



**SAT KURIER – DIGITAL TELEVISION MAGAZINE**

- Bimonthly magazine (6 issues in 2020) + special editions
- Circulation: 10,000 copies
- Number of pages: 64 + 4
- Price: 10 PLN (including VAT of 8%)
- Format: 205 x 290 mm + 3 mm bleed

**SAT KURIER** is a magazine for those interested in the digital television – especially satellite (DTH), cable and terrestrial (DTT). Men aged 17-65 years, including installers and digital television enthusiasts, as well as the TV-SAT companies, broadcasters, satellite and cable television operators are the target group of readers.

**23 YEARS ON THE MARKET IN 2020**



**PROMOTIONAL ADVERTISING PACKAGES IN 2020**

1/1 page – min. 3 issues	1,200 EUR/month
1/1 page + banner on www.satkurier.pl website for 2 weeks	2,000 EUR/month
THE SPECIAL PACKAGE <ul style="list-style-type: none"> <li>• 1/1 page in printed magazine</li> <li>• banner on www.satkurier.pl website and on forum.satkurier.pl for 4 weeks</li> <li>• advertorial – 2/1 page</li> </ul>	4,000 EUR/month

**Specification:**

- Advertising resolution: min. 300 dpi CMYK
- Advertising formats: PDF, TIFF, JPEG
- Ways of advertisements delivery:  
e-mail: [redakcja@satkurier.pl](mailto:redakcja@satkurier.pl) or in the case of large files - FTP

**Notes:**

- In case of poor quality materials, graphic preparation costs 200 EUR/page extra
- We are not responsible for wrong format, no bleed or other errors in preparation of advertising made by Client
- The advertising graphics and text should be kept away from the cutting line by at least 3 mm
- Covers and centerfolds must be ordered in advance, if they are available

ISSUE	DEADLINE
SAT Kurier 1-2/2020	24.01.2020
SAT Kurier 3-4/2020	26.03.2020
SAT Kurier 5-6/2020	27.05.2020
SAT Kurier 7-8/2020	28.07.2020
SAT Kurier 9-10/2020	24.09.2020
SAT Kurier 11-12/2020	26.11.2020

**CONTACT**  
Janusz SULISZ  
+48 12 411 15 72 [jsulisz@satkurier.pl](mailto:jsulisz@satkurier.pl)

**OUR CLIENTS**

## Hollex Sat Systems

Janusz Sulisz, Leszek Wrona  
Anieli Krzywoń 14  
31-464 Kraków, POLAND  
NIP 872-00-05-484

tel: +48 12 4121222  
tel/fax: +48 12 4111572

hollex@hollex.pl

www.hollex.pl  
www.satkurier.pl  
www.digi-tv.pl

## ADS PRICE LIST 2020

### DIGITAL TELEVISION MAGAZINE

# SAT KURIER

WWW.SATKURIER.PL

#### Possibility of advertising in following digital media

Satkurier.pl – most popular portal of digital TV  
Forum.satkurier.pl – largest forum of digital TV  
Digi-TV.pl – portal of digital technologies  
SolarKurier.pl – green technologies  
Hollex.pl – tv-sat shop online  
facebook.com/satkuriertv

#### Prices of standard advertising in SAT KURIER - 2020

Format	Cena netto
I cover (with SAT KURIER logo and the bar code)	5,000 EUR
II or III cover	2,000 EUR
IV cover	2,500 EUR
1/1 page	1,500 EUR
1/2 page (horizontal or vertical)	900 EUR

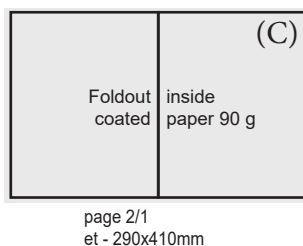
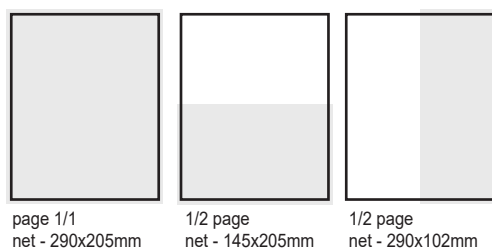
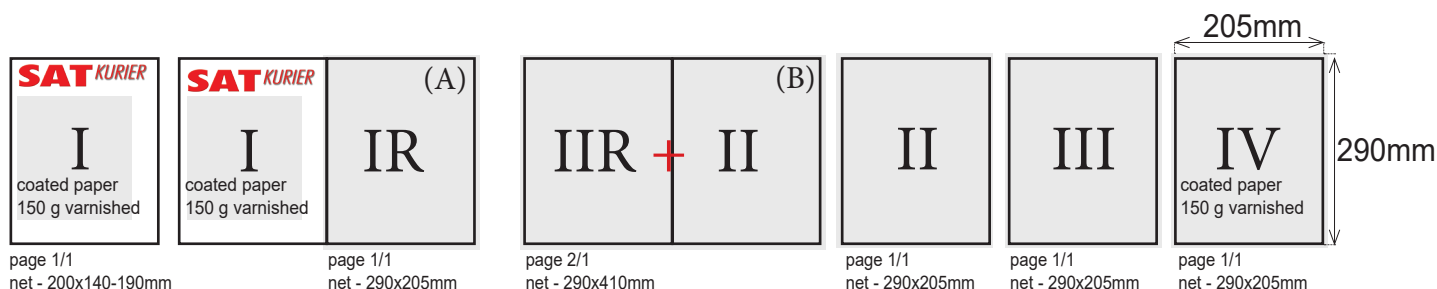
#### Discounts/surcharges

surcharge for place selection +15%
surcharge for consecutive advertising +10%
surcharge for unusual formats +10%
discount for agencies and media houses -10%

Discounts of up to 20% are possible, but it depend on the existing cooperation and are awarded individually, not automatically. Fixed contracts and price negotiation are possible provided presence in at least three issues. Minimum prices are possible only for long-term partners after 1-2 years of cooperation without a break.

#### Banners dimensions in flat fee model

Format	Net price 2 weeks	Net price 4 weeks
satkurier.pl website:		
Billboard 750 x 100 px	2,000 EUR	3,500 EUR
Wideboard 900 x 100 px	2,200 EUR	3,900 EUR
Rectangle 160 x 180 px	1,000 EUR	1,800 EUR
satkurier.pl subpages:		
Leaderboard 728 x 90 px	1,000 EUR	1,800 EUR
Rectangle 300 x 150 px	800 EUR	1,400 EUR
Exclusive banner - price increases two times		



Payment must be made within 14 days from invoice date on Hollex Sat Systems s.c. account, in case of prepayment - on day before publication.  
Account no.: in Alior Bank (EUR):  
PL 34 1050 1445 1000 0090 7165 4967  
SWIFT (BIC) INGBPLPW

Janusz SULISZ  
+48 12 411 15 72  
jsulisz@satkurier.pl