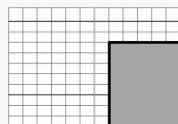
FP
(FULL PAGE)
format in mm:
259 x 364



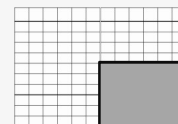
MFP
(MINI FULL PAGE)
format in mm:
259 x 308



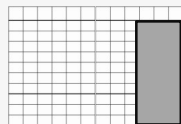
BJP
(BIG JUNIOR PAGE)
format in mm:
308



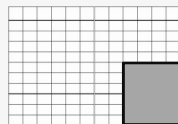
JP
(JUNIOR PAGE)
format in mm:
215,3 x 234,5



M36
format in mm:
259 x 185,5



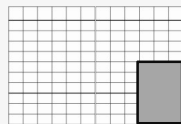
M30
format in mm:
127,8 x 308



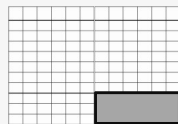
M24
format in mm:
171,5 x 185,5



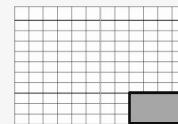
M21
format in mm:
127,8 x 210



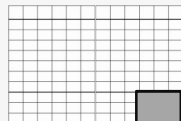
M18 vertical
format in mm:
127,8 x 185,5



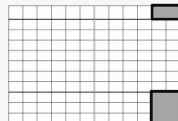
M18
format in mm:
259 x 91



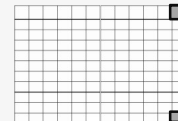
M12
format in mm:
171,5 x 91



M9
format in mm:
127,8 x 91



WINIETA 2
format in mm:
84 x 36,6



WINIETA 1
format in mm:
40,3 x 36,6

M6
format in mm:
84 x 91

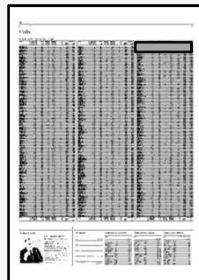
M1



BASIC FORMATS

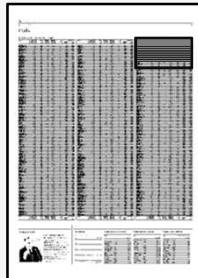
DP	81 000
FP	45 000
MFP	38 000
BJP	32 000
JP	26 000
M36	24 000
M30	21 000
M24	15 000
M21	26 000
M18 vertical	12 000
M18	12 000
M12	8 000
M9	6 000
M6	4 000
Winieta 1	4 000
winieta 2	8 000
M1	1 000

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BANNER WITH LOGO IN PERFORMANCE CHARTS

format in mm:
84 x 10,5



BANNER WITH LOGO IN PERFORMANCE CHARTS +

Ad bar

format in mm:
84 x 10,5
+ approx 2 mm
na pasek



NEW CONNECT

format in mm:
127,5 x 15,5



INVESTMENT
FUNDS
PULS
INWESTORA

INVESTMENT FUNDS PERFORMANCE CHARTS – banner with LOGO

One-month emission period of logotype*

One-day emission
period of logotype

110

INVESTMENT FUNDS
PERFORMANCE CHARTS – banner
with LOGO + ad bar
Presentation of a selected TFI unit
with a logotype

1-15 ad bars per one-month period*

Logotype + 1-15 ad
bars per one-day period

220

Logo + more than
15 ad bars
one-day period

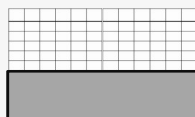
negotiable

LOGO NEW CONNECT

ONE-DAY PERIOD

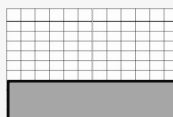
660

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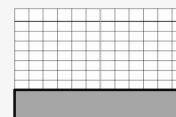
MS60

format in mm:
548 x 364



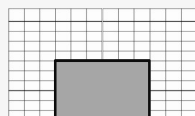
MS48

format in mm:
548 x 122,5



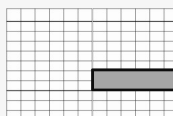
MS36H

format in mm:
548 x 91



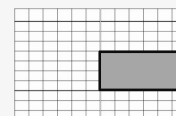
MS36V

format in mm:
285,5 x 217



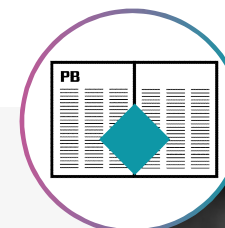
MS12

format in mm:
259 x 59,5



MS24

format in mm:
259 x 122,5

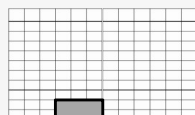


NON-STANDARD AD FORMATS

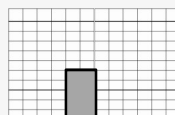
MS60	55 000
MS48	41 000
MS36V	32 000
MS24	26 000
MS18	18 000
MS12	14 000
MS60	50 000



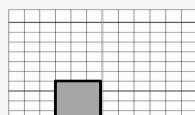
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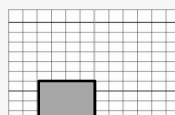
N6
horizontal
format in mm:
127,8x59,5
3 x 2 module



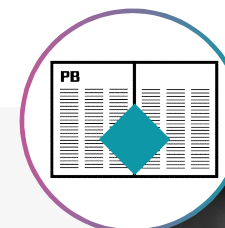
N10
vertical
format in mm:
84 x 154
2 x 5 module



N12
horizontal
format in mm:
127,8 x 122,5
3 x 4 module

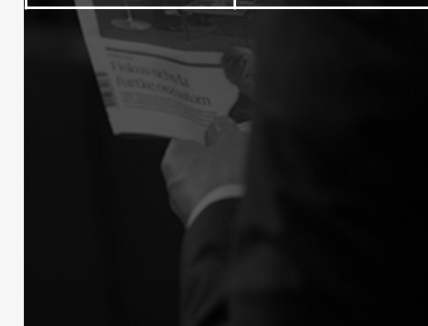


N16
horizontal
format in mm:
171,5 x 122,5
4 x 4 module



CONDOLENCES I OBITUARES

N6 PAGE 2	4 500
N6 OTHER PAGES	1 125
N10 PAGE 2	7 950
N10 OTHER PAGES	1 950
N12 PAGE 2	9 800
N12 OTHER PAGES	2 450
N16 PAGE 2	13 850
N16 OTHER PAGES	3 500



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Business Polska

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Color	30%
Comprehensive content and visual drafting	40%

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Bonnier Business (Polska) sp. z o.o.
1 Kijowska street, 03-738 Warsaw

XIII Economic Department of the National Court Register, KRS 24847
TIN 113-01-55-210, share capital 2 000 000 PLN

**Advertising
department:**
reklama@pb.pl

**Marketing
department:**
promocja@pb.pl

**Conferences
department:**
konferencje@pb.pl

**Sponsoring
department:**
sponsoring@pb.pl

Subscription helpline:
801 801 771, 812 812 971

**Subscription
department:**
prenumerata@pb.pl