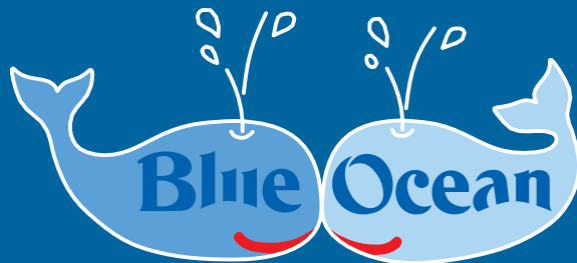


# Mediakit 2020



E n t e r t a i n m e n t

a **Burda** company

Wrocław, 01.01.2020

ACTIVITY PASSION  
**CREATIVITY** DEVELOPMENT  
ATTENTION TO DETAILS ENTHUSIASM  
BESTSELLERS IN PRINT  
QUALITY INTERNATIONAL

EXPLANATION  
OF THE SYMBOLS  
USED ON TITLE SLIDES



PRESCHOOL KIDS



EARLY SCHOOL KIDS



SCHOOL KIDS / TEENAGERS

# Children's press market in good shape

Why is the children's press market growing despite global declines in reading around the world?

Several important factors influence that segment in a way that makes children's magazines attractive.

**Parents** focus on educational and safe entertainment aspects. They buy children's magazines, because of an interesting content - informative and often funny stories that children readily read (or listen to), as well as tasks and puzzles that support the intellectual and creative development of their children.

**Kids** are very loyal consumers - they have their favorite television or movie heroes, favorite toys and cartoon characters. Therefore, they are happy to reach for magazines in which these „favorites“ introduce them to their world, tell stories and teach. Most importantly, however, children love gifts. The gadgets attached to the magazines, although they create a set with the magazine, are often the deciding factor for the purchase. Children's magazines are not just a source of

traditional readings today, they are not simply toys. They are a hybrid product combining entertainment and fun with the benefits of reading and learning.

The fact is well recognized by **parents**, as well as **kids**. **We** also know that. That is why we make every effort to ensure that all our titles implement the above factors and meet the highest expectations of small readers.




**We know and understand the needs of children and their parents.**

We know how to reach their consciousness and arouse smile and enthusiasm. That is why we believe that our titles are excellent advertising media for specific brands, events and products.





# Readers profile: age groups

|   | PRESCHOOL KIDS |                                     |   |                        |   | SCHOOL KIDS |                          |   |    |    |    |
|---|----------------|-------------------------------------|---|------------------------|---|-------------|--------------------------|---|----|----|----|
|   | 2              | 3                                   | 4 | 5                      | 6 | 7           | 8                        | 9 | 10 | 11 | 12 |
| GIRLS<br>  |                | Księżniczka Mimi                    |   |                        |   |             |                          |   |    |    |    |
|   |                | Heidi                               |   |                        |   |             |                          |   |    |    |    |
|   |                | PLAYMOBIL Pink + special editions   |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Disney Księżniczka             |   |                        |   |             |                          |   |    |    |    |
|   |                | Mia & Me. Oficjalny Magazyn         |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Friends + special editions     |   |                        |   |             |                          |   |    |    |    |
|   |                | Lissy                               |   |                        |   |             |                          |   |    |    |    |
| UNISEX<br> |                |                                     |   | Pokémon. Trenuj ze mną |   |             |                          |   |    |    |    |
| BOYS<br>   |                | PLAYMOBIL (Blue) + special editions |   |                        |   |             |                          |   |    |    |    |
|   |                | PLAYMOBIL Novelmore                 |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO City                           |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Ninjago                        |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Ninjago Legacy                 |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Batman                         |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Jurassic World                 |   |                        |   |             |                          |   |    |    |    |
|   |                | LEGO Hidden Side                    |   |                        |   |             |                          |   |    |    |    |
|   |                |                                     |   |                        |   |             | LEGO Star Wars           |   |    |    |    |
|   |                |                                     |   |                        |   |             | Najśłynniejsze Dinozaury |   |    |    |    |

# Ad specifications

## TECHNICAL PARAMETERS

profile - COVERS: ISOcoatedv2

profile— INSIDE PAGES: FOGRA 39

page size: 210x275mm + 5mm bleed

230x299mm + 5mm bleed (LEGO® NINJAGO® Legacy)

resolution: 300 dpi

colors separation: CMYK

texts: all fonts should be converted to curves, recommended distance from the trim line at least 3 mm.

accepted files: PDF, TIFF

ALL ADS  
(EXCEPT IV COVER)  
SHOULD BE INSCRIBED WITH  
**REKLAMA**  
INFORMATION PLACED  
ON WHITE STRIPE  
AT THE TOP OF THE PAGE.

## WHITE STRIPE “REKLAMA” (ADVERTISING):

height: 7 mm

text distance from  
the trim line: 3 mm

font: CALIBRI 13 pkt,  
light 50, color 100% black

align: center of the page



## FTP FOR READY ADS

address: [link to ad FTP](#)

pass: BOEreklama

# Księżniczka Mimi

ENTERTAINMENT FOR LITTLE PRINCESSES



GIRLS

3 – 6



In each issue of the magazine, the youngest readers will learn about the new adventures of **Princess Mimi** and **her friends**. Her fans always have a lot of „do-it-yourself” activities ideas, coloring pages, interesting games and puzzles as well as creative suggestions to play, developed with the motor skills of young children in mind. Each issue also includes a **beautiful toy** that will charm every little princess.



|             |           |
|-------------|-----------|
| prinrun:    | 25.000    |
| frequency:  | quarterly |
| volume:     | 28 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

GIRLS

3 – 6



- a bleed of 5 mm should be added to the design
- Ad specifications - page 4

# Księżniczka Mimi

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 21.01.2020        | 06.11.2019  |
| 2/2020   | 21.04.2020        | 13.02.2020  |
| 3/2020   | 14.07.2020        | 05.05.2020  |
| 4/2020   | 27.10.2020        | 25.08.2020  |

## RATECARD

|              | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|--------------|--------------|-----------|-----------------|
| INSIDE PAGES | IV COVER     | 210x275   | 18 000          |
|              | III COVER    | 210x275   | 16 000          |
|              | II COVER     | 210x275   | 17 000          |
|              | 2/1          | 420x275   | 19 000          |
|              | 1/1          | 210x275   | 15 000          |
|              | ½ vertical   | 105x275   | 9 500           |
|              | ½ horizontal | 210x137,5 | 9 500           |

# Heidi



GIRLS

3 – 6



The title character of the animated series and the popular children's novel, **Heidi**, now has her own magazine! In it: stories about the girl and her friends full of interesting adventures, intriguing puzzles and beautiful coloring pages. A **super toy** is also included with every issue.

|             |           |
|-------------|-----------|
| prinrun:    | 20.000    |
| frequency:  | quarterly |
| volume :    | 28 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

GIRLS

3 – 6



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4



# Heidi

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 25.02.2020        | 19.11.2019  |
| 2/2020   | 05.05.2020        | 03.02.2020  |
| 3/2020   | 04.08.2020        | 04.05.2020  |
| 4/2020   | 10.11.20020       | 11.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 18 000          |
|                 | III COVER    | 210x275   | 16 000          |
|                 | II COVER     | 210x275   | 17 000          |
|                 | 2/1          | 420x275   | 19 000          |
|                 | 1/1          | 210x275   | 15 000          |
|                 | ½ vertical   | 105x275   | 9 500           |
|                 | ½ horizontal | 210x137,5 | 9 500           |



# PLAYMOBIL Pink

OFFICIAL MAGAZINE

playmobil *Pink*



GIRLS

4 – 8

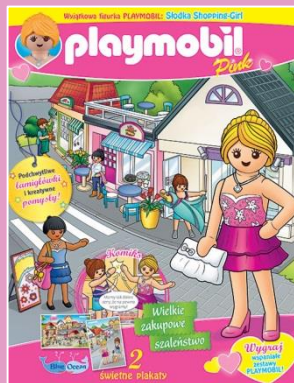


The magazine invites little dreamers to a colorful world in which figurines from the **world of PLAYMOBIL** come to life and experience extraordinary adventures. In each issue, readers will find exciting comics, interesting and creative tasks and puzzles, beautiful posters, as well as **competitions with great prizes**. The **original PLAYMOBIL figurine** is included with every issue of the magazine.

|             |           |
|-------------|-----------|
| prinrun:    | 25.000    |
| frequency:  | bimonthly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

GIRLS

4 – 8



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# PLAYMOBIL Pink

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 29.01.2020        | 17.10.2019  |
| 2/2020   | 25.03.2020        | 19.12.2019  |
| 3/2020   | 20.05.2020        | 17.02.2020  |
| 4/2020   | 22.07.2020        | 15.04.2020  |
| 5/2020   | 23.09.2020        | 19.06.2020  |
| 6/2020   | 18.11.2020        | 21.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 22 500          |
|                 | III COVER    | 210x275   | 20 000          |
|                 | II COVER     | 210x275   | 21 250          |
|                 | 2/1          | 420x275   | 23 750          |
|                 | 1/1          | 210x275   | 18 750          |
|                 | ½ vertical   | 105x275   | 11 875          |
|                 | ½ horizontal | 210x137,5 | 11 875          |

# LEGO® Disney Księżniczka™



GIRLS

5 – 9



LEGO® Disney Księżniczka™ is a brand new magazine for girls aged 5-9. The heroines of each magazine are the famous and beloved princesses from Disney movies. Inside, there are beautiful illustrations with popular heroines and their friends, interesting and warm stories, puzzles, fun facts, cute posters and "do-it-yourself" pages. The magazine develops girlish imagination and encourages to having fun. In each issue, the LEGO® add-on - a princess minifigure or LEGO® brick set related to one of the characters in the series.

|             |           |
|-------------|-----------|
| printrun:   | 50.000    |
| frequency:  | bimonthly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 14,99 PLN |

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GIRLS

5 – 9



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® Disney Księżniczka™

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 30.01.2020        | 22.10.2019  |
| 2/2020   | 19.03.2020        | 20.12.2019  |
| 3/2020   | 30.04.2020        | 06.02.2020  |
| 4/2020   | 10.06.2020        | 16.03.2020  |
| 5/2020   | 23.07.2020        | 04.05.2020  |
| 6/2020   | 10.09.2020        | 23.06.2020  |
| 7/2020   | 22.10.2020        | 06.08.2020  |
| 8/2020   | 03.12.2020        | 16.09.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 27 000          |
|                 | III COVER    | 210x275   | 24 000          |
|                 | II COVER     | 210x275   | 25 500          |
|                 | 2/1          | 420x275   | 28 500          |
|                 | 1/1          | 210x275   | 22 500          |
|                 | ½ vertical   | 105x275   | 14 250          |
|                 | ½ horizontal | 210x137,5 | 14 250          |

# Mia&Me

Official Magazine



GIRLS

5 – 9



"Mia & Me. Oficjalny Magazyn"

is a magazine for lovers of

**magic and elves** who have

already met the title heroine of the popular

TV series. Thanks to the unique bracelet,

readers and Mia can move to the magical

**world of Centopia** and experience

extraordinary adventures, depicted in

comics, puzzles, posters and on pages with

games.

With each number - a **exclusive gadget** for

girls.

Cover – preview version;

© Studio 100 Animation / Heidi Productions™ Studio 100 [www.studio100.com](http://www.studio100.com)



GIRLS

5 – 9



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# Mia & Me

Official Magazine

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 04.08.2020        | 05.05.2020  |
| 2/2020   | 01.10.2020        | 08.07.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 18 000          |
|                 | III COVER    | 210x275   | 16 000          |
|                 | II COVER     | 210x275   | 17 000          |
|                 | 2/1          | 420x275   | 19 000          |
|                 | 1/1          | 210x275   | 15 000          |
|                 | ½ vertical   | 105x275   | 9 500           |
|                 | ½ horizontal | 210x137,5 | 9 500           |

# LEGO® Friends



GIRLS

6 – 12



A popular magazine for girls who are fans of the LEGO® world.

The main characters are friends: inventor **Olivia**, artist **Emma**, sportswoman **Stephanie**, stage star **Andrea** and **Mia**, who loves animals. In each issue, readers will find adventurous comics, two **great posters**, tricky tasks and **competitions** with amazing prizes to be won. A toy is added to each number: a set of **original LEGO® Friends bricks**.



|             |           |
|-------------|-----------|
| printrun:   | 45.000    |
| frequency:  | monthly   |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

regular + special issues

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GIRLS

6 – 12



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® Friends

## TIMINGS

| ISSUE NO             | FIRST DAY OF SALE | AD DEADLINE |
|----------------------|-------------------|-------------|
| 1/2020               | 07.01.2020        | 18.10.2019  |
| 2/2020               | 18.02.2020        | 26.11.2019  |
| special issue 1/2020 | 03.03.2020        | 19.12.2019  |
| 3/2020               | 01.04.2020        | 24.01.2020  |
| 4/2020               | 12.05.2020        | 24.02.2020  |
| 5/2020               | 23.06.2020        | 20.03.2020  |
| special issue 2/2020 | 01.07.2020        | 17.04.2020  |
| 6/2020               | 04.08.2020        | 27.05.2020  |
| 7/2020               | 15.09.2020        | 29.06.2020  |
| 8/2020               | 10.11.2020        | 14.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 27 000          |
|                 | III COVER    | 210x275   | 24 000          |
|                 | II COVER     | 210x275   | 25 500          |
|                 | 2/1          | 420x275   | 28 500          |
|                 | 1/1          | 210x275   | 22 500          |
|                 | ½ vertical   | 105x275   | 14 250          |
|                 | ½ horizontal | 210x137,5 | 14 250          |



# Lissy

# Lissy



GIRLS

6 – 12



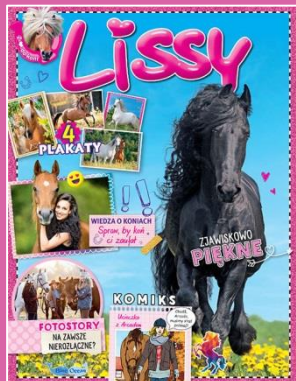
A multi-page magazine for **horse lovers**, presenting the exciting world of the title character, **Lissy**, who loves horses and lives next to the stables. In the magazine, **photo-story**, as well as interesting facts about horse breeds, tips and tricks for caring over horses for **equestrian fans**.

The magazine also offers „do-it-yourself” pages, quizzes and puzzles, and an extraordinary attraction - **beautiful horse posters**. A girly gadget is included to the magazine.

|             |           |
|-------------|-----------|
| printrun:   | 20.000    |
| frequency:  | irregular |
| volume:     | 52 pages  |
| format:     | 210x275   |
| copy price: | 11,99 PLN |

GIRLS

6 – 12



# Lissy

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 13.02.2020        | 03.12.2019  |
| 2/2020   | 09.07.2020        | 12.05.2020  |
| 3/2020   | 15.10.2020        | 19.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 18 000          |
|                 | III COVER    | 210x275   | 16 000          |
|                 | II COVER     | 210x275   | 17 000          |
|                 | 2/1          | 420x275   | 19 000          |
|                 | 1/1          | 210x275   | 15 000          |
|                 | ½ vertical   | 105x275   | 9 500           |
|                 | ½ horizontal | 210x137,5 | 9 500           |

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

The sale of ad space for „Lissy” magazine in 2020 has been completed.

# Pokémon

## Train with me



UNISEX

5 – 12



On World Pokémon Day, celebrated annually on February 27, the premiere issue of the new magazine on the **Pokémon universe** appeared on the Polish market.

On 36 colorful pages, everything you would like to know about these unique creatures and their trainers, in the form of comics, riddles, puzzles and quizzes. The title also includes unique posters and pages dedicated to pokémon video games and a popular card game, as well as a competition with themed prizes. The issues include **fanpacks with cards** from the latest Pokémon TCG edition and **30 stickers**.

|             |           |
|-------------|-----------|
| printrun:   | 25.000    |
| frequency:  | quarterly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

UNISEX

5 – 12



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# Pokémon

Train with me

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 27.02.2020        | 03.12.2019  |
| 2/2020   | 28.05.2020        | 10.02.2020  |
| 3/2020   | 27.08.2020        | 12.05.2020  |
| 4/2020   | 26.11.2020        | 14.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 22 500          |
|                 | III COVER    | 210x275   | 20 000          |
|                 | II COVER     | 210x275   | 21 250          |
|                 | 2/1          | 420x275   | 23 750          |
|                 | 1/1          | 210x275   | 18 750          |
|                 | ½ vertical   | 105x275   | 11 875          |
|                 | ½ horizontal | 210x137,5 | 11 875          |

# PLAYMOBIL (Blue)

playmobil®



BOYS

4 – 8



The official PLAYMOBIL Magazine is a real treat for all fans of PLAYMOBIL sets, who receive an additional dose of experience directly from the world of **incredible figurines**. Each issue includes interesting comics, beautiful posters, tasks and puzzles, as well as **competitions with great prizes**.

The magazine also includes the original **PLAYMOBIL toy**, which refers to the topic of the issue.

|             |           |
|-------------|-----------|
| printrun:   | 30.000    |
| frequency:  | bimonthly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

BOYS

4 – 8



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications - page 4

# PLAYMOBIL (Blue)

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 29.01.2020        | 17.10.2019  |
| 2/2020   | 25.03.2020        | 19.12.2019  |
| 3/2020   | 20.05.2020        | 17.02.2020  |
| 4/2020   | 22.07.2020        | 15.04.2020  |
| 5/2020   | 16.09.2020        | 19.06.2020  |
| 6/2020   | 18.11.2020        | 21.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 22 500          |
|                 | III COVER    | 210x275   | 20 000          |
|                 | II COVER     | 210x275   | 21 250          |
|                 | 2/1          | 420x275   | 23 750          |
|                 | 1/1          | 210x275   | 18 750          |
|                 | ½ vertical   | 105x275   | 11 875          |
|                 | ½ horizontal | 210x137,5 | 11 875          |

# PLAYMOBIL Novelmores



BOYS

4 – 8



The legendary world of knights, sorcerers and villains found a place in a new magazine. Welcome to **Novelmores**, where brilliant inventors, adventurers and fearless warriors clash with ruthless bandits to defend their magical land. **Knights fans** will find deceptive puzzles, impressive posters, interesting comics and **original PLAYMOBIL figurines** in the title.

|             |           |
|-------------|-----------|
| print run:  | 30.000    |
| frequency:  | bimonthly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

BOYS

4 – 8



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# PLAYMOBIL Novelmores

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 06.08.2020        | 05.05.2020  |
| 2/2020   | 01.10.2020        | 06.07.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 22 500          |
|                 | III COVER    | 210x275   | 20 000          |
|                 | II COVER     | 210x275   | 21 250          |
|                 | 2/1          | 420x275   | 23 750          |
|                 | 1/1          | 210x275   | 18 750          |
|                 | ½ vertical   | 105x275   | 11 875          |
|                 | ½ horizontal | 210x137,5 | 11 875          |



# LEGO® City



BOYS

5 – 8



LEGO® City is a magazine based on the world-famous iconic LEGO® City bricks series.

Anything can happen in the creative world of LEGO® City! The core of each issue is a **comic about the adventures of LEGO® City residents**, to which refer interwoven riddles and puzzles related to the presented story. The magazine on the double-spread pages contains two great posters, **competitions with amazing prizes** and a **LEGO® figurine** with the main character presented in a given issue.

|             |           |
|-------------|-----------|
| printrun:   | 50.000    |
| frequency:  | monthly   |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

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BOYS

5 – 8



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® City

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 14.01.2020        | 28.10.2019  |
| 2/2020   | 11.02.2020        | 21.11.2019  |
| 3/2020   | 10.03.2020        | 03.01.2020  |
| 4/2020   | 07.04.2020        | 03.02.2020  |
| 5/2020   | 05.05.2020        | 24.02.2020  |
| 6/2020   | 02.06.2020        | 20.03.2020  |
| 7/2020   | 07.07.2020        | 30.04.2020  |
| 8/2020   | 14.08.2020        | 08.06.2020  |
| 9/2020   | 11.09.2020        | 06.07.2020  |
| 10/2020  | 09.10.2020        | 04.08.2020  |
| 11/2020  | 06.11.2020        | 31.08.2020  |
| 12/2020  | 11.12.2020        | 29.09.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 27 000          |
|                 | III COVER    | 210x275   | 24 000          |
|                 | II COVER     | 210x275   | 25 500          |
|                 | 2/1          | 420x275   | 28 500          |
|                 | 1/1          | 210x275   | 22 500          |
|                 | ½ vertical   | 105x275   | 14 250          |
|                 | ½ horizontal | 210x137,5 | 14 250          |

# LEGO® NINJAGO®



BOYS

5 – 12



LEGO® NINJAGO® is a magazine for boys aged 5-12. It contains a lot of information from the world of LEGO® NINJAGO®, two posters, a comic pages with captivating ninja adventures, interesting puzzles and a **competition with great prizes**. Incredible LEGO® gadgets are included with every issue.

|             |           |
|-------------|-----------|
| printrun:   | 80.000    |
| frequency:  | monthly   |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

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BOYS

5 – 12



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® NINJAGO®

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 28.01.2020        | 23.10.2019  |
| 2/2020   | 25.02.2020        | 08.11.2019  |
| 3/2020   | 24.03.2020        | 20.12.2019  |
| 4/2020   | 21.04.2020        | 21.01.2020  |
| 5/2020   | 19.05.2020        | 04.03.2020  |
| 6/2020   | 16.06.2020        | 12.03.2020  |
| 7/2020   | 14.07.2020        | 06.04.2020  |
| 8/2020   | 11.08.2020        | 12.05.2020  |
| 9/2020   | 08.09.2020        | 12.06.2020  |
| 10/2020  | 06.10.2020        | 13.07.2020  |
| 11/2020  | 03.11.2020        | 07.08.2020  |
| 12/2020  | 01.12.2020        | 02.09.2020  |
| 13/2020  | 29.12.2020        | 24.09.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 27 000          |
|                 | III COVER    | 210x275   | 24 000          |
|                 | II COVER     | 210x275   | 25 500          |
|                 | 2/1          | 420x275   | 28 500          |
|                 | 1/1          | 210x275   | 22 500          |
|                 | ½ vertical   | 105x275   | 14 250          |
|                 | ½ horizontal | 210x137,5 | 14 250          |

# LEGO® NINJAGO® LEGACY

SPECIAL EDITION



The special edition of LEGO® NINJAGO® magazine published under the title LEGACY title takes readers to the **epic origins of the popular ninja world**. Full of the best action and fun, in addition to brand new comics and great posters, magazine presents fascinating facts about the series. Quizzes and puzzles test your knowledge of the world of Ninjago, and with the original LEGO® minifigure, each number becomes a real attraction for **little ninja fans**.



BOYS

5 – 12

|             |           |
|-------------|-----------|
| printrun:   | 90.000    |
| frequency:  | quarterly |
| volume:     | 36 pages  |
| format:     | 230x299   |
| copy price: | 19,99 PLN |

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BOYS

5 – 12



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® NINJAGO® LEGACY

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 12.03.2020        | 05.12.2019  |
| 2/2020   | 14.05.2020        | 06.02.2020  |
| 3/2020   | 30.07.2020        | 24.04.2020  |
| 4/2020   | 22.10.2020        | 24.07.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 230x299   | 27 000          |
|                 | III COVER    | 230x299   | 24 000          |
|                 | II COVER     | 230x299   | 25 500          |
|                 | 2/1          | 460x299   | 28 500          |
|                 | 1/1          | 230x299   | 22 500          |
|                 | ½ vertical   | 115x299   | 14 250          |
|                 | ½ horizontal | 230x149,5 | 14 250          |



# LEGO® BATMAN™



BOYS

6 – 12



A super magazine for fans of DC Comics and LEGO® heroes.

Inside, what children like best: the amazing adventures of the inhabitants of Gotham City, the fight of superheroes with villains, a **large dose of ironic humor**, great graphics and lots of action. In addition: fun facts, puzzles, comics, posters and **competition with prizes** - attractive LEGO® brick sets to be won. Each number also includes a unique LEGO® minifigure with a superhero or a super-villain from Gotham City.

|             |           |
|-------------|-----------|
| print run:  | 60.000    |
| frequency:  | bimonthly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 14,99 PLN |



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BOYS

6 – 12



# LEGO® BATMAN™

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 16.01.2020        | 10.10.2019  |
| 2/2020   | 19.03.2020        | 19.12.2019  |
| 3/2020   | 21.05.2020        | 25.02.2020  |
| 4/2020   | 23.07.2020        | 22.04.2020  |
| 5/2020   | 17.09.2020        | 26.06.2020  |
| 6/2020   | 19.11.2020        | 28.08.2020  |

## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

## RATECARD

| AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|--------------|-----------|-----------------|
| IV COVER     | 210x275   | 27 000          |
| III COVER    | 210x275   | 24 000          |
| II COVER     | 210x275   | 25 500          |
| 2/1          | 420x275   | 28 500          |
| 1/1          | 210x275   | 22 500          |
| ½ vertical   | 105x275   | 14 250          |
| ½ horizontal | 210x137,5 | 14 250          |

INSIDE  
PAGES



# LEGO® Jurassic World™



BOYS

6 – 12



Magazine dedicated to fans of the iconic movie Jurassic World, and also the LEGO® world.

Inside, you'll find an **extra-long comic** about the adventures at the famous prehistoric park, exciting puzzles and riddles, as well as amazing posters that every fan of Jurassic Park will be happy to put on the wall of their room.

Original LEGO® Jurassic World toy is included with each issue.

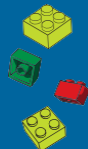
|             |           |
|-------------|-----------|
| printrun:   | 55.000    |
| frequency:  | bimonthly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 14,99 PLN |

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BOYS

6 – 12



## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® Jurassic World™

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 09.01.2020        | 08.10.2019  |
| 2/2020   | 05.03.2020        | 06.12.2019  |
| 3/2020   | 07.05.2020        | 07.02.2020  |
| 4/2020   | 09.07.2020        | 01.04.2020  |
| 5/2020   | 03.09.2020        | 05.06.2020  |
| 6/2020   | 05.11.2020        | 06.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 27 000          |
|                 | III COVER    | 210x275   | 24 000          |
|                 | II COVER     | 210x275   | 25 500          |
|                 | 2/1          | 420x275   | 28 500          |
|                 | 1/1          | 210x275   | 22 500          |
|                 | ½ vertical   | 105x275   | 14 250          |
|                 | ½ horizontal | 210x137,5 | 14 250          |

# LEGO® Hidden Side™



BOYS

6 – 12



The LEGO® Hidden Side™ magazine is dedicated to an innovative offer in the LEGO world: combining traditional LEGO bricks with the **interactivity** of the internet and mobile devices. The magazine presents an intriguing story full of new, fantastic heroes who try to **save their town** from ghosts. In addition to exciting comics, interesting puzzles and attractive posters, as well as the attached **LEGO® minifigure**, the kids also may take part in super competition with prizes in the form of LEGO® Hidden Side™ bricks.

|             |                 |
|-------------|-----------------|
| printrun:   | 45.000          |
| frequency:  | 7 issues / year |
| volume:     | 36 pages        |
| format:     | 210x275         |
| copy price: | 12,99 PLN       |

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BOYS

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- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4

# LEGO® Hidden Side™

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 07.01.2020        | 14.10.2019  |
| 2/2020   | 18.02.2020        | 25.10.2019  |
| 3/2020   | 31.03.2020        | 03.01.2020  |
| 4/2020   | 26.05.2020        | 24.02.2020  |
| 5/2020   | 21.07.2020        | 09.04.2020  |
| 6/2020   | 15.09.2020        | 19.06.2020  |
| 7/2020   | 10.11.2020        | 14.08.2020  |

## RATECARD

|                 | AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|-----------------|--------------|-----------|-----------------|
| INSIDE<br>PAGES | IV COVER     | 210x275   | 27 000          |
|                 | III COVER    | 210x275   | 24 000          |
|                 | II COVER     | 210x275   | 25 500          |
|                 | 2/1          | 420x275   | 28 500          |
|                 | 1/1          | 210x275   | 22 500          |
|                 | ½ vertical   | 105x275   | 14 250          |
|                 | ½ horizontal | 210x137,5 | 14 250          |

# LEGO® Star Wars™



BOYS

7 – 12



The force of the world of Star Wars is revealed in this fantastic magazine especially for fans of the iconic saga. Readers will find exciting comics, useful facts and basic information about the world of Star Wars, exceptional competitions with prizes in the form of LEGO® Star Wars™ sets. The title also includes extras: LEGO® Star Wars™ minifigures and toys, and collectible cards.

|             |           |
|-------------|-----------|
| printrun:   | 70.000    |
| frequency:  | monthly   |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 12,99 PLN |

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BOYS

7 – 12



# LEGO® Star Wars™

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 2/2020   | 21.01.2020        | 08.10.2019  |
| 3/2020   | 18.02.2020        | 25.10.2019  |
| 4/2020   | 17.03.2020        | 05.12.2019  |
| 5/2020   | 14.04.2020        | 10.01.2020  |
| 6/2020   | 12.05.2020        | 03.02.2020  |
| 7/2020   | 09.06.2020        | 03.03.2020  |
| 8/2020   | 07.07.2020        | 27.03.2020  |
| 9/2020   | 11.08.2020        | 06.05.2020  |
| 10/2020  | 08.09.2020        | 02.06.2020  |
| 11/2020  | 06.10.2020        | 07.07.2020  |
| 12/2020  | 10.11.2020        | 10.08.2020  |
| 1/2021   | 15.12.2020        | 08.09.2020  |

## RATECARD

| AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|--------------|-----------|-----------------|
| IV COVER     | 210x275   | 27 000          |
| III COVER    | 210x275   | 24 000          |
| II COVER     | 210x275   | 25 500          |
| 2/1          | 420x275   | 28 500          |
| 1/1          | 210x275   | 22 500          |
| ½ vertical   | 105x275   | 14 250          |
| ½ horizontal | 210x137,5 | 14 250          |

INSIDE  
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## ADS SUBMITTED TO LICENSORS' APPROVAL

- a bleed of 5 mm should be added to the design
- Ad specifications  
- page 4





# Najślynniejsze Dinozaury



BOYS

7 – 12



Thanks to the new „Najślynniejsze Dinozaury” ('The Most Famous Dinosaurs') magazine, the secrets of ancient giants fall into the hands of children curious about the world. On 36 exciting pages, the magazine offers a **large dose of fun facts and educational information** stories, puzzles and impressive posters. Young readers will experience **unique discoveries** of new species of dinosaurs, learn interesting facts about their lives and follow exciting adventures with the characters of the comic. Each issue has a super bonus - a toy for dino fans.



|             |           |
|-------------|-----------|
| printrun:   | 25.000    |
| frequency:  | quarterly |
| volume:     | 36 pages  |
| format:     | 210x275   |
| copy price: | 10,99 PLN |

BOYS

7 – 12



# Najslynniejsze Dinozaury

## TIMINGS

| ISSUE NO | FIRST DAY OF SALE | AD DEADLINE |
|----------|-------------------|-------------|
| 1/2020   | 18.03.2020        | 15.01.2020  |
| 2/2020   | 27.05.2020        | 17.03.2020  |
| 3/2020   | 05.08.2020        | 29.05.2020  |
| 4/2020   | 30.09.2020        | 29.07.2020  |
| 5/2020   | 30.12.2020        | 19.10.2020  |

## RATECARD

| AD FORMAT    | NET SIZE  | NET PRICE [PLN] |
|--------------|-----------|-----------------|
| IV COVER     | 210x275   | 18 000          |
| III COVER    | 210x275   | 16 000          |
| II COVER     | 210x275   | 17 000          |
| 2/1          | 420x275   | 19 000          |
| 1/1          | 210x275   | 15 000          |
| ½ vertical   | 105x275   | 9 500           |
| ½ horizontal | 210x137,5 | 9 500           |

INSIDE  
PAGES

- a bleed of 5 mm should be added to the design
- Ad specifications - page 4





## You are welcome to connect with us:

Blue Ocean Entertainment Polska Sp. z o.o.  
ul. Legnicka 51-53  
54-203 Wrocław



[reklama@blue-ocean-polska.pl](mailto:reklama@blue-ocean-polska.pl)



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