



GazetE.com

THE ON-LINE MAGAZINE

MEDIA PACK

What is GazetaE.com?

The GazetaE.com is a free online magazine directed to Polish citizens living in the UK and Polish-speaking audience interested in Polish culture and in cultural interchange. The magazine is available in internet at www.gazetae.com and www.gazetaelektroniczna.com and is updated with current news, engaging articles photo reportages, audio podcasts and videos every day.

Why choose GazetaE.com?

We continuously work towards enhancing magazine's identity by creating a professional and innovative design, best quality of written language – intelligible and accessible to wide audience, articles, information and advice which are engaging, interesting, inspirational and most current. GazetaE.com is the first online magazine for Poles living in UK that incorporates most current news and articles exclusively written for the publication and that also combines photo and video reportages and free video English lessons and advices from government bodies.

GazetaE.com is created by a team of experienced journalists, writers, photographers, video producers and business professionals that are passionate and committed to their job. The project is backed by the Polish Journalists Association, the Polish Consulate in Edinburgh and by Firstport Scotland Ltd. We are also collaborating with TV Polonia (Polish, national TV station) and Radio Talk FM.

Our magazine incorporates following sections:

News – local, national and world's information updated every day;

Articles – section incorporating interesting reportages, articles and interviews written by the group of professional journalists collaborating with GazetaE.com;

Photo – works of selected photographers from around UK with additional comments and project's description;

Video – video-reportages created by our journalists, video-productions from local and national government bodies (NHS, Business Gateway, Citizens Advice Bureau) and most interesting and specially selected works of video production students from around UK. In this section you will also find variety of advices and free English lessons;

Audio – all our audio productions and selected auditions from collaborating organisations including: Polish radio auditions and podcasts from around the world, created by GazetaE.com audio stories and rhymes for children incorporating beautiful images, and podcasts from our Polish auditions recorded for local radio stations;

Events – the list of recommended events from around UK – information regarding music concerts, theatre productions, sports events, cultural events etc.;

On internet – the list of recommended by us sites available on web – links and descriptions of most interesting, creative and exceptional videos, websites and interactive applications.

Our mission is to provide a quality reporting and analysis of trends and every-day issues that impact lives of Poles in UK. We are aiming to expand readers 'horizons, explore new thinking and experience diversity, history, culture and changes within the neighbourhoods.

GazetaE.com for business

GazetaE.com is the perfect place to advertise for UK retailers and service providers that are interested in reaching Polish immigrants market (there are around 70,000 Poles living in Scotland, 400,000 in Northern England and around 900,000 in whole UK). The research shows that advertising in online media is very popular among Poles, since they look for shops and service providers close to their place of stay or work and, preferably, they look for adverts presented in Polish, which give them a free and approachable reference guide.

Who reads GazetaE.com?

The magazine is directed primarily to a Polish reader living in UK. This community represents the largest migrant movement in recent EU history. Majority of Poles who have moved to the UK since 2004 are young, educated people. According to statistics, a typical Polish person in UK is aged between 18 and 44 (93% of Poles in UK), someone who likes challenges, who is open to new experiences and ideas and who is not afraid of taking risks. Majority of Poles wish to stay in UK permanently (around 40% of all immigrants) and they moved to here between 3 and 5 years ago. 93% of Poles are professionals in employment (around 50% in service and hospitality sector and around 10% are running their own businesses). Most of Poles (around 80%) are either married or stays in relationship. The average yearly income of Polish immigrant in UK is between £11,000 and £15,000.

A considerable number of Polish citizens hold a degree or are educated to a college level (around 50%).

Our magazine aims to meet exactly their reading needs.

You can find our magazine in internet under www.gazetae.com or www.gazetaelektroniczna.com.

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