

Every day updated website with over 45 000 visits monthly.

## Wiadomości Rolnicze Polska

### The reader comes first!

- we are publishing the articles meeting expectations of our readers, dealing with the practical agricultural problems
- we present the legal, organizational and technical issues in the real and objective way
- in our articles, we point out the new possibilities of the development for the farms.

**Free of charge information about Polish agricultural market in volume of 70.000 copies every month**

**The widest distribution channel in country. Through the agricultural institutions and organizations, agricultural goods dealers and subscription**

**Nationwide distribution**

**Interesting and rich topics**

**Web portal with European used machinery**

**OUR STRATEGY:** To inform all the farmers with the new information about agricultural and technical knowledge - as well in the newspaper as on the website. Our strategy is to be leading in.

## PROFESSIONAL NEWSPAPER FOR EACH FARMER

### PUBLISHER'S DECLARATION ABOUT NUMBER OF COPIES AND DISTRIBUTION

Title: "Wiadomości Rolnicze Polska" Frequency: **monthly**  
Editor: **Wiadomości Rolnicze Polska sp. z o.o.** Newspaper is free of charge  
Period: **June 2007**



province	number of copies	percent	province	number of copies	percent
1. dolnośląskie (02)	1 938	3,04%	10. podlaskie (20)	4 762	7,47%
2. kujawsko-pomorskie (04)	4 558	7,15%	11. pomorskie (22)	4 232	6,64%
3. lubelskie (06)	3 122	4,9%	12. śląskie (24)	2 855	4,48%
4. lubuskie (08)	2 467	3,87%	13. świętokrzyskie (26)	3 425	5,38%
5. łódzkie (10)	4 048	6,35%	14. warmińsko-mazurskie (28)	2 727	4,28%
6. małopolskie (12)	3 666	5,75%	15. wielkopolskie (30)	6 936	10,89%
7. mazowieckie (14)	7 633	11,98%	16. zachodniopomorskie (32)	4 090	6,42%
8. opolskie (16)	3 802	5,97%	17. export	175	0,27%
9. podkarpackie (18)	3 271	5,13%	Sum	63 707	100%

We are information and advertising platform, dealing exclusively with agrobusiness and agriculture. We are creating our newspaper and website having the farms, companies, institutions and organisations within agricultural business on mind.

**TITLE:** Wiadomości Rolnicze Polska  
**Form:** Free of charge, monthly, newspaper.  
**Volume:** over 70 000 copies.  
**Distribution:** Ir, ODR, ARIM, organizations for animal breeders (FZPBM, PFHBiPM, "Polsus"), direct mailing, exhibitions, shows.

### Advertisement prices:

#### First page:

Size	Price
210 mm x 100 mm	3 000 zł
125 mm x 100 mm	1 800 zł
82 mm x 100 mm	1 200 zł
40 mm x 50 mm	300 zł

#### Last page:

Size	Price
255 mm x 350 mm	11 880 zł

#### Editorial pages (typical sizes):

	Size	Price
1/1	full page	10 800 zł
1/2	half page	5 400 zł
1/4	quarter page	2 700 zł
1/6	1/6 page	1 800 zł
1/8	1/8 page	1 350 zł
	minimal	300 zł

#### Used machinery section:

	Size	Price
1/1	full page	6 000 zł
1/2	half page	3 000 zł
1/4	quarter page	1 500 zł
	1 frame without photo	55 zł
	1 frame with photo	80 zł

**Small advertisements:** 3 PLN/word + 5 for frame  
**Inserts:** nationwide - 0,20 zł za 1 insert A4  
regionally - 0,30 zł za 1 insert A4

**Static banner:** 225 zł/month  
**Dynamic banner:** 150 zł/month  
**Used machines:** 175 zł/month  
(any number of machines)

**Monthly subscription of WRP:**  
12 month – 40 PLN.

### Dead-line and specifications for press release and advertisements:

If you want us to make your advertisement for newspaper, it's free of charge. Please send us photos and text until 20th each month. If the advertisement is ready, please make sure it's CMYK (do not use Pantone colors, or RGB), all attached fonts are outlined (changed for curves) and all photos are at least 240 DPI.  
**Accepted Files:** tiff, pdf, cdr, eps, jpg  
Dead-line for ready advertisement is 25th each month.

**CURRENT ISSUE OF OUR NEWSPAPER YOU CAN DOWNLOAD FROM OUR WEBSITE**

**WWW.WRP.PL**