

Bauer Publishing House in brief

We have appeared in Poland in 1991. The first hit was the biweekly for teenagers BRAVO. A year later we introduced the weekly TINA to the Polish market, and then our flagship – TeleTydzień. For another year we were adding up to two to three titles per year to our collection.

With time we broadened our activity by new fields of: printing, direct sale, radio and the Internet.

After 17 years of activity we are in Poland the biggest: magazine publisher, radio operator and direct sale company, and at the same time the third biggest media company in Poland as far as the turnover is concerned.

At present we publish 32 titles grouped into 10 categories – tv guides, women’s advisory, women’s entertaining, parental, puzzles, youth, computer, game, motor and luxury ones.

5 out of 10 magazines of the highest average sale in Poland belong to the Bauer Publishing House.*

71 per cent of all Poles read at least one of our titles.*

In many categories our magazines have the leader’s position:

We sale over 350 million copies of magazines annually but we are not limited just to the copy and advertising sale.

Our specialised department – New Media specialises in implementation, service and mass sale of products and services in the field of mobile telephony and the Internet: premium rate text messages, text services, voice services, chats, competitions, virtual telephony etc.

We organize the most prestigious votes, broadcast by Polish TV stations: TeleCameras of TeleTydzień, Auto Leader, Woman of the Year, Excellence of the Year, Silver Apples. TeleCameras of TeleTydzień is the biggest media event of the television world in our country. Broadcast of this event is watched by over 8 million people every year. Only the ski performance of Adam Małysz was watched by more.

www.telekamery.pl , www.styl24.pl

Printing houses

In order to ensure further dynamic development of the Bauer Publishing House, in 1997 (nineteen ninety-seven) we opened the BDC printing house in Ciechanów, in central

Poland. Great production capacity, short printing times, high printing quality and low production cost – all these have considerably contributed to the increase of the competitive superiority of our publishing house in the pioneer period of the 90s and in further years.

The printing house has undergone the third part of the expansion recently. As a result of a new investment, the production capacity of the plant increases by over 60 percent. BDC produces mainly for the needs of Poland and Eastern Europe.

In July 2006 another printing house – BDN – was opened in Poland. Formally the plant is not included within the structures of the Bauer Group but is actively managed by the management staff of the publishing house. The printing house is now equipped with the most modern machines and printing equipment of the rotogravure technology in Europe. BDN specialises in production of magazines, catalogues and advertising inserts mainly for the needs of the Western Europe markets.

www.bauer.pl



MEDIA GROUP

Bauer Media Group in brief

Bauer Verlagsgruppe was founded in 1875 and is one of the largest magazine publishing houses in Europe.

Heinz Bauer is heading Bauer Verlagsgruppe in fourth generation of private ownership.

Bauer Verlagsgruppe publishes 282 magazines in 15 countries.

Over 6.600 employees are working with Bauer Verlagsgruppe worldwide.

Turnover in 2007 reached Euro 1.79 billion (projection).

www.bauerverlag.de

- ZKDP, rozpowszechnianie płatne razem, średnie za okres: maj 2007 - kwiecień 2008; tytuły brane pod uwagę: tygodniki, dwutygodniki, miesięczniki.)
- *PBC, MillwardBrown SMG/KRC; OTS 1+ (grupa tytułów badanych w danym okresie), Fale [12]: czerwiec 2007 - maj 2008, N= 46 701, grupa celowa: wszyscy.*