



Rzeczpospolita

is one of the leading dailies in Poland. It is the most often quoted newspaper, without which neither managers, nor politicians, nor many of the ordinary readers could stay afloat.

Rzeczpospolita keeps people best informed on what's new in politics, the economy, the cultural life and sports. With our online service *Rzeczpospolita On Line* keeping track of all the latest developments around the clock, we provide news 15 minutes earlier than TV stations. The following day the printed version offers a still broader, deeper coverage of the previous day's events, supplemented with latest developments. *Rzeczpospolita* is the only liberal-conservative daily in Poland.

The country's best, most often quoted newspaper

Since September 2006 *Rzeczpospolita*'s newsroom has been led by Paweł Lisicki, an experienced journalist and editor who had worked for the newspaper for many years. When he had come to office, he characterized the newspaper's political orientation in the following way: „In terms of our attitude toward the free market and the economy, we will certainly be consistently liberal. As for values and traditions, we are going to be conservative.” And that is what happened. The new *Rzeczpospolita* continues to be, as has been for the last 15 years, a staunch defender of the free market economy. Now it is also becoming ordinary people's companion in their everyday life. Apart from informing

their readers on the latest news, it can also be thought-provoking, inspiring and entertaining to a greater extent than it had been in the past. Since October 2007 *Rzeczpospolita* has been printed in a smaller, handier, format easier for people to handle.

Rzeczpospolita takes an active part in the public debate on political issues as well as social and cultural values. It tries to do it without hurting or ignoring any of the veins in the contemporary Polish thought. That is why in the columns of *Rzeczpospolita* one can find opinions from Polish intellectuals across the entire political spectrum. If any political orientation was excluded from the debate on the grounds it is too radical or invalid, any honest public discussion about today's Poland would not be possible.

Presently *Rzeczpospolita* is the only Polish newspaper which offers both news to the general reader and specialized information to professionals. The first role is fulfilled by the main section, presenting an extensive coverage of national news as well as a welter of opinions and expert commentaries. Specialized information can be found in the green and yellow sections. They are devoted to, respectively, economic and legal matters. With these two additional sections, we are ranked first among Polish dailies by Polish professionals: managers, lawyers, investors. Even though the competition in this sector steadily increases, *Rzeczpospolita* continues to enjoy the readers' greatest trust. We have always been favored by the professional and managerial elite. Since the beginning of 2007 our sales have steadily grown, which proves our daily also attracts more and more general readership as well.

From People's Republic of Poland to a sovereign Poland

Before the transformation, in the days of People's Republic of Poland *Rzeczpospolita* was a pro-government newspaper. Needless to say, for a daily that wants to maintain the image of a perfectly objective and reliable newspaper, this is a source of infamy. The radical changes of 1989 also affected the situation of the newspaper. After the transformation, on October 16, 1989 a new chief editor, Dariusz Fikus took over. *Rzeczpospolita* ceased being the mouthpiece of the ruling party and began to represent the interest of its readers. Not only did it maintain the standards of quality journalism, but also it promoted the growth of our country's free market economy, describing and criticizing it, instead of being, like some other titles were, mindlessly suspicious. As early as 1991 *Rzeczpospolita* became one of the first Polish company with a share of foreign capital. Such were the beginnings of Presspublica, owned jointly by Państwowe Przedsiębiorstwo Wydawnicze Rzeczpospolita and Robert Hersant's press group Presse Participations Europeennes.

After the death of Dariusz Fikus in 1996 a new chief editor was appointed, Piotr Aleksandrowicz, who was replaced four years later by Maciej Łukasiewicz. At the same time 51-percent share of *Rzeczpospolita* was taken over by Presspublica Holding Norway – a company of Orkla Media. This new company was led by Jan Lindh for three years until Grzegorz Gauden took over. With Maciej Łukasiewicz eventually resigning to a serious illness, Grzegorz Gauden took over and led the daily from 2004 until September 2006, when 51 percent of shares in Presspublica owned by Orkla Media were taken over by the British fund – Mecom. Truls Velgaard has become the president of the company.

History

- February 1991 – the founding of Presspublica company by Państwowe Przedsiębiorstwo Wydawnicze „Rzeczpospolita” led by Maciej Cegłowski and Robert Hersant’s press group „Presse Participations Europennes”. Dariusz Fikus was appointed the President of the company. Under his leadership the working conditions of the newsroom were radically modernized and a new offset printing plant was built.
- July 1996 – a 51-percent share taken over by Presspublica Holding Norway
- August 1996 – Jan Lindh becomes the company’s president
- January 1999 – Grzegorz Gauden takes over
- May 1999 – *Rzeczpospolita* opened a new printing plant in Koninek near Poznań and modernized the plant in Raszyn. After this modernization, it became possible to change the format and the layout, and to close individual editions of the daily later in time. Colors were introduced, as well as a new clearer layout, new sections and thematic supplements. The news section has been enlarged.
- September 2005 – Presspublica took over a 99.45 percent share of Parkiet Media, owned by TP Internet. Thus the company became the publisher of *Gazeta Giełdy Parkiet*.
- September 2006 – 51-percent share belonging to Orkla Media is now taken over by the British investment fund Mecom. Truls Velgaard is appointed the company’s new president.
- June 2007 – Presspublica acquired the rights to the title *Życie Warszawy*
- October 15, 2007 – *Rzeczpospolita* converted from broadsheet to compact format

Rzeczpospolita supplements

RZECZPOSPOLITA ALL WEEK ROUND

- National section, printed on white paper
The so-called „white pages,” offering political and social news, both national and from abroad. Features, opinions, columns, interviews, editorial commentaries.
- „Economy and the Market”
The so-called „green pages.” Daily review of developments on the financial markets both in Poland and abroad. Analyses, broadcasts, economic reports.
- „Law Every Day”
The so-called „yellow pages.” Daily information pack on the latest legal regulations, commentaries from specialists, court case news, feature articles, legal advice.
- *ŻYCIE WARSZAWY*
The most exhaustive news service on the events in Warsaw. Full information on cultural and sports events.

MONDAY SUPPLEMENT

- „Real Estate” – Construction, investments, financing
Is real estate investment safe at the moment? Who offers the best loans for homeowners? How should a second-hand real estate transaction be handled? Review of construction materials prices, real estate news, investment counseling.
- „Good Firm - Taxes and accounting”
In each issue we advise how: to handle tax return, legal persons’ income tax, VAT, excise; to keep books correctly; to settle international trade transactions; to account for receipts and expenditures; to depreciate your company’s assets; to handle a tax audit, to seek tax exemptions for companies

TUESDAY SUPPLEMENT

- „Good Firm – Law and Economy”
We help solve various problems related to: the establishment and management of firms and companies, the drawing up of commercial contracts, bidding for a public tender, collecting debts from contractors, obtaining and settling EU grants, environmental protection legislation establishing your company on the Internet and abroad

Rzeczpospolita supplements

WEDNESDAY and FRIDAYS SUPPLEMENT

- „Good Firm – Employment and Benefits”
In each issue we offer advice on how to: employ and fire people, grant leaves, control working time, pay an employee for extra time, keep records of remuneration, employment information, working time.

THURSDAY SUPPLEMENT

- „My Money”
A practical guide to the services offered by banks and other financial institutions. Analyses of offers, ranking lists, investment counseling: how to increase profits, how to plan for retirement, also collectors' guides.
- „Good Firm - Taxes and accounting”
In each issue we advice how: to handle tax return, legal persons' income tax, VAT, excise; to keep books correctly; to settle international trade transactions; to account for receipts and expenditures; to depreciate your company's assets; to handle a tax audit, to seek tax exemptions for companies.

FRIDAY SUPPLEMENT

- „Tele Rzeczpospolita”
A TV guide to television and radio programming including movie reviews, behind the scenes reports from film sets, interviews with actors and film directors.
- „Warsaw Entertainment Guide”
Leisure opportunities for the residents of Warsaw. Cinemas and theatres, the arts, recommendations, shopping, family weekends.
- „My Travels”
A supplement for travelers. Articles describing interesting places to visit, both at home and abroad. Practical information, competitions, ranking list of, among others, travel agencies.
- „Good Firm – Employment and Benefits”
In each issue we offer advice on how to: employ and fire people, grant leaves, control working time, pay an employee for extra time, keep records of remuneration, employment information, working time.

Rzeczpospolita supplements

SATURDAY SUPPLEMENT

- „Plus Minus”
Every Saturday the main section of *Rzeczpospolita* features opinion-shaping essays and columns. Many diverse perspectives on Poland and the world. Histories. Ideas. Personalities. Excellent columnists share their views.
- „The New York Times” (*Rzeczpospolita*'s English pages)
A weekly supplement prepared by the The New York Times featuring articles on the economy, new technologies, health, culture and entertainment, and offering numerous commentaries and analyses.

OTHER, RELEVANT SUPPLEMENTS OF RZECZPOSPOLITA (MONTHLIES, QUARTERLIES, YEARBOOKS)

- „LTS”
Presents latest news in the sector of Logistics, Transport and Freight Forwarding. The supplement prints ranking lists of 100 best logistics and transport companies once a year. Besides, the LTS supplement contains columns such as: the news, trucks and vans, freight forwarding.

- „Ranking of 500 Rzeczpospolita's Largest Companies”
The April's supplement lists all the largest Polish companies as measured by their financial results, profitability indicators, employment, average wages and investments. Ranking has been made for 10 years.
- „Ranking of Municipal Governments”
The supplement appears in July and presents the list of the country's best district governments.
- „Ranking List 2000: Polish Companies”
It is published in October. Ranking list 2000 includes not only the tycoons and large companies, but also middle-sized ones as well as some of the stronger niche firms, whose sales growth, profitability and investment indicators are on the rise.
- „Polish Brands”
Ranking of the best polish brands appearing in December. Its a reliable list of Polish commercial brands ranked according to their market value.

If you are interested in the complete list of our supplements, please ask a sales representative





Badanie PRO

Survey PRO

Survey PRO

Around the end of March beginning of April we completed, in cooperation with Millward Brown SMG/KRC, another wave of survey PRO (media consumption survey among managers). We have conducted it since 2000, the most recent edition being the fourteenth wave of the survey. Altogether we have surveyed 31 thousand Polish managers working in companies with more than 20 employees.

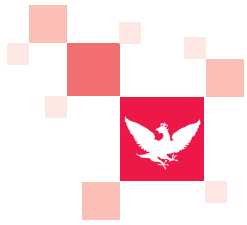
The results of the recent edition again have shown the strong position of *Rzeczpospolita* among the managerial ranks in Poland.

Rzeczpospolita continues to lead among newspapers read by managers responsible for financial and legal matters

Most commonly used in media surveys, the average issue readership indicator AIR (the Polish acronym of which is CPW) shows *Rzeczpospolita* occupying a strong second position (right after *Gazeta Wyborcza*). With its 31.8% it is way ahead of other newspapers competing for readers and advertisers – *Gazeta Prawna* (20.4%) and *Dziennik* (5.7%).

In addition, *Rzeczpospolita* is recognized among managers as the best source of economic and financial news. As many as 32.9% of the respondents said that for such updates they turn to our newspaper. Other dailies are significantly less esteemed in this respect: *Gazeta Wyborcza* (13.5%), *Gazeta Prawna* (13.1%), *Puls Biznesu* (9.1%).

In the questionnaire we also asked our readers what they thought of the new format (we shifted from broadsheet to tabloid format at the end of 2007). 61.27% of the respondents were all in favor, 34.92% of them said they didn't particularly care about it. Only 1.61% clearly disapproved of the reformatting.



Źródło: Badanie PRO, SMG/KRC, fala kwiecień 2008, N=2 119

„Rzeczpospolita” znajduje się w ścisłej czołówce w rankingu czytelnictwa prasy wśród menedżerów
Rzeczpospolita is one of the foremost newspapers among managers

CPW

AIR

| | |
|------------------------------|-------|
| Gazeta Wyborcza | 37,4% |
| Rzeczpospolita | 31,8% |
| Gazeta Prawna | 20,4% |
| Puls Biznesu | 7,3% |
| Fakt | 6,4% |
| Gazeta Podatkowa | 6,1% |
| Dziennik Polska Europa Świat | 5,7% |
| Super Express | 4,2% |
| Parkiet Gazeta Giełdy | 1,6% |
| Trybuna | 0,8% |

„Rzeczpospolita” jest najczęściej czytany dziennikiem wśród menedżerów. Średnia liczba czytanych wydań w tygodniu jest najwyższa.

Rzeczpospolita is most often read among managers. Highest average number of issues read per week

Średnia liczba przeczytanych wydań
Average number of issues read

| | |
|------------------------------|-----|
| Rzeczpospolita | 3,9 |
| Gazeta Wyborcza | 3,6 |
| Gazeta Prawna | 3,2 |
| Dziennik Polska Europa Świat | 3,0 |
| Puls Biznesu | 3,0 |
| Parkiet Gazeta Giełdy | 3,0 |
| Trybuna | 3,0 |
| Super Express | 2,7 |
| Fakt | 2,7 |
| Gazeta Podatkowa | 1,5 |

Source: Survey PRO, SMG/KRC, wave April 2008, N=2 119

W ocenie menedżerów „Rzeczpospolita” jest najlepszym tytułem gospodarczym, ekonomicznym, finansowym

To najlepszy tytuł gospodarczy, ekonomiczny, finansowy

In the estimation of managers surveyed, *Rzeczpospolita* has the best economy and finance section

It has the best economy and finance section

| | |
|---------------------------------------|--------|
| Rzeczpospolita | 32,94% |
| Gazeta Wyborcza | 13,49% |
| Gazeta Prawna | 13,13% |
| Puls Biznesu | 9,10% |
| Dziennik | 3,47% |
| Parkiet Gazeta Giełda | 1,48% |
| żaden z powyższych / non of the above | 7,73% |

Menedżerowie czytający „Rzeczpospolitą” odpowiadają w swoich firmach za najważniejsze obszary działalności

Managers reading *Rzeczpospolita* are responsible for some of the most important areas of their companies' operations

Obszary odpowiedzialności w firmie / Responsibilities in the company

| | |
|---|--------|
| finanse / finance | 19,63% |
| zarządzanie zasobami ludzkimi / human resources | 16,75% |
| sprzedaż / sales | 11,38% |
| wdrażanie nowych rozwiązań / implementation of new procedures | 8,76% |
| zagadnienia prawne / legal matters | 6,85% |
| planowanie strategiczne / strategic planning | 6,47% |
| zaopatrzenie / supplies | 6,38% |
| dystrybucja / distribution | 6,09% |
| produkcja / production | 5,95% |
| organizacja szkoleń, konferencji / training and conferences | 5,28% |
| systemy informatyczne, komputeryzacja / computer systems | 2,37% |
| brak odpowiedzi / no answer | 4,11% |



Najważniejsze wnioski

The most important conclusions

The most important conclusions

More CONTENT

Rzeczpospolita is the only Polish daily offering both news of general interest and specialized information. It offers analyses of sociopolitical developments, cultural events, law and business.

More PRESTIGE

Rzeczpospolita is among the leading newspapers on the Polish market. It is one of the most often quoted newspapers in the country.

More OPINIONS

Rzeczpospolita takes an active part in the public debate. It looks critically on Polish reality and describes from a variety of perspectives.

More BENEFITS

Rzeczpospolita offers its readers a series of supplemental sections providing quality educational opportunities and entertainment.

The most important conclusions

Demographic data:

- Readers of *Rzeczpospolita* are both men and women in equal proportion
- 66 percent of readers are in the 25-54 age bracket – i.e. in the age of the highest professional activity
- 63 percent of readers have higher education, 28 percent secondary education
- 84 percent of readers live in cities – one out of four lives in in those largest ones with over 500 thousand inhabitants

Professional status

- 77 percent of readers have full-time jobs
- 51 percent manages the work of other people
- 32 percent of readers are managers and freelancers

The most important conclusions

Social class

- 41 percent of Rz readers belong to the so-called intellectuals.
- 31 percent constitute „White-collar workers.”

Material status

- Readers of *Rzeczpospolita* possess adequate financial means to actively engage in various forms of investment.

Hobby/Personality:

- Readers of *Rzeczpospolita* are open, broad-minded and active people. Leaders of the public opinion.
- *Rzeczpospolita* readers are creative people, willing to take on professional challenges. They strive to improve their abilities, expand their knowledge.

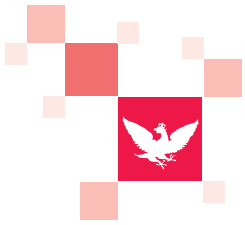
Modern technologies

- *Rzeczpospolita* readers are active, mobile, open to technological innovations.
- 85 percent have mobile phones.
- 79 percent actively use the Internet.



Dane

Data



Dane demograficzne

Płeć / Gender

| | | Affinity Index |
|-----------------|-----|----------------|
| mężczyzna / man | 51% | 105 |
| kobieta / woman | 49% | 96 |

Wiek / Age

| | | |
|------------------------------|-----|-----|
| 15-24 lata / 15-24 years old | 11% | 52 |
| 25-34 lata / 25-34 years old | 21% | 110 |
| 35-44 lata / 35-44 years old | 19% | 117 |
| 45-54 lata / 45-54 years old | 26% | 135 |
| powyżej 54 lat / over 54 | 24% | 93 |

Wykształcenie / Education

| | | |
|--|-----|-----|
| podstawowe / primary school graduate | 2% | 14 |
| zasadnicze zawodowe / vocational training graduate | 6% | 23 |
| średnie / high school graduate | 28% | 88 |
| wyższe / college degree or more | 63% | 264 |

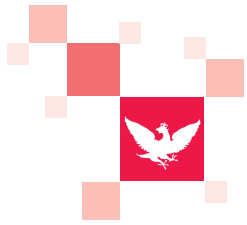
Demographic data

Czytelnicy z wykształceniem wyższym – wybrane rodzaje wykształcenie / Higher education graduates – various degrees

| | | |
|--|-----|-----|
| licencjat, inżynierskie / BA, engineer's degree | 7% | 243 |
| wyższe magisterskie / Master's degree | 38% | 366 |
| studia podyplomowe, MBA / postgraduate degree, MBA | 4% | 530 |
| doktorat / PhD | 2% | 573 |

**Czytelnicy „Rzeczpospolitej” to świetnie wykształcone osoby w wieku najwyższej aktywności zawodowej.
91,3% stanowią osoby z wykształceniem średnim lub wyższym.**

**Readers of *Rzeczpospolita* are professionally active and well educated.
91.3% of them are high-school and college graduates.**



Dane demograficzne

Wielkość miejscowości zamieszkania / Place of residence

| | | |
|--|-----|-----|
| wieś / village | 16% | 44 |
| miasto do 10 000 mieszkańców / town of less than 10 000 inhabitants | 6% | 95 |
| miasto od 10 000 do 20 000 mieszkańców / town from 10,000 – 20,000 inhabitants | 7% | 100 |
| miasto od 20 000 do 50 000 mieszkańców / town from 20,000 – 50,000 inhabitants | 14% | 126 |
| miasto od 50 000 do 100 000 mieszkańców / town from 50,000 – 100,000 inhabitants | 9% | 99 |
| miasto od 100 000 do 200 000 mieszkańców / city from 100,000 – 200,000 inhabitants | 11% | 132 |
| miasto od 200 000 do 500 000 mieszkańców / city from 200,000 – 500,000 inhabitants | 11% | 119 |
| miasto powyżej 500 000 mieszkańców / more than 500,000 inhabitants | 25% | 227 |

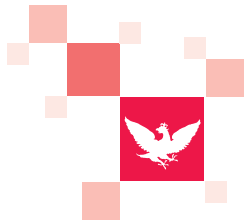
Region (7 regionów) / Region (7 regions)

| | | |
|-----------------------------------|-----|-----|
| Polska Centralna / Central Poland | 29% | 139 |
| Ściana Wschodnia / Eastern Poland | 9% | 83 |
| Małopolska / Lesser Poland | 14% | 92 |
| Górny Śląsk / Upper Silesia | 15% | 101 |
| Dolny Śląsk / Lower Silesia | 11% | 105 |
| Wielkopolska / Great Poland | 11% | 89 |
| Pomorze / Pomerania | 11% | 72 |

Demographic data

**Osoby zamieszkujące miasta stanowią 84% czytelników „Rzeczpospolitej”.
Co czwarty czytelnik „Rzeczpospolitej” to mieszkaniec wielkiej aglomeracji miejskiej**

**84% of *Rzeczpospolita*'s readers live in cities. One out of four readers
of *Rzeczpospolita* is a resident of a large city.**



Sytuacja zawodowa

Aktualna sytuacja zawodowa respondenta / Current professional status

| | | |
|--|-----|-----|
| praca w pełnym wymiarze godzin / full-time job | 77% | 163 |
| uczeń – student / student | 7% | 50 |
| emeryt – rencista / retired | 10% | 43 |

Czy kieruje pracą innych osób? / Does the respondent manage the work of others?

| | | |
|-----------|-----|-----|
| tak / yes | 51% | 231 |
|-----------|-----|-----|

Kategoria zawodowa / Occupation category

| | | |
|---|-----|-----|
| specjaliści – wolne zawody / specialists – freelancers | 22% | 320 |
| technicy i wyspecjalizowani prac. adm. / engineers and administrative workers | 21% | 175 |
| dyrektorzy, urzędnicy państwowi wysokiego szczebla, kierownicy / managers, high-ranking officials, executives | 13% | 379 |
| właściciele prywatnych firm / owners of private companies | 12% | 200 |
| pracownicy umysłowi niższego szczebla / lower-level white-collar workers | 8% | 147 |

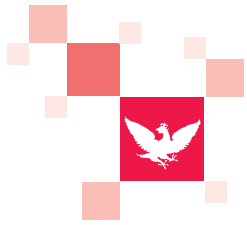
Professional status

Do jakiej branży należy zakład pracy / In which line of business does your company operate?

| | | |
|--|-----|-----|
| administracja publiczna i obrona narodowa / public administration and national defence | 12% | 406 |
| pozostała działalność usługowa / other services | 7% | 154 |
| budownictwo / construction | 7% | 134 |
| przetwórstwo przemysłowe / manufacturing | 7% | 121 |
| edukacja / education | 6% | 169 |
| handel i naprawy / commerce and repair services | 6% | 85 |
| pośrednictwo finansowe, bankowość / financial services and banking | 6% | 496 |
| transport, gospodarka magazynowa i łączność / transportation, storage and communications | 5% | 172 |
| ochrona zdrowia i opieka społeczna / health care and social care | 3% | 113 |
| wytwarzanie i zaopatrzenie w energię elektryczną, gaz i wodę / electric, gas and water supply industry | 2% | 299 |
| obsługa nieruchomości i firm / real estate services | 2% | 389 |
| górnictwo i kopalnictwo / mining | 2% | 146 |

Ile osób zatrudnia firma / How many people does your company employ?

| | | |
|------------------------------------|-----|-----|
| do 50 osób / less than 50 people | 34% | 122 |
| 51-249 osób / from 51-249 people | 22% | 225 |
| 250-500 osób / from 250-500 people | 9% | 290 |
| 501 i więcej osób / more than 500 | 12% | 203 |



Sytuacja zawodowa

51% naszych czytelników kieruje pracą innych osób.

56% czytelników to wysokiej klasy specjaliści, kierownicy, dyrektorzy, technicy.

Wśród czytających „Rzeczpospolitą” istnieje bardzo wysoka nadreprezentacja osób pracujących w branżach bankowość, finanse, administracja publiczna.

51% manage the work of others.

56% of *Rzeczpospolita*'s readers are high-level specialists, managers, directors, engineers.

Among readers of *Rzeczpospolita* the most numerous are people working in banking, financial services and public administration.

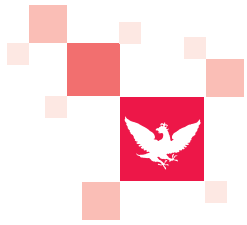
Sytuacja rodzinna / Family situation

Klasa społeczna rodziny / Social status

| | | |
|--|-----|-----|
| Inteligencja / intelligentsia | 41% | 280 |
| Pracownicy umysłowi / white-collar professionals | 31% | 138 |
| Prywatna inicjatywa / small-business owners | 13% | 154 |
| Robotnicy wykwalifikowani / skilled workers | 10% | 29 |

Wielkość gospodarstwa domowego (6 kategorii) / Household size (6 categories)

| | | |
|--------------------------------|-----|-----|
| jedna / one | 38% | 111 |
| dwie / two | 28% | 115 |
| trzy / three | 23% | 116 |
| cztery / four | 15% | 99 |
| pięć / five | 8% | 71 |
| sześć lub więcej / six or more | 3% | 46 |



Finanse

Miesięczny dochód badanego / Monthly income of the surveyed

| | | |
|--------------------------------|-----|-----|
| nie ma dochodów / no income | 7% | 41 |
| do 1000 PLN / up to 1000 PLN | 9% | 34 |
| 1001-2000 PLN / 1001-2000 PLN | 24% | 108 |
| 2001-3000 PLN / 2001-3000 PLN | 12% | 253 |
| ponad 3000 PLN / over 3000 PLN | 15% | 623 |

Wśród czytelników „Rzeczpospolitej” znajdziesz znaczną nadreprezentację osób o wysokich dochodach.

People with high income are over-represented among *Rzeczpospolita* readers.

Finance

Konta bankowe: typ posiadanego konta / Bank accounts: type of account possessed

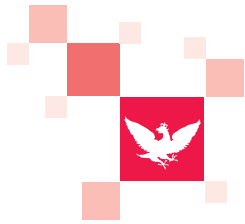
| | | |
|--|-----|-----|
| Konto osobiste, tzw. ROR / Personal account, the so-called ROR (savings and current account) | 70% | 156 |
| Lokata terminowa złotówkowa / Polish zloty term deposit | 13% | 247 |
| Konto a vista złotówkowe / On-call account in Polish zloty | 5% | 188 |
| Rachunek inwestycyjny / Investment account | 6% | 352 |
| Lokata terminowa dewizowa / Foreign currency term deposit | 3% | 297 |

Karty płatnicze / bankomatowe: posiadanie [RS] / Payment / cash cards owners [RS]

| | | |
|---------------------|-----|-----|
| posiada / possesses | 65% | 170 |
|---------------------|-----|-----|

Karty płatnicze / bankomatowe: marka posiadanych kart [RS] / Payment/cash cards: brands of cards possessed [RS]

| | | |
|-------------------------|------|-----|
| Visa Electron | 29% | 179 |
| Visa | 23% | 207 |
| Maestro | 17% | 193 |
| Master Card / Euro Card | 13% | 253 |
| American Express | 1% | 249 |
| Diners Club | 0,3% | 193 |



Finanse / Finance

Formy inwestowania / Forms of investment

| | | |
|--|-----|-----|
| Jednostki funduszy inwestycyjnych / Investment fund units | 11% | 307 |
| Ubezpieczenia na życie (III Filar) / Life insurance (III Pillar) | 24% | 146 |
| Ubezpieczenia na życie (III Filar): ubezpieczenie związane jest z funduszem inwestycyjnym Life insurance (III Pillar): insurance connected with investment fund | 11% | 284 |
| Akcje WGPW: inwestowanie / Shares of Warsaw Stock Exchange: investing | 5% | 287 |
| Opinie: Bardzo dobrze zarządzam moimi pieniędzmi / Opinions: I manage my money effectively | 68% | 100 |
| Opinie: Ważne jest, aby być ubezpieczonym na każdą sytuację / Opinions: It is important to protect oneself against any risk | 69% | 103 |

Czytelnicy „Rzeczpospolitej” posiadają środki finansowe, które pozwalają im aktywnie korzystać z różnorodnych form inwestowania. Istotne jest dla nich efektywne zarządzanie swoimi pieniędzmi.

Nasi czytelnicy to aktywni użytkownicy nie tylko podstawowych, ale także zaawansowanych usług bankowych i finansowych.

Readers of *Rzeczpospolita* possess financial means enabling them to engage in various forms of investment. They consider it essential to manage effectively their own money.

Our readers are active users of not only basic, but also advanced bank and financial services.

Zainteresowania – Hobby Pursuits – Hobbies

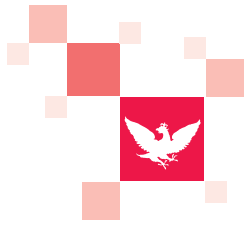
| | | |
|--|-----|-----|
| Opinie: Interesują mnie sprawy, wydarzenia międzynarodowe / Opinions: I am interested in international issues and events | 62% | 150 |
| Opinie: Lubię życie pełne wyzwań, nowości i zmian / Opinions: I like when life is full of new challenges and changes | 40% | 115 |

Uczestniczenie w wydarzeniach kulturalnych, zakup książek, płyt / Participation in cultural events, purchase of books and records

| | | |
|---|-----|-----|
| Wystawy, teatr, opera i balet: chodzenie / Exhibitions, theatre, opera and ballet: going to | 30% | 224 |
| Kino: chodzenie / The movies: going to | 47% | 159 |
| Koncerty: chodzenie / Concerts: going to | 28% | 170 |
| Książki: kupowanie / Books: buying | 62% | 183 |
| Płyty kompaktowe: kupowanie / CDs: buying | 37% | 149 |

Muzyka: rodzaj słuchanej muzyki / Music: types of music listened to

| | | |
|---------------------------------|-----|-----|
| Rock / Rock | 35% | 151 |
| Klasyczna – poważna / Classical | 27% | 203 |
| Poezja śpiewana / Sung poetry | 18% | 173 |
| Blues | 16% | 228 |
| Jazz | 14% | 282 |
| Country | 12% | 145 |
| Heavy metal | 7% | 182 |
| Folk | 6% | 152 |
| Gospel, spirituals | 3% | 163 |



Zainteresowania – Hobby

Spędzanie wolnego czasu: formy / Spending leisure time: forms

| | | |
|---|-----|-----|
| Czytając książki / Reading books | 44% | 179 |
| Czytając gazety codzienne / Reading daily newspapers | 42% | 177 |
| Chodząc na imprezy sportowe / Going to sports events | 10% | 168 |
| Uprawiając sport / Going in for sports | 16% | 157 |
| Przy komputerze, nie grając / At the computer, not playing computer games | 28% | 148 |
| Oglądając filmy na wideo\DVD / Watching video or DVD films | 23% | 123 |
| Chodząc do kawiarni, restauracji, dyskoteki itp. / Going to cafes, restaurants, disco, etc. | 14% | 122 |

Urlopy-wakacje: / Leaves-holidays:

| | | |
|---|-----|-----|
| Wyjazdy na weekend: w ciągu ostatnich 3 miesięcy / Weekend trips: during last 3 months | 33% | 191 |
| Wakacje w kraju / Holidays in the country | 42% | 163 |
| Wakacje za granicą / Holidays abroad | 19% | 251 |
| Urlopy-wakacje: łączny koszt ostatniego wyjazdu na osobę pow. 1000 zł / Leaves-holidays: total cost of the last trip over 1000 PLN per head | 23% | 263 |
| Podróże samolotem: w ciągu 12 miesięcy / Travelling by plane: during 12 months | 19% | 260 |
| Opinie: Staram się jeździć na każde wakacje w inne miejsce / Opinions: Every vacation I try to visit a new place | 54% | 134 |

Pursuits – Hobbies

Czytelnicy „Rzeczpospolitej” to osoby otwarte, aktywne, o szerokich horyzontach. Chętnie uczestniczą w wydarzeniach kulturalnych, czytają literaturę, prasę, uprawiają sport. Chętnie wyjeżdżają na wakacje, urlopy, weekendy.

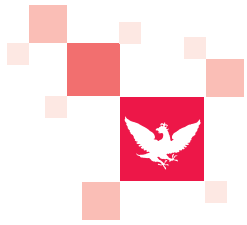
Cechuje ich ciekawość świata i nowych miejsc.

Uwielbiają muzykę ambitną: jazz, blues, rock, ale także muzykę klasyczną.

Readers of *Rzeczpospolita* are active and open-minded people. They are willing to participate in cultural events, read books and newspapers, go in for sports, go on holidays, leaves, weekends.

They are curious about the world and want to visit new places.

They love ambitious music like Jazz, Blues, Rock as well as classical music.



Zainteresowanie tematami w prasie

Interest in the topics in the press

| | | |
|--|-----|-----|
| Krajowe wydarzenia polityczne / Domestic political news | 70% | 230 |
| Wiadomości lokalne / Local news | 70% | 132 |
| Ważne problemy społeczne kraju / Relevant social issues in the country | 62% | 197 |
| Informacje gospodarcze kraju / National economic news | 61% | 255 |
| Międzynarodowe wydarzenia polityczne / International news | 58% | 243 |
| Informacje o finansach, budżecie / Finance, budget | 51% | 344 |
| Omówienia ustaw, przepisów / Analyses of acts and regulations | 50% | 377 |
| Film, teatr, książki / Films, theatres, books | 39% | 183 |
| Wydarzenia kulturalne / Cultural events | 38% | 190 |
| Wiadomości sportowe / Sports news | 37% | 131 |
| Nauka, technika / Science, technology | 36% | 174 |
| Turystyka, podróże / Tourism, travel | 31% | 182 |
| Motoryzacja / Auto news | 28% | 121 |

Komunikacja - telefon, Internet Communications – telephone, Internet

Czytelnicy „Rzeczpospolitej” są aktywni, mobilni, otwarci na nowości technologiczne

***Rzeczpospolita* readers are active, mobile, and technologically savvy**

Telefony komórkowe: posiadanie / Mobile phones owners

85%

121

Telefony komórkowe: funkcje telefonu, z których korzysta / Mobile phones: features of your phone which you actually use

| | | |
|--|-----|-----|
| Cyfrowy aparat fotograficzny / Digital camera | 21% | 132 |
| Wbudowany moduł Bluetooth / Built-in Bluetooth module | 12% | 158 |
| System głośnomówiący / Loudspeaker system | 10% | 124 |
| Łącze na podczerwień (IrDA) / IrDA (infrared) connection | 7% | 103 |
| GPRS | 7% | 131 |
| WAP | 6% | 157 |

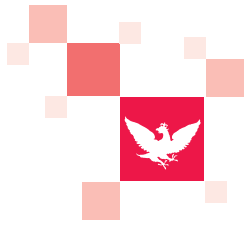
Internet: korzystanie / Internet: using

78%

190

Internet: do czego używa / Internet: usage purposes

| | | |
|---|-----|-----|
| Korzystanie z poczty elektronicznej / E-mail | 71% | 223 |
| Listy dyskusyjne / E-lists | 12% | 167 |
| Ściąganie/wysyłanie plików/programów (FTP) / Sharing files, both data and computer programs (FTP) | 23% | 168 |



Opinie dotyczące kariery, rozwoju, otoczenia, usług

Czytelnicy „Rzeczpospolitej” to osoby zadowolone ze swojego życia, twórcze, chętnie podejmujące wyzwania zawodowe. Starają się stale rozwijać i doskonalić.

The readers of *Rzeczpospolita* are satisfied with their lives; they are active and willing to take on new challenges. They are constantly seeking new opportunities to improve their skills or acquire new ones.

| | | |
|---|-----|-----|
| Opinie: Jestem zadowolony ze swojego życia / Opinion: I am happy with the way my life is going | 62% | 113 |
| Opinie: To ważne, żeby przez całe życie uczyć się czegoś nowego / Opinion: It's important to keep learning new things | 78% | 112 |
| Opinie: Zawodowo chcę osiągnąć jak najwięcej / Opinion: Professionally, I want to achieve as much as I can | 44% | 120 |
| Opinie: Uważam się za osobę twórczą / Opinion: I think I'm creative | 40% | 131 |

Czytelnicy „Rzeczpospolitej” to wymagający konsumenci – cenią wysoką jakość produktów i usług.

***Rzeczpospolita* readers are critical consumers – they expect high quality from products and services.**

Opinions concerning career development, environment and services

| | | |
|--|-----|-----|
| Opinie: Warto więcej zapłacić za produkty dobrej jakości / Opinion: It makes sense to pay more for quality products | 76% | 117 |
| Opinie: Uważam, że produkty uznanych marek są lepsze / Opinion: I think well-known brand products are better | 63% | 110 |
| Opinie: Posiadanie bardzo dobrych gatunkowo rzeczy sprawia mi przyjemność / Opinion: I find pleasure in possessing high-quality products | 60% | 116 |
| Opinie: Jakość jest ważniejsza od ilości / Opinion: Quality is more important than quantity | 77% | 114 |

Dane:

Affinity Index: „Rzeczpospolitej” (SCPW) vs wszyscy 15+

Badanie: PBC General

Realizacja i oprogramowanie: MillwardBrown SMG/KRC

Fale [12]: marzec 2007 : luty 2008 (wielkość: 46 676)

Wskaźnik: SCPW

Badanie: Target Group Index

MillwardBrown SMG/KRC

[12]: styczeń 2007 : grudzień 2007 (wielkość: 35 990)

Wskaźnik: SCPW

Data:

Affinity Index: *Rzeczpospolita* readers (SCPW) compared to people over 15

Survey: PBC General

Software: MillwardBrown SMG/KRC

Wave [12]: March 2007 : Feb. 2008 (S=46,676)

Indicator: SCPW

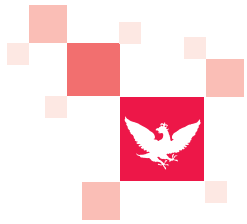
Survey: Target Group Index

MillwardBrown SMG/KRC

[12]: January 2007: December 2007 (size: 35 990)

Indicator: SCPW





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