



# Miesięcznik Programista

[www.programistamag.pl](http://www.programistamag.pl)

## About us

We are a team of people with years of experience in the publishing related to IT.

“Programista” is a monthly magazine aimed at professional developers and IT team members. The magazine is published in print and in electronic version on 20th day of each month.

Our goal is to support people associated with the IT industry, with professional and interesting material, so that they can improve their knowledge. We focus on news, but do not forget about the older solutions.

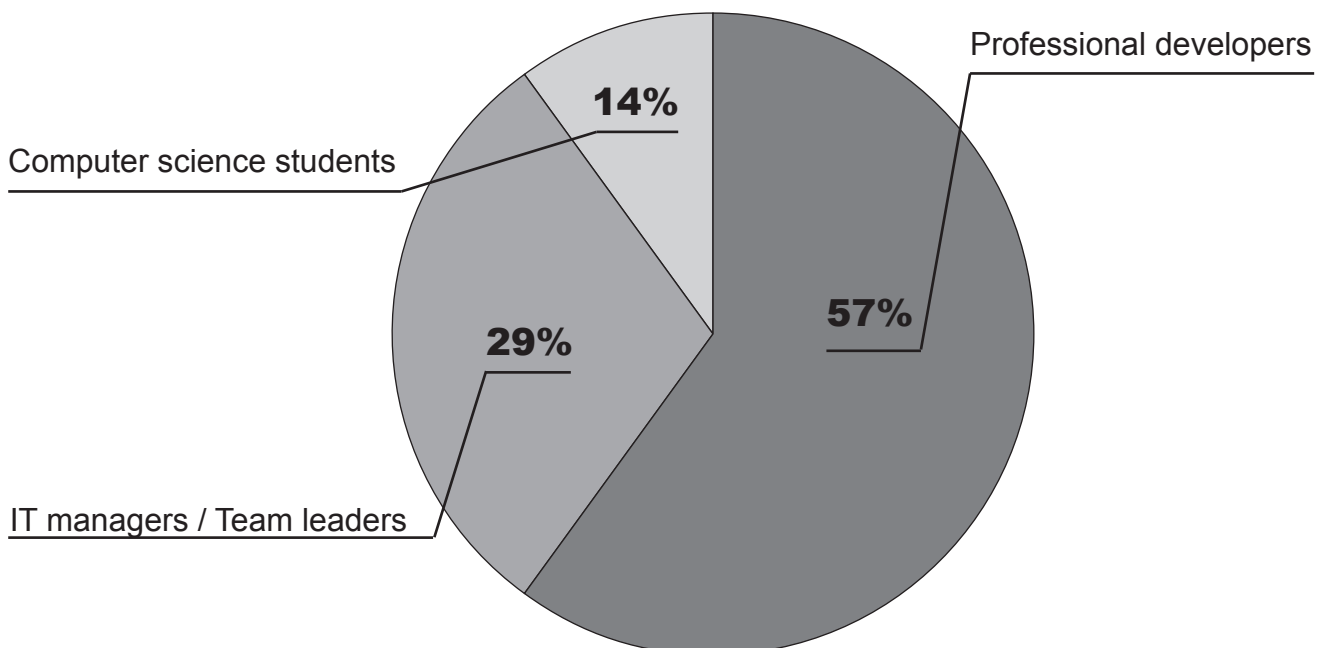
Quality is a word that we keep in mind all the time. That is why we pay special attention to how knowledge comes to the reader. Our magazine is simple and elegant in form.

## Distribution

- Edition - 9000 issues;
- Print version via Empik Stores ( 4500 issues);
- Electronic version via website ( PDF, mobi and ePub );
- Subscriptions ( both printed and electronic versions - 9000 );
- IT conferences/Trainings


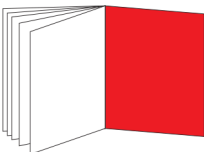
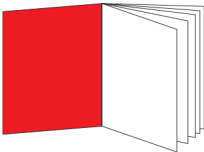
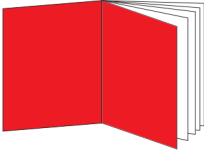
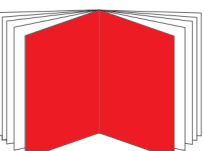
## Target

- Professional developers – 57 %;
- IT managers / Team leaders – 29 % ;
- Computer science students – 14 %.



# SIZE AND PRICE OF ADVERTISING

## Covers and Spreads

Size	Price/PLN	Price/EURO
 <p><b>Cover IV</b> 210x297 mm + 5 mm bleeds, CMYK, 300 dpi</p>	4500	1071
 <p><b>Cover III</b> 210x297 mm + 5 mm bleeds, CMYK, 300 dpi</p>	3800	904
 <p><b>Cover II</b> 210x297 mm + 5 mm bleeds, CMYK, 300 dpi</p>	3800	904
 <p><b>Spread. Cover II + 1st page</b> 210x297mm x2 + 5 mm bleeds on each side CMYK, 300 dpi</p>	5800	1380
 <p><b>Spread. Inside the magazine.</b> 210x297mm x2 + 5 mm bleeds on each side CMYK, 300 dpi</p>	5500	1309

# SIZE AND PRICE OF ADVERTISING

## Advertising inside the magazine

Size	Price/PLN	Price/EURO
 <p><b>Page 1/1 ( A4 )</b> 210x297 mm + 5 mm bleeds, <b>CMYK,</b> <b>300 dpi</b></p>	3500	833
 <p><b>Page 1/2 Vertical</b> 105x297 mm + 5 mm bleeds, <b>CMYK, 300 dpi</b></p>	2500	595
 <p><b>Page 1/2 Horizontal</b> 210x148 + 5 mm bleeds, <b>CMYK, 300 dpi</b></p>	2500	595

About us

Covers and Spreads

Advertising

On-Line

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# ON-LINE

## Articles

We encourage you to reach our readers through a technical article, where you can show your company as a professional in your field. It's a good way to promote through education, which is very important to IT sepcialists.

Price of one page of article is 2000PLN/500EURO

## Newsletter and Web Advertising

### Newsletter

We recommend you to promote through our newsletters. We have e-mail bases of more than 21000 people of a particular professional profile. Professional developers, IT managers, IT companies, PR Companies etc.

Price for a newsletter: 1200PLN/285EURO

### Web Advertising

Banner on top [www.programistamag.pl](http://www.programistamag.pl)

Uniq Users: 30.000

Page view: 90.000

Specifications: 940x216 px, .jpg, .gif, .swf.

Price 1500PLN/355EURO per month

## IMPORTANT NOTE

"Programista" magazine is published 10th of each month. All ads and articles should be sent no later than 3 weeks prior to the date of magazine publication.

## Discount

- 3 months - 10 %
- 6 months - 15%
- 12 months - 20 %

**All prices are negotiable.**

## Contact Us:

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