



— Grupa Bonnier

PRESS

—
Rate card 2023

**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:

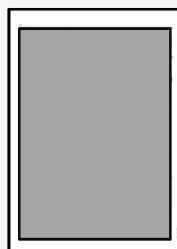
259 x 40



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	17 000
PODWAŁ 1	17 000
PODWAŁ 2	26 000
PODWAŁ 3	39 000
PODWAŁ 4	48 000
PODWAŁ 6	57 000
BELKA DUŻA	91 000
BELKA	69 000

IV COVER

FP	108 000
M20	29 000
PODWAŁ	32 000
M6	8 000

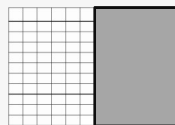
PREMIUM PAGES

FP page 3	112 000
FP page 5	105 000
FP page 7	97 000
FP page 9	90 000

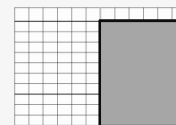
— „Puls Biznesu”



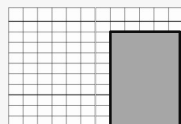
DP
(DOUBLE PAGE)
format in mm:
548 x 364



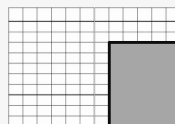
FP
(FULL PAGE)
format in mm:
259 x 364



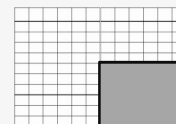
MFP
(MINI FULL PAGE)
format in mm:
259 x 308



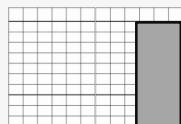
BJP
(BIG JUNIOR PAGE)
format in mm:
308 x 215,3



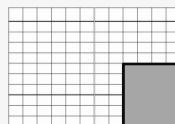
JP
(JUNIOR PAGE)
format in mm:
215,3 x 234,5



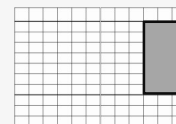
M36
format in mm:
259 x 185,5



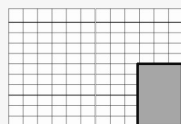
M30
format in mm:
127,8 x 308



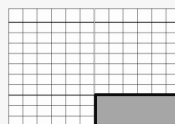
M24
format in mm:
171,5 x 185,5



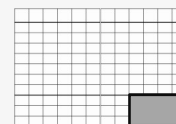
M21
format in mm:
127,8 x 210



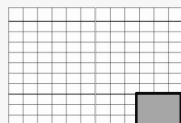
M18 vertical
format in mm:
127,8 x 185,5



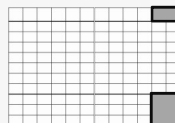
M18
format in mm:
259 x 91



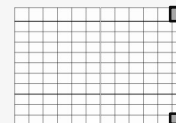
M12
format in mm:
171,5 x 91



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

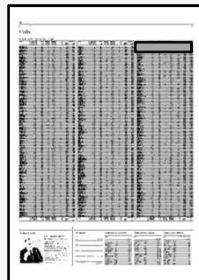
M1



BASIC FORMATS

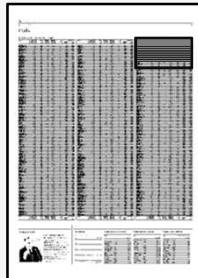
DP	112 000
FP	62 000
MFP	52 000
BJP	44 000
JP	36 000
M36	33 000
M30	21 000
M24	21 000
M21	36 000
M18 horizontal	17 000
M18 vertical	17 000
M12	11 000
M9	8 000
M6	6 000
Winieta 1	6 000
winieta 2	11 000
M1	1 400

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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

120

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

240

Logo + more than
15 ad bars
one-day period

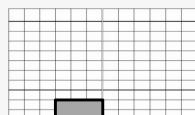
negotiable

LOGO NEW CONNECT

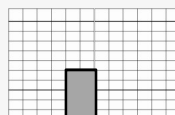
ONE-DAY PERIOD

720

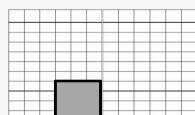
— „Puls Biznesu”



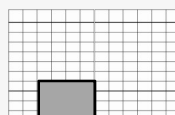
N6
horizontal
format in mm:
127,8x59,5
3 x 2 module



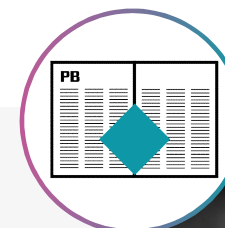
N10
vertical
format in mm:
84 x 154
2 x 5 module



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

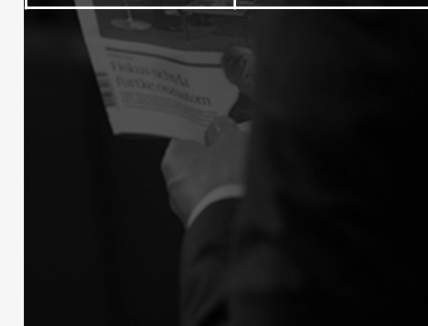


N16
horizontal
format in mm:
171,5 x 122,5
4 x 4 module



CONDOLENCES I OBITUARES

N6 PAGE 2	5 900
N6 OTHER PAGES	1 500
N10 PAGE 2	10 000
N10 OTHER PAGES	2 600
N12 PAGE 2	13 000
N12 OTHER PAGES	3 000
N16 PAGE 2	18 000
N16 OTHER PAGES	5 000



BONNIER
Business Polska

— We invite you to cooperate with us!

Surcharges	
choice page:	
page 3 +50%	
Page 5 +45%	
Page 7 +40%	
Page 9 +35%	
Page 11 +30%	
choice place +15%	
preparation of sponsored material +15%	
preparation of sponsored material + DTP + 40%	
Color +30%	

BONNIER
Business Polska

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