

SAT KURIER

“SAT KURIER” MAGAZINE

MAGAZYN TELEWIZJI CYFROWEJ
DIGITAL TELEVISION MAGAZINE

PROFILE:

- Polish **international monthly magazine** (readers, subscribers and distributors in 10 European countries)
- High quality of the graphic - The magazine is printed in the best Polish printing companies
- European level of journalists, which know well **Polish media and TV market** (digital packages, digital satellite and terrestrial television & radio channels)
- European level of the engineers, who know well technical problems and development of digital television

THE MAIN SECTIONS:

- **TEST** - technical tests of satellite and DVB-T equipment made by professional engineers
- **PRODUCTS** - article about new products from TV-SAT and DVB-T market
- **SAT NEWS** - information about satellites and satellite operators
- **DIGITAL PLATFORMS** - information about European digital platforms
- **NOWE KANAŁY** - information about new digital TV channels
- **SYSTEMY KODOWANIA** - (Encryption Systems) unofficial information about software and changes in encryption systems (note: most interesting part of the magazine!)
- **MEDIA** - information from Polish and European media markets
- **DVB-T & HDTV** - new sections about DVB-T in Poland and HDTV in Europe
- **WYKAZY** - digital and FTA channels lists
- **WYWIADY** - interviews with well know persons from media, digital platforms and manufacturers of satellite equipment.

“SAT KURIER” MAGAZINE`S MAIN ATTRIBUTES:

- quick and accurate information about new satellite and DVB-T equipment available on European and Polish markets
- information from the best source: manufacturers of TV-SAT equipment, broadcasters, and magazine`s own Internet portal www.satkurier.pl
- reports from the biggest satellite events in Europe
- the best information from installation and hacker`s market
- contributors and friendly Internet information websites all over the Europe
- high quality digital pictures
- precision digital channels list.

GROUP OF DESTINATION:

- men from 17 to 65 years old (95%), women from 20 to 60 years old (5%),
- technical and high technical educated, - best sales in big, industrialised towns.
- SAT companies owners, managers in companies connected with satellite industry: broadcasters, digital packages(CYFRA+ & CYFROWY POLSAT) and cable networks (UPC, ASTER, MULTIMEDIA), technical employees, installers, enthusiast and satellite receiver`s owners.

Circulation: 25 thousand

Average sale of each issue in the 2009 year: 25 thousand pcs. (the best sale in the end of the year)

(data from the SAT KURIER distribution networks: subscribers, News Agents (RUCH/EMPiK), TV-SAT companies, sale abroad)

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