



m i e s i ę c z n i k

KARIERA

KWIBIERA

CAREER MONTHLY MAGAZINE

JOBS, PROFESSIONAL CAREER, PERSONAL PROGRESS

On sale from May 2008

CAREER MONTHLY MAGAZINE IS



- > a Practical guide letting you stay up – to – date with job market trends
- > the Magazine for the people interested in career progress which helps succeed in professional life
- > a Compilation of the best advices given from HR specialists, trainers and professionals representing science, business and politics

MAGAZINE'S CONTENT

- Job market news including Poland and foreign countries
- The best employer's profiles
- Characteristics of job specification and career perspectives
- Presentation of schools and universities
- Information about professional trainings and courses
- Advices of how to plan and develop professional career
- Psychological analysis o jobs' aspects
- Advices of how to resolve problems at work and how to find a balance between professional and private life
- Tips regarding starting your own company
- Labour law advices

TARGET

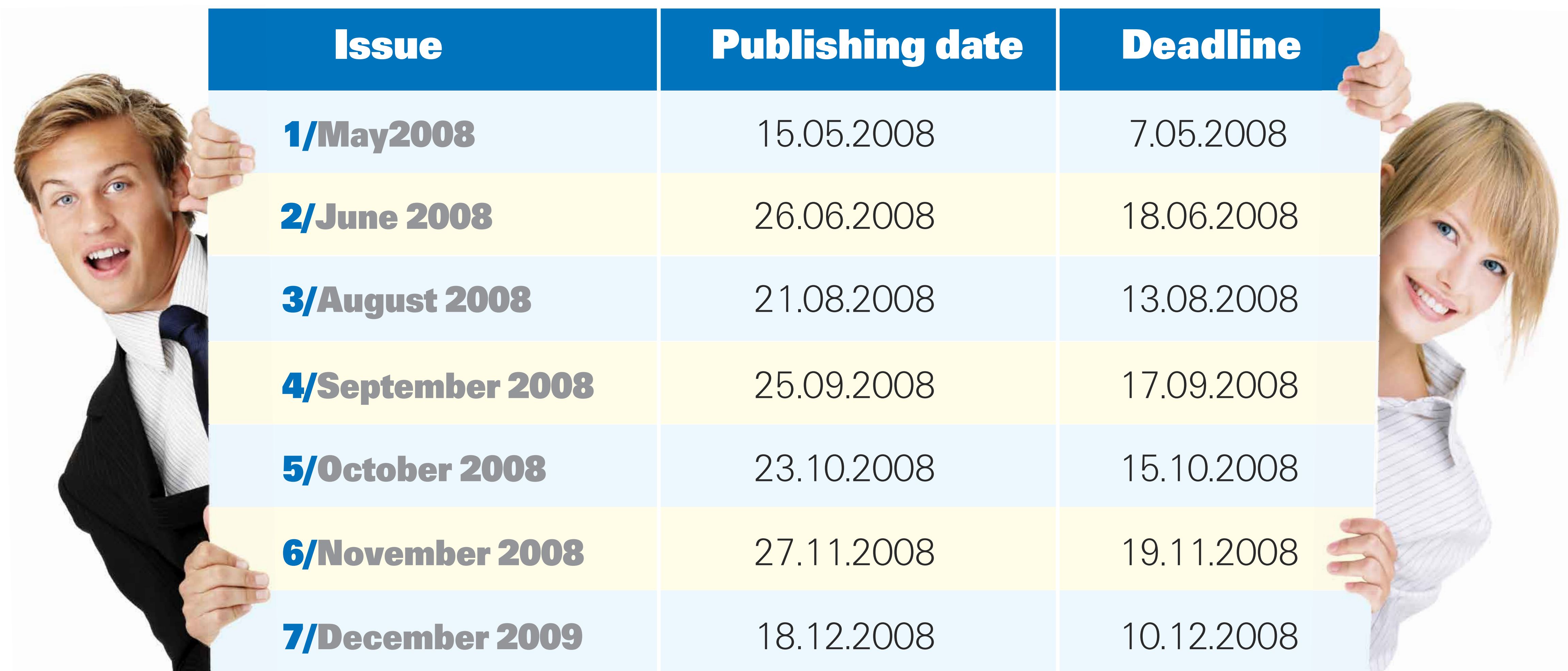
- People between 17 and 35 years of age interested in career progress
- Active, working people and people looking for a job, students, businessmen, company owners



BASIC INFORMATION

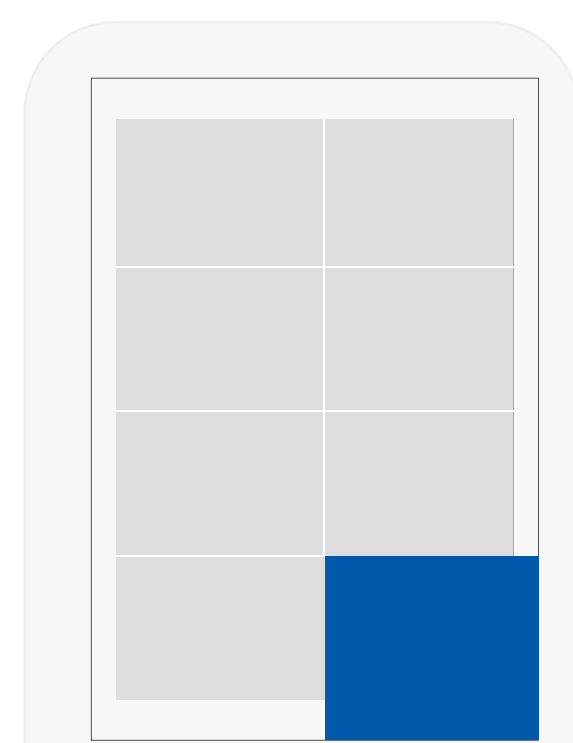
- > **Frequency:** monthly magazine
- > **Circulation:** 60,000 copies
- > **Distribution:** nationwide – Poland
- > **Format:** 230 mm x 298 mm
- > **Colour:** full colour
- > **Paper:** cover – chalk overlay paper 115g
inside the magazine – LWC 60 g
- > **Number of pages:** 48 + 4 covers
- > **Price:** 4,99 PLN (circa: 1, 10 GBP)
- > **Publisher:** Andersen Press Sp. z o.o.
(member of Polish Association of Press Distribution Control)

SCHEDULE



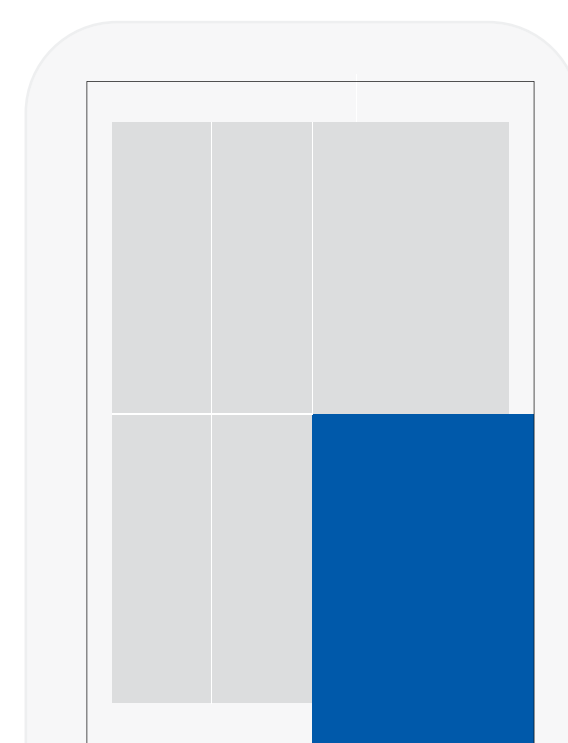
Issue	Publishing date	Deadline
1/May2008	15.05.2008	7.05.2008
2/June 2008	26.06.2008	18.06.2008
3/August 2008	21.08.2008	13.08.2008
4/September 2008	25.09.2008	17.09.2008
5/October 2008	23.10.2008	15.10.2008
6/November 2008	27.11.2008	19.11.2008
7/December 2009	18.12.2008	10.12.2008

PRICELIST



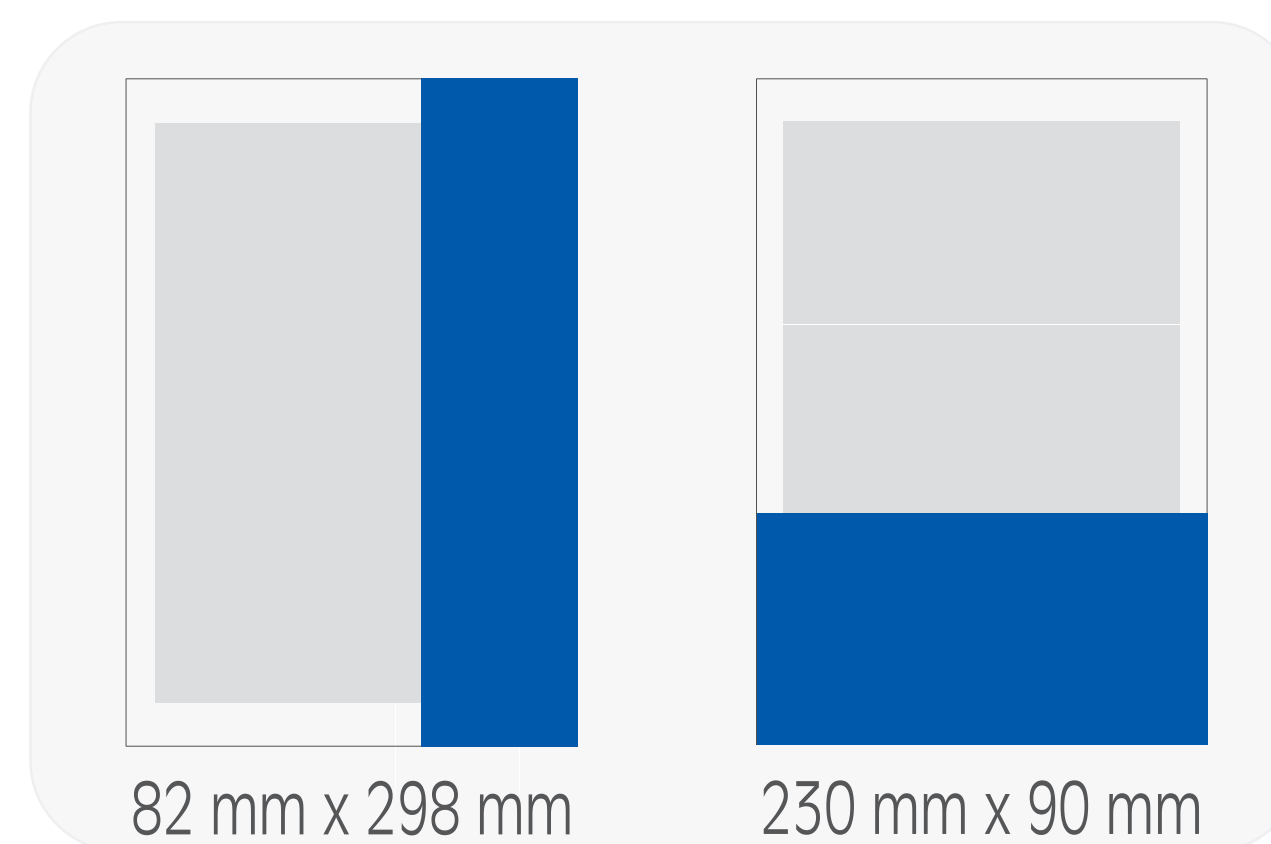
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€ 550



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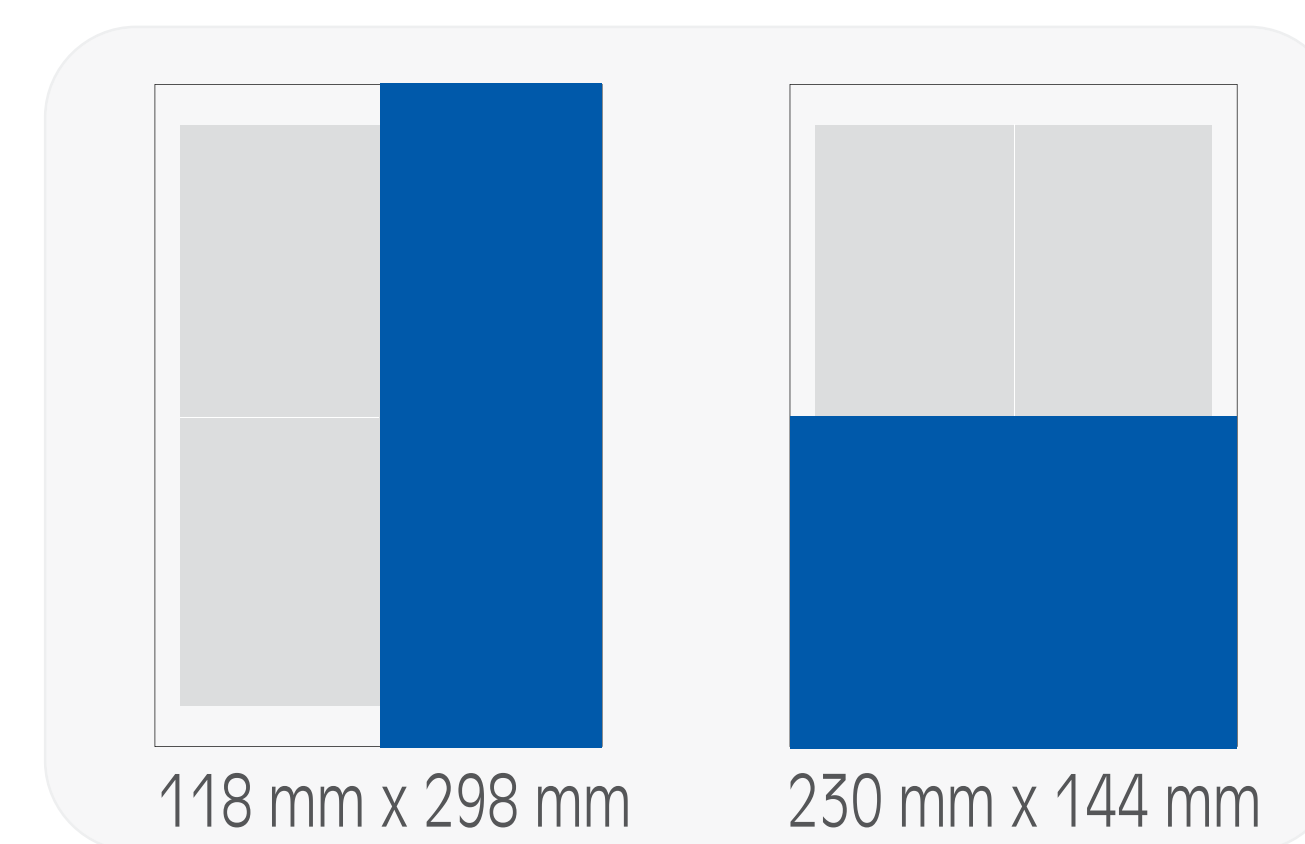
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82 mm x 298 mm 230 mm x 90 mm

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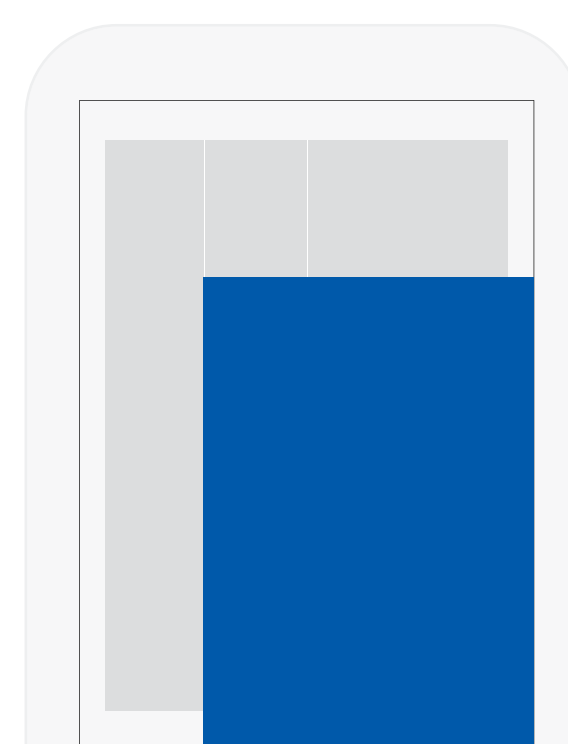


118 mm x 298 mm 230 mm x 144 mm

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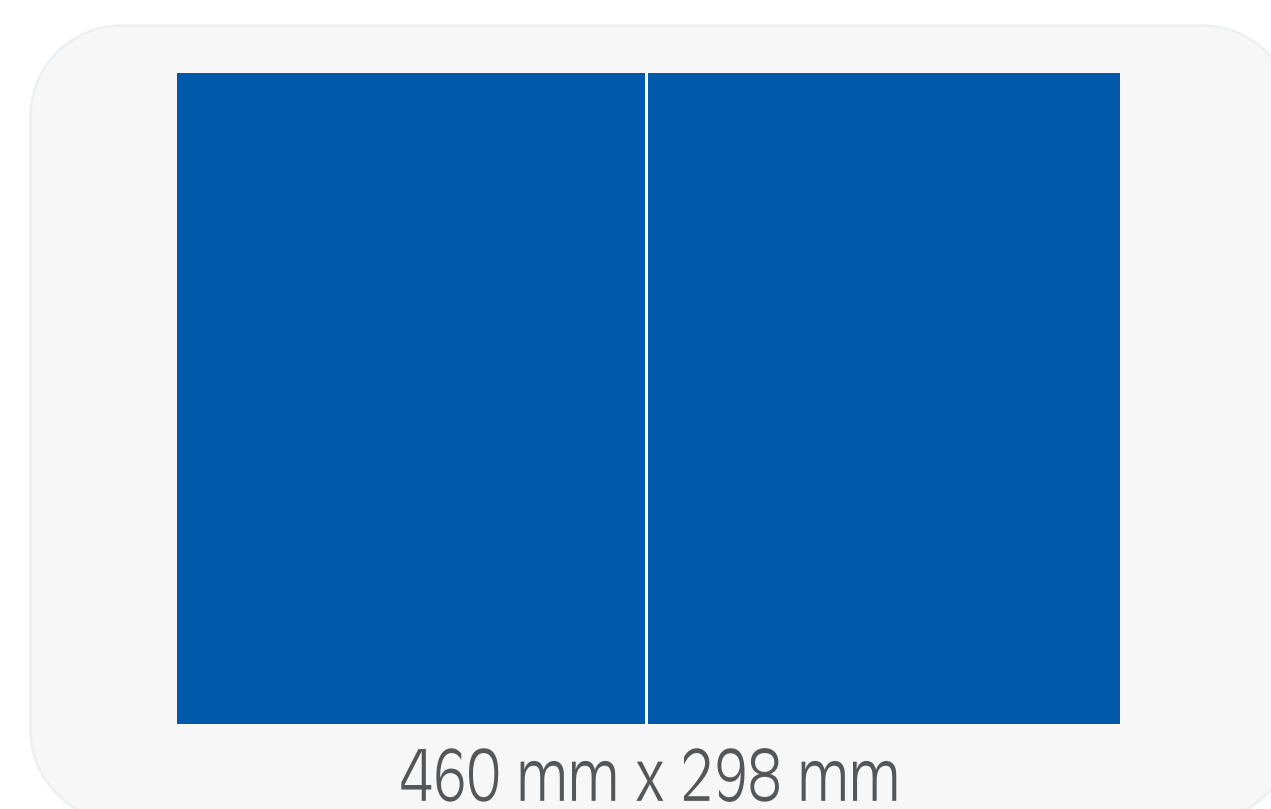
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1 page inside the magazine	€ 3750	
2nd cover	€ 4620	
3rd cover	€ 4035	
4th cover	€ 5500	

230 mm x 298 mm

TECHNICAL REQUIREMENTS:

Please send all the materials necessary to prepare an advert no later than 7 days before the publishing date.

Please send all the materials to reklama@magazynkariera.pl or to [ftp.magazynkariera.pl](ftp://magazynkariera.pl) – login: reklama@magazynkariera.pl, password: reklama

Advert already prepared must be in .eps, .ai or tiff format, CMYK colours, all fonts made into cursive, resolution 300 DPI

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Marcin Bańdo

Tel. +48 12 378 48 20

Advertising Office

Career Monthly Magazine

1A Sawickiego Street

30 – 212 Kraków

fax: +48 12 398 19 94

reklama@andersen-press.pl

www.magazynkariera.pl