

polennu.dk



News and facts

- **polenu.dk** is an independent online newspaper in Danish with news about Poland and Polish people.
- **polenu.dk** contains general information in text, pictures and films about Poland, Polish people and Polish relations.
- **polenu.dk** informs about politics, culture, trade, social relations, media, sports, international relations and much more.

Independent

- **polennu.dk** is voluntarily subordinated to the Danish Law og Media Liability Medieansvarslov and complaints can be referred to the Danish Press Council.
- **polennu.dk** is the world's first news portal of its kind.
- **polennu.dk** is the preferred source of information in Denmark with regard to information and news from and about Poland.

More than news

polenu.dk is also:

- Current weather and weather forecasts from Poland
- Blogs and debates
- Polish football results online
- Current weather forecasts for all Polish cities
- PLN /DKK current exchange rate

polennu.dk – since 2008

Hits excl. Android, Facebook, iPhone, Twitter.

2008: 0.453 mill

2009: 4.027 mill

2010: 8.364 mill

2011: 11.597 mill

2012: 17.229 mill

2013: 15.505 mill

Source: AWT/Solido



polennu.dk – statistics 2013

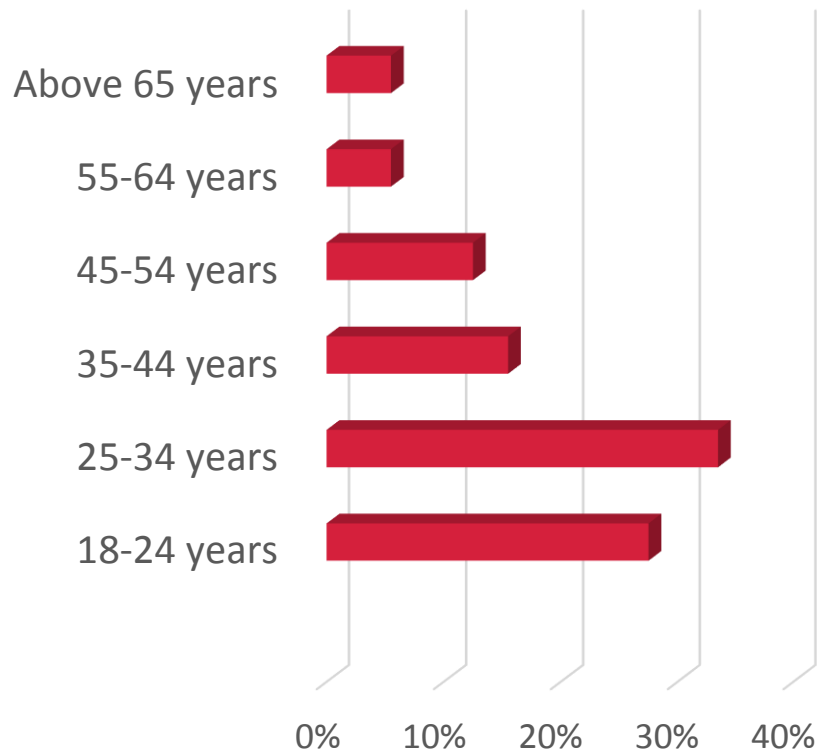
2013	Number of hits
Monthly	1.292.055
Weekly	298.167
Daily	42.479

Source: AWT/Solido



polennu.dk – Age distribution

Age distribution

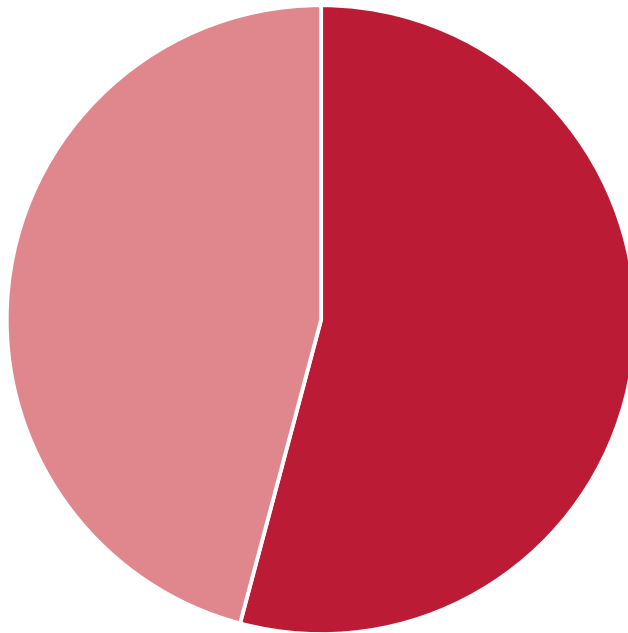


- **77 percent below 45 years**
- **61 percent below 35 years**
- **6 percent above 65 years**

Source: Google Analytics

polennu.dk – Gender distribution

Gender distribution



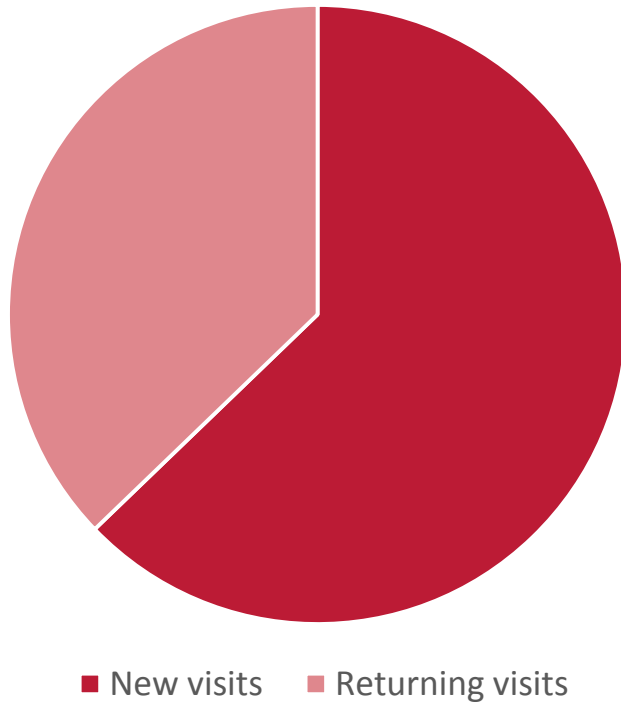
■ Men ■ Women

- 54 percent men
- 46 percent women

Source: Google Analytics

polennu.dk – Visits

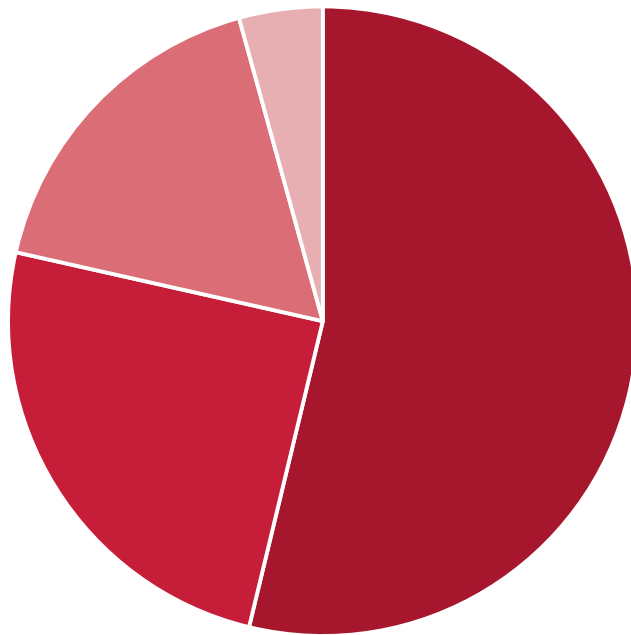
New and returning visits



- 63 percent represented by new visits
- 27 percent represented by returning visits

polennu.dk – Visit channels

Visits channels



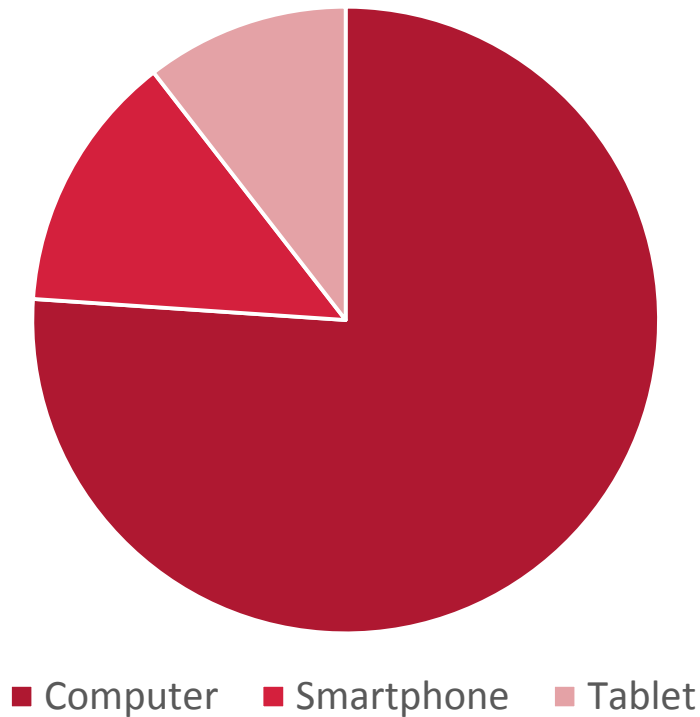
■ Searching engines ■ Direct
■ Social media ■ Recommendations

- 54 percent via search engines
- 17 percent via social media
- 25 percent direct visits

Source : Google Analytics

polennu.dk – Platforms

Platforms

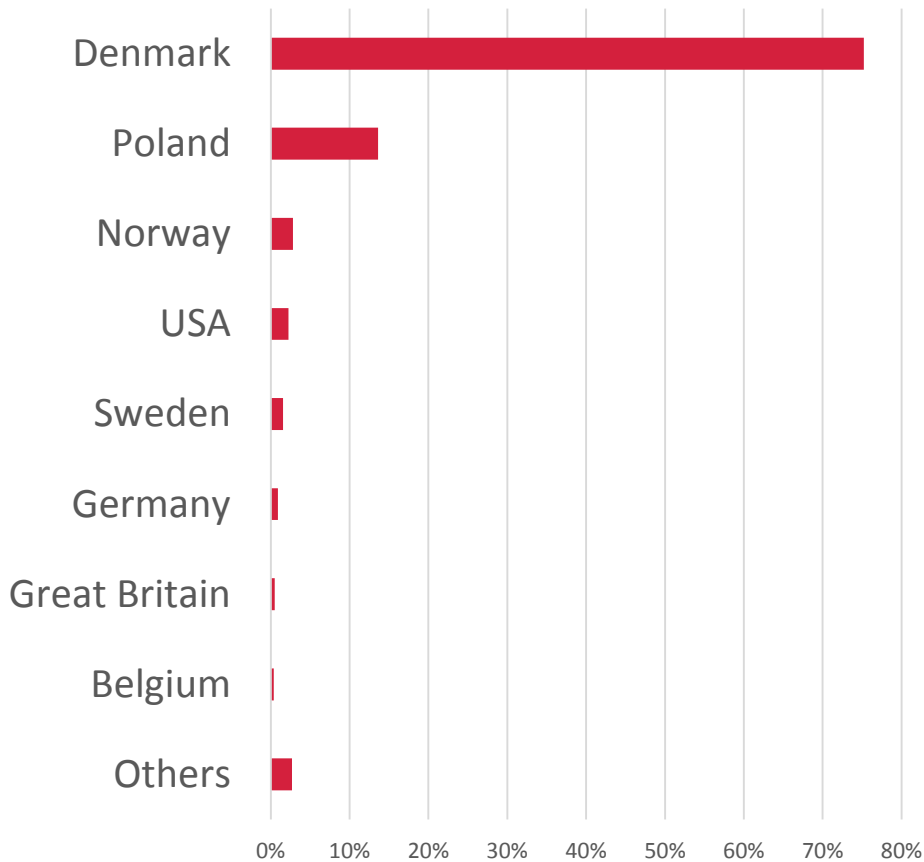


- 76 percent via pc.
- 13 percent via smartphone.
- 11 percent via tablet.

Source : Google Analytics

polennu.dk – Geography

Geographical position

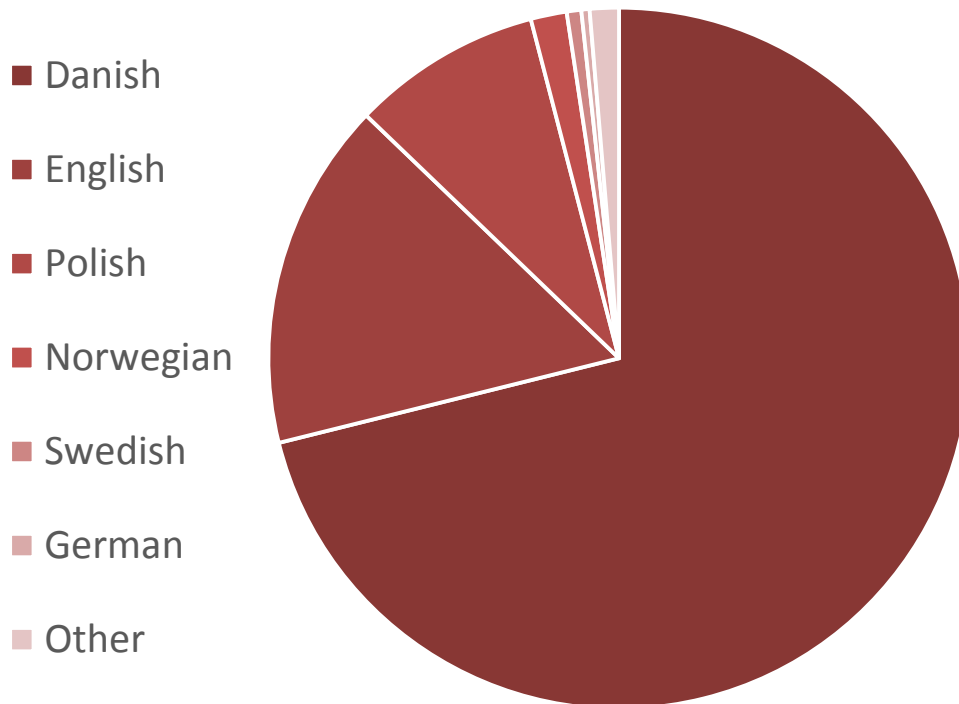


- **75 percent from Denmark**
- **14 percent from Poland**
- **8 percent from neighbouring countries**

Source : Google Analytics

polennu.dk – Computer languages

Computer languages



- **71 percent Danish**
- **16 percent English**
- **9 percent Polish**

polennu.dk – Recommendations

- **... Danmark's most prestigious medium - polennu.dk – if one want to know what happens in the Baltic neighbour...**
 - Aarhus Stiftstidende, styczeń 2014.
- **...it is an unique project, helping to promote Poland among Danes...**
 - Jacek Wójcikowski, I Counsellor, Trade and Investment Promotion Section
Embassy of the Republic of Poland
- **...polennu.dk creates good image of Poland among all Danes...**
 - Małgorzata Hudyma, Head of the Polish NTO in Stockholm.

polennu.dk – Recommendations

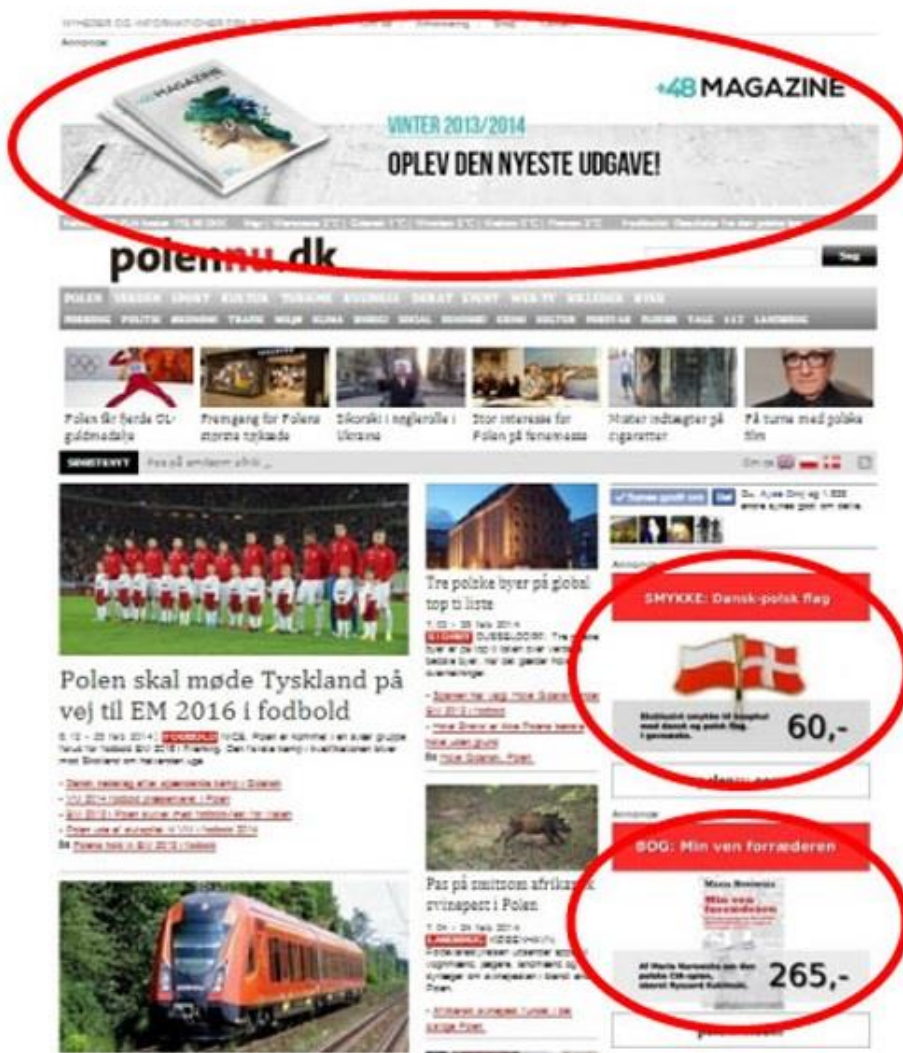
- **...difficult to find somewhere in the world a similar and trustworthy website about Poland in a foreign language...**
 - Journalist's Sylwia Skostad article, the first Polish online portal wp.pl, May 2011.
- **...and moreover, the Embassy has a good experience with polennu.dk...**
 - Thomas Østrup Møller, Ambassador of Denmark in Poland 2010 – 2012.
- **...therefore I am glad that polennu.dk allows such a broad insight into the Polish affairs. Because Poland is one of ours most interesting European partners, and so few Danes is aware of it...**
 - Uffe Ellemann Jensen, Minister of Foreign Affairs of Denmark 1982 – 1993.

polennu.dk – Banners placement



- Front page and news
- Facts

polennu.dk – Banners placement



← Topbanner

← Upper sidebanner

← Middle sidebanner

Front page and news

Front page and news 8 days	100 pro cent		25 pro cent - in rotation with max. 3 other banner	
Top banner 950x180 pixels	DKK	12.000	DKK	4.000
Upper sidebanner 300x250 pixels	DKK	6.000	DKK	2.000
Middle sidebanner 300x250 pixels	DKK	3.000	DKK	1.000

Facts - Pages

Facts-pages 30 days	100 pro cent		25 pro cent - in rotation with max. 3 other banners	
Top banner 950x180 pixels	DKK	30.000	DKK	10.000
Upper sidebanner 300x250 pixels	DKK	15.000	DKK	5.000
Middle sidebanner 300x250 pixels	DKK	7.500	DKK	2.500

Top logo banner



- Top logo banner, 200x50 pixels
- Placement on every page
- 1 year
- DKK 125.000