

Świat Poligrafii

MAGAZINE FOR PRINTING INDUSTRY MANAGERS

Advertising offer for 2011 r.
Świat Poligrafii magazine


„Świat Poligrafii” magazine :

- ✓ leading title launched in 2000
- ✓ the only monthly magazine for printing industry with circulation 3500 copies/month

Świat Poligrafii - content

Main sections of the magazine:

- ✓ news,
- ✓ prepress,
- ✓ print,
- ✓ postpress,
- ✓ printing materials,
- ✓ printing market,
- ✓ marketing,
- ✓ service,
- ✓ digital print
- ✓ packages,
- ✓ wide format digital printing,

 we are focusing on presentation new technologies and solutions having in mind their practical application for printing industry,

 all information we are serving in convenient form, using language easy to understand.

Świat Poligrafii – front covers (no ads)



Values we offer

- 👉 the **highest reach** - because 3500cop./issue is the highest confirmed circulation and distribution in the sector
- 👉 **independence and reliability** - because we are not involved in sales and distribution of any kind of printing equipment
- 👉 **actual and verified database** of printing companies and key suppliers for printing industry in Poland
- 👉 **good relations with the experts and authorities** in the sector build up based on our experts panel.

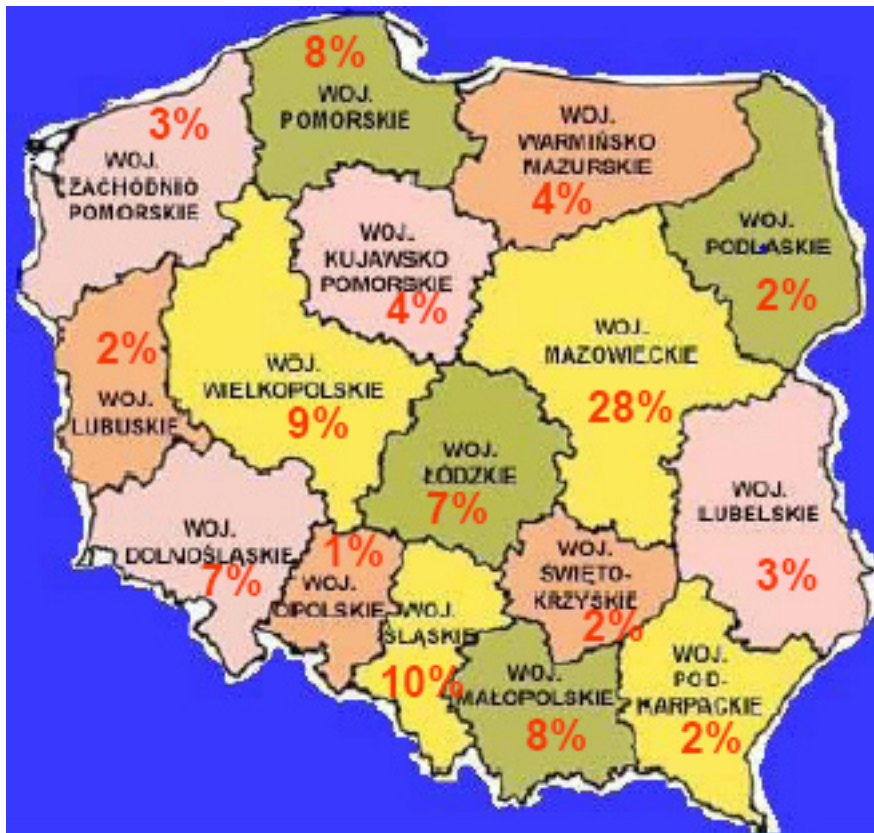
Who is our target?

Target group for „Świat Poligrafii” magazine:

Primary target group are decision makers and managers in printing companies and prepress studios.

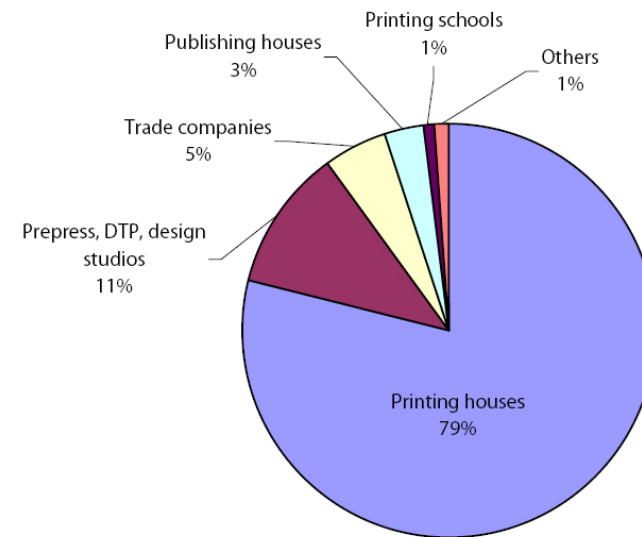
Our magazine is distributed also to the selected print buyers such as: advertising agencies, design and prepress studios, BTL agencies, marketing specialists in FMCG companies.

Distribution by regions

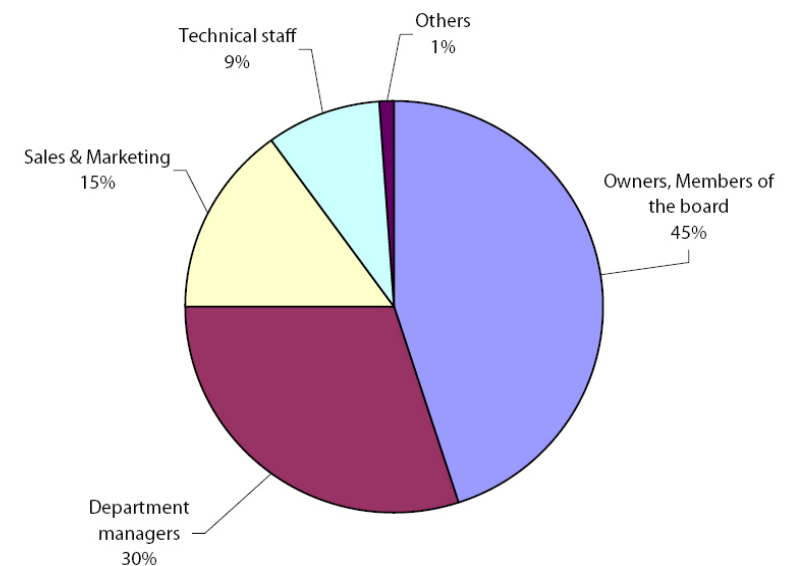


Magazine is distributed by post (in subscription).

Distribution of the magazine



Position in the company



Our title is well recognizable and present on the key industry events

Taropak
Poznań



LabelExpo
Brussels



Poligrafia
Poznań

EmbaxPrint
Brno



Drupa
Dusseldorf



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