

Świat Poligrafii

MAGAZINE FOR PRINTING INDUSTRY MANAGERS

Editorial plan 2011 r.

Editorial plan I-VI 2011

Issue	Main topics	Deadline/ publication
January	Poligrafia Fair. Color management, quality control. Editorial sum up of the year 2010. Rema Days Fair. Euroreklama Outdoor Expo Fair. Financing of investment in printing industry. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional.	15.12.2010/ 10.01.2011
February	Large format printing - offset and digital. Editorial sum up of the year 2010-part 2. Financing of investment in printing industry - leasing. Rema Days Fair. Euroreklama Outdoor Expo Fair. Poligrafia Fair. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.01.2011/ 10.02.2011
March	Poligrafia Fair. Euroreklama Outdoor Expo Fair. Rema Days Fair. Packaging Innovations Fair. Insurance. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.02.2011/ 10.03.2011
April	Poligrafia Fair. Euroreklama Outdoor Expo Fair. Packaging Innovations Fair. Digital Fespa Fair. Investment in software (MIS, CRM). Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.03.2011/ 10.04.2011
May	Investment in software (MIS, CRM)-part 2. Leasing companies-Q1 figures. Poligrafia Fair, Euroreklama Outdoor Expo Fair - report. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.04.2011/ 10.05.2011
June	Poligrafia Fair-report 2. Fespa Fair - report. Packfood Fair. Investment in software (MIS, CRM)-part 3. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.05.2011/ 10.06.2011

Editorial plan VII-XII 2011

Issue	Main topics	Deadline/ publication
July/August	Digital printing - small format. Production certificates, standards, ISO norms. Packfood Fair. Labelexpo Fair. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.06.2011/ 10.07.2011
September	Technological innovations. Labelexpo Fair. Production certification. Leasing companies-Q2 figures. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.08.2010/ 10.09.2010
October	Packfood, Labelexpo - reports. Technological innovations - software, prepress, digital printing. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.09.2011/ 10.10.2011
November	Technological innovations - offset, flexo, postpress. Leasing companies-Q3 figures. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.10.2011/ 10.11.2011
December	Editorial sum up of the year 2011. Yearly cycles: software including web2print, postpress-the way how to be competitive, digital print vs. traditional, to manage printing business.	15.11.2011/ 10.12.2011

Formats and prices of advertising in Świat Poligrafii monthly magazine

Rate card - Świat Poligrafii magazine

Format	Format Width x Height mm	Price PLN
Covers		
Inside front cover	220 x 290 (226x296)	4900
Inside back cover	220 x 290 (226x296)	4000
Outside back cover	220 x 290 (226x296)	5800
Standard formats - editorial pages		
First editorial page	220 x 290 (226x296)	4100
1 / 1 page	220 x 290 (226x296)	3800
1 / 2 page vertical	125 x 290 (128x296)	2350
1 / 2 page vertical	110 x 275	2350
1 / 2 page horizontal	220 x 141 (223x144)	2350
1 / 2 page horizontal	190 x 135	2350
1 / 3 page vertical	85 x 290 (88x296)	1700
1 / 3 page vertical	70 x 275	1700
1 / 3 page horizontal	220 x 91 (223x94)	1700
1 / 3 page horizontal	190 x 85	1700
On cover banderol	470 x 100	2899
Inserts		
Insert free (max 200g/m ²)	215 x 290	3800
Insert integrated (max 200g/m ²)	220 x 290 (226 x 296)	3900
PR article		
Maximum 2 pages		3800