



media pack

Mleczko Tygodnik Polski
1 Bloemfontein Road, London W12 7BH tel/fax: 020 87462012
www.tygodnikpolski.com email: redakcja@tygodnikpolski.co.uk

MLECZKO tygodnik polski

- Majority of Poles in London are between twenty and thirty years old.
- Most of them work in catering trade (bars, pubs and restaurants) – approximately 30635 people; whilst a further 15350 work in offices.
- More than 5535 work in the retail trade, 2880 in the NHS, 2795 in construction.
- Most of them live in Westminster (7733), Camden (3672) and Ealing (3234)*.

* Home Office 2007.



Circulation: 10 000 copies
Readership: 20 000 every week
Format: A4
Number of pages: 32 (mat paper)
Issued: every Saturday
Deadline: every Monday until 1pm

Tygodnik Polski

Tygodnik Polski is a magazine which promotes Polish enterprise and initiative in UK.

Our newspaper covers both the experiences of Poles who have been living in the UK for a number of years and those who have recently arrived.

Our aim is to guide our readers through their day to day experiences.

We have articles on sport, entertainment health and beauty, all laid out in an interesting intelligent and readable manner.

Further inclusions cover culture and integration with the British Community.



Distribution in London:

Polish churches, POSK, Polish Cultural Institute
Mleczko Polskie Delikatesy - Shepherd's Bush, 23 - 25 Uxbridge Rd.
Mleczko Polskie Delikatesy - Shepherd's Bush, 362 Uxbridge Rd.
Mleczko Polskie Delikatesy - Cranford
Mleczko Polskie Delikatesy - Greenford
Mleczko Polskie Delikatesy - South Ealing
Mleczko Polskie Delikatesy – Hanwell
Neesh Food&Wine, 219 St Albans Rd , Watford, London WD24
First Choice Convenience Store, 93 St Albans Rd, London Wd24
AM2PM, 107 St Albans Rd , Watford, London Wd24
The Bazar, 80 The Broadway , Watford, London WD24
Mace Express, 55 The Broadway , Watford, London Wd24
Sindbad Travel Ltd – 125 Buckingham Palace Road, Victoria

Distribution outside London:

Manchester, Birmingham, Nottingham, Leeds, Oxford, Cambridge, Morgate, Slough, High Wycombe, Reading, Henley, Morgate, Ramsgate, Luton, Leicester, Bedford, Milton Keynes, Aldershot, Trowbridge, Woking, Salisbury, Bournemouth, Camberley, Bracknell, Swindon, Maidenhead, Newbury, Addlestone, Melksham, Neewmarket, Ely Cambs, Bishop, Ipswich-Suffolk, Southendon-Sea, Cardiff, Clacton-On-Sea, Evesham, Cheltenham, Northampton, Gloucester, Abingdon, Redditch, Hereford, Newport, Ledbury, Stroud, St. Ives, Spalding, Boston, Grantham, Peterborough, Wellingborough, Kent.

Total: 150 distribution points.

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It is worth advertising with us:

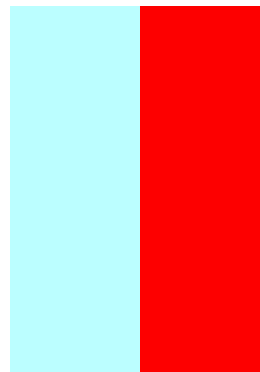
- Tygodnik is distributed throughout our branches
- 22 thousands people go shopping in our stores weekly – Mleczko Polish Delicatessen, every customer receives our magazine
- Our readers could be your customer too
- We make sure that our Tygodnik is handed directly to our customers
- Approx 60 thousands people read it every week
- Art works supplied
- Distributed nationwide to over 150 locations
- Distributed in Polish Cultural Centres



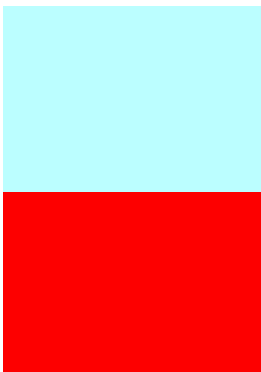
Size of advertisement



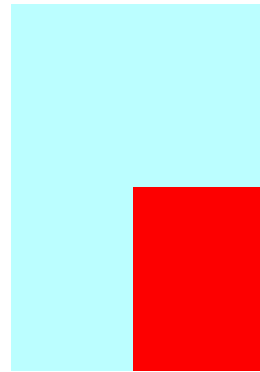
Full page: 303 x 213mm
Price: £500 for 1 edition
Special offer: If you buy 4 in advance then 1 is for free.
Price for 4 ads:
£1500 (*+6mm- blide out)



Half page vertical:
87 x 256mm
Price: £250
Offer: read above
Price for 4 ads: £750



Half page:
125 x 180mm
Price: £250
Offer: read above
Price for 4 ads: £750



1/4 page:
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Price: £150
Offer: read above
Price for 4 ads: £450



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Special offer „WELCOME SPRING”

**Until the end of June only when you buy
10 edition you will pay just £300 for one edition
full page**

Limited offer:

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full page £300

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1/4 page £75

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