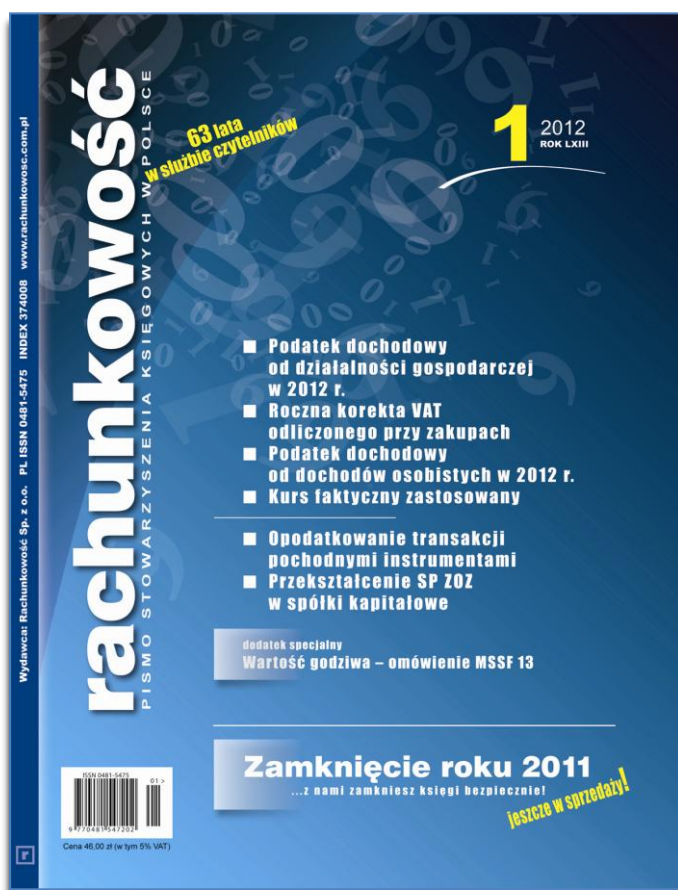


Dear Sir or Madam,

The “Rachunkowość” publications have nationwide coverage. We enjoy a reputation for providing meaningful and credible magazines. Evidence of this includes our continuous presence in the market for 62 years.



We reach almost all finance departments in major companies, owners of accountancy bureaux, statutory auditors, Tax consultants and students studying fields related to accounting. Hence, there is a very high probability that advertisements posted in our magazines will directly reach managers, directors, financial directors, chief accountants and accountants, auditors and other recipients, who decide to avail themselves of your services.

This justifies the suggestion for ad placement in our magazines by a variety of companies directed to those persons.

62 years already in the publishing market!

Rachunkowość Sp. z o.o.

00-340 Warszawa, ul. Tamka 18/29, NIP 526-025-01-62, Regon 011055350
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rachunkowość monthly

includes current, authoritative explanations of accountancy, taxes and insurance. The wide-ranging article section brings outstanding professionals to discuss current issues in accounting, finance, auditing, analysis, taxation, and social and health insurance. There are columns on: accounting, income taxes and **VAT**, and insurance, providing answers to specific questions from professionals in each area illustrating the rules that apply to specific situations.

The magazine also offers, as pins: the quarterly **Audytor** – developed in collaboration with the National Chamber of Statutory Auditors, and **Świat księgowych** – developed by the Accountants Association in Poland.

*Always current, always authoritative,
always reliable!*

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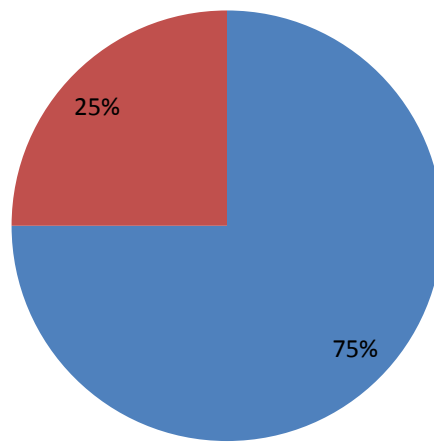
The statistical structure for readers of

rachunkowość

magazine

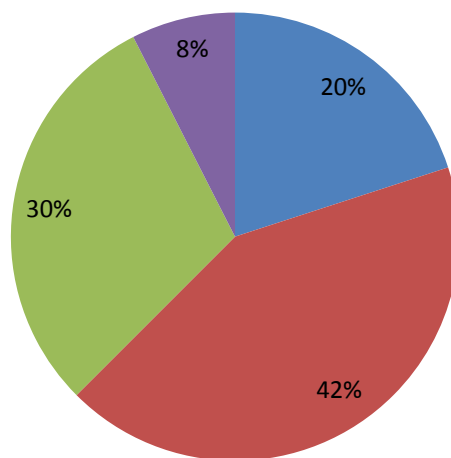
Gender

■ Female ■ Male



Living in:

■ City/town of over 1 000 000 inhabitants ■ City/town of over 100 000 inhabitants
■ City/town of over 10 000 inhabitants ■ City/town with under 10 000 inhabitants

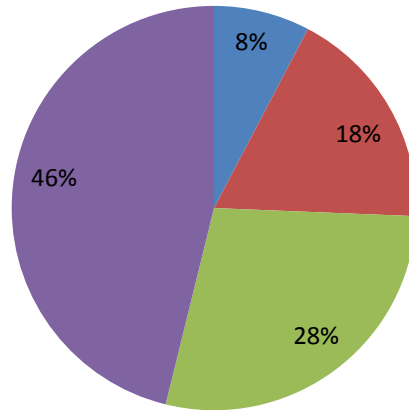


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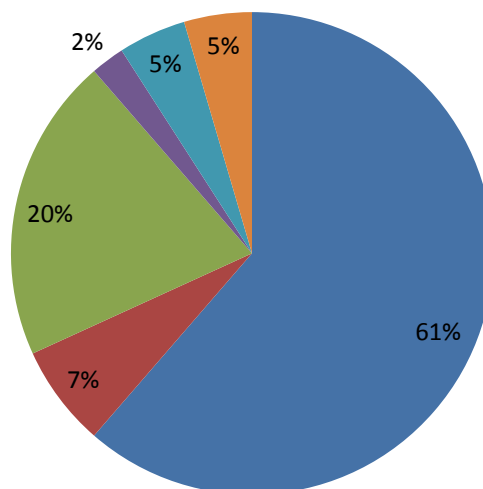
Age in years

■ < 25 ■ 26 - 35 ■ 36 - 45 ■ > 46



Profession

- Accountant / Chief Accounting Officer
- Owner / Manager / Employee in an accounting bureau
- Statutory Auditor
- Tax advisor
- Student
- Other (eg. An employee of state fiscal services)

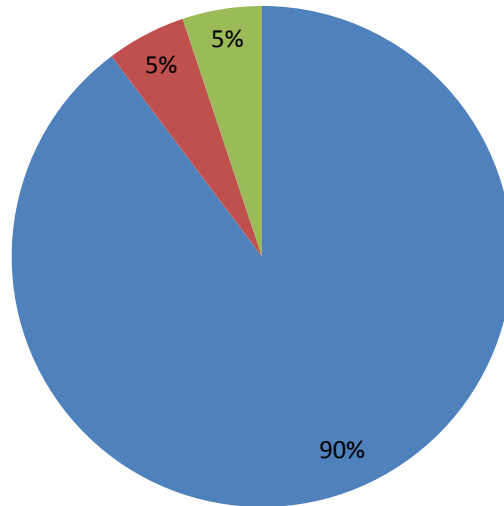


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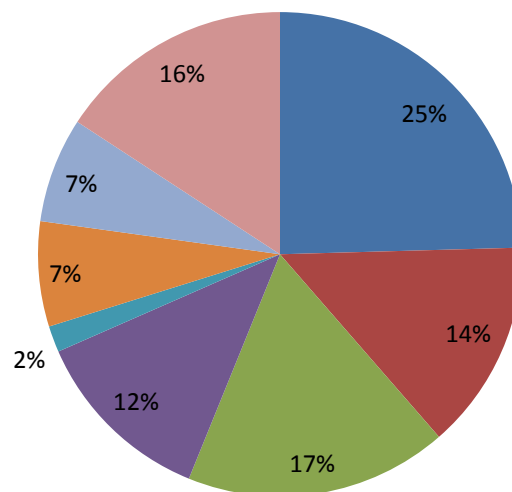
Do you use accountancy:

■ Professionally ■ Academically ■ Other



What industry does the organisation for which you manage the accounts work in?

■ Industry ■ Trade ■ Construction ■ Financial Services
■ Tourist Services ■ Medical Services ■ Transport Services ■ Other



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Given the fact that the distribution of **rachunkowość** monthly is based on a nominal postage (subscription), both editorial and conducted by collaborating companies, the group of **6500** recipients of the monthly and special books (sold annually with a circulation of approximately **20 000**) is fully defined. Independently of the printed copies, electronic subscription has been newly implemented – **ca. 200 copies**.

The editorial website www.rachunkowosc.com.pl receives 40 000 hits every month, including unique visitors, who number more than 10 000 per month.

*We know who we reach, and we know
who is reading!*

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Advertisement price list – **rachunkowość** monthly

Colour Ads (with bleed)		
<i>Format</i>	<i>Dimension [mm]</i>	<i>Price [zł]</i>
Inner cover page	210 x 273	11 000,00
III cover page	210 x 273	8 000,00
IV cover page	210 x 273	14 000,00
Full Page	210 x 273	7 000,00
Spread	420 x 273	18 000,00

For the above sizes please add 5 mm bleed.

Colour ads (in a box)		
<i>Format</i>	<i>Dimension [mm]</i>	<i>Price [zł]</i>
Half page	175 x 110, 85 x 226	4 200,00
Junior page (JP)	115 x 150	5 100,00
Custom sizes		may be negotiated

Miscellaneous		
CD insert		4 000,00
Inserts, leaflets	Max size 205x270 [mm]	0,50 zł/szt.

Baner adds on website		
<i>Format</i>	<i>Dimension [px]</i>	<i>Price [zł]</i>
Permanent banner	200 x 120	800,00/month
„Pop-up” banner	300 x 300	2 200,00/month
Roll-up banner	360 x 85	1 200,00/month

All prices are based on a calculation of 23% VAT.

We offer attractive packet discounts on simultaneous advertisements, also in books published by our editors (e.g. "Zamknięcie roku", "Wzorcowy wykaz kont").

We offer discounts for long-term cooperation.

Other forms of advertisements and announcements to be agreed with the editors.

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We invite you to participate and contribute as advertisers in **rachunkowość** monthly.

Your presence would be a true honour for us, especially since we treat the editing of our monthly as mission to help accountants in their daily work (we have been doing so for 62 years) and contribute to the development of accountancy in Poland.

If you have any questions or concerns, we are at your disposal.

Contact:

Rachunkowość Sp. z o.o.
Marketing manager: Bartosz Szczepański
ul. Tamka 18/29
00-349 Warsaw

tel.: 22 828 42 33,
22 826 56 21

fax: 22 398 76 16

reklama@rachunkowosc.com.pl

***Mandatory reading for accountants,
mandatory advertising for your business!***

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