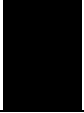

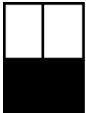

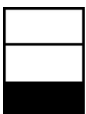
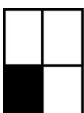



Promotion & Advertising in PAR

| Formats | | Advertising rates (colour) | |
|--|---|--|---------------------------------|
| Size (width x height) mm | | EUR | |
| I cover (205 x 215) for bleed add 5 mm right and bottom | | 1200 | |
| II cover (205 x 295) for bleed add 5 mm left, top and bottom | | 1100 | |
| III cover (205 x 295) for bleed add 5 mm right, top and bottom | | 1000 | |
| IV cover (205 x 295) for bleed add 5 mm left, top and bottom | | 1100 | |
| Full page |  Trim size 185 x 265 Bleed size 205 x 295* | | 880 |
| 1/2 of page |  Trim size 82 x 253 Bleed size 105 x 295* |  Trim size 170 x 125 Bleed size 205 x 145* | 530 |
| 1/3 of page |  Trim size 52 x 253 Bleed size 74 x 295* |  Trim size 170 x 82 Bleed size 205 x 102* | Trim size 345 Bleed size 410 |
| 1/4 of page |  Trim size 82 x 125 |  Trim size 170 x 60 | 290 |
| *+ 5 mm cutting margin | | | |
| Sponsored article for 1 page | | 320 | |
| Sponsored article for 1 page with translation to Polish | | 370 | |
| Column "New Product" – module: 53 x 100 mm | | 40 | |
| Loose insert up 30 g, max size 195 x 285 mm, for 1000 pcs. | | 200 | |
| Sewn-in inset up 30 g, max size 205 x 295 mm, for 1000 pcs. | | 380 | |
| Discounts for repetitive advertising within 12 months: | | | |
| 3 ads = 5 % | | | |
| 6 ads = 10 % | | | |
| 9 ads = 15 % | | | |
| 12 ads = 20 % | | | |