

# Media – Info 2009

## Information about the monthly, pricelist of ads

Energy efficiency – from buildings to renewable energy sources



# Doradca Energetyczny



- The monthly
- Newsletter
- Website

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

## Profile

Doradca Energetyczny is one of professional magazines published by Instalator Polski Sp. z o.o., operating on the market for over 15 years. Doradca Energetyczny has been available since 2007 and is addressed to consultants operating the construction building sector, thermal efficiency auditors, construction facilities' energy certifiers, their professional partners and all those with interest in energy efficiency (from buildings to renewable energy sources). The implementation of the Directive 2002/91/EC was the impulse for launching the magazine. The magazine provides its readers with all the necessary information from the construction industry, such as: standards and regulations, work methodology and interdisciplinary professional knowledge.

## Thematic Sections

- Professional events
- Energy-efficient solutions
- Products & services
- Profession: energy consultant
- Expertise & technology
- Law, standardization, finance
- Reports & analyses
- Some interesting reading
- Energy consultant interview

## Professional range:

- housing and utility facilities,
- architecture and building structures, construction physics,
- building products and materials, incl. thermal upgrade,
- technical installations and equipment, especially heating and ventilation,
- equipment for the use of renewable energy, e.g. bio-mass fuelled hot water boilers, photovoltaic batteries, ground heat exchangers and heat pumps,
- windows and glass facades,
- products, services and software for energy consultants and certifiers,
- trainings for energy consultants and certifiers.

## Why is Doradca Energetyczny so unique among professional magazines?

- it is interdisciplinary and covers many branches: from construction, through heating and ventilation, to power using renewable energy sources;
- it is reliable, professional and businesslike, but at the same time it is intelligible and clear;
- the magazine is closely related to the Gebäude Energie Berater – German professional title that was the first of its kind in Germany and is a strong leader on the market;
- the magazine is not dependent from any organisation or association, but at the same time it is open for cooperation based on partnership with any of them;
- by closely linking the magazine with the website and the newsletter, we have created an informational platform for all those interested in construction energy efficiency, especially energy performance certificates;
- we are open not only to professional and industry-related aspects of energy efficiency, but also to its market and marketing aspects;
- the Polish Chamber of Commerce (KIG) became our patron in September 2007.

## Distribution

Doradca Energetyczny is available through:

- subscription (orders are taken through: our website, subscription form placed in subsequent issues of the magazine and also by contacting our Commercial Department)
- RUCH & EMPIK press reading rooms network across Poland
- Internet press services: [www.e-czasopismo.pl](http://www.e-czasopismo.pl), [www.egazety.pl](http://www.egazety.pl) and [www.e-kiosk.pl](http://www.e-kiosk.pl).

## Promotion

Doradca Energetyczny is promoted through:

- branch conferences and training courses,
- specialised trade shows,
- periodical free mailing to precisely targeted clients and businesses by their specialisation, location, etc.
- branch catalogues, books, and magazines
- the Internet.

# Distribution and readership analysis



**Doradca  
Energetyczny**

www.doradcaenergetyczny.pl

## Average monthly distribution

The analysis covers the period between  
1 October 2007 and 31 September 2008

• Total number of issues monthly	5500
• Average monthly distribution	4970
• Editorial, archive copies and returns	530

## Geographical distribution

Voivodships	%
dolnośląskie	4,4%
kujawsko-pomorskie	3,2%
lubelskie	4,0%
lubuskie	3,5%
łódzkie	3,4%
małopolskie	6,1%
mazowieckie	23,3%
opolskie	3,3%
podkarpackie	2,0%
podlaskie	2,6%
pomorskie	7,6%
śląskie	11,9%
świętokrzyskie	2,4%
warmińsko-mazurskie	2,9%
wielkopolskie	12,0%
zachodniopomorskie	7,3%
total	100 %

## Readers of Doradca Energetyczny

### Targeted groups

Per profile/industry*	%
building – services/ real estate developers	18%
housing communities and cooperatives	13,8%
design office/ design studio	13,2%
architect's studio	11,1%
real estate – management, property valuation	8,3%
sanitary and heating installation – services	7%
water and sewage installation – services	5,9%
electrical installation – services	5,2%
governmental administration/ industry organisation	4,9%
renewable energy sources	4,7%
producer-distributor of building materials	4,2%
universities and colleges	3,7%
total	100%

- thermal upgrade auditors and building energy consultants,
- architects, construction engineers,
- engineers involved in technical installations and equipment in buildings,
- contractors at new and upgraded building facilities,
- real estate developers and building investors
- housing communities and cooperatives, real estate managers, property valuation experts,
- producers, distributors and fitters of energy saving materials and equipment in the building industry, incl. renewable energy resources,
- professional associations and organisations, higher technical schools and institutions researching building physics and low-energy or passive facilities.

\* based on Publisher's own data for 2007/2008

# Pricelist of advertisements

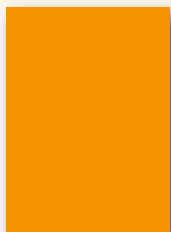
effective as of 1 January 2009



**Doradca  
Energetyczny**

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

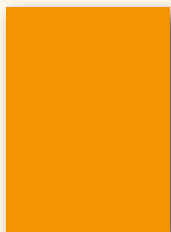
## Basic sizes and prices



### 2nd cover

205 x 285 (with 3-sided  
5 mm drop margin)

**2,520 EUR**



### 3rd cover

205 x 285 (with 3-sided  
5 mm drop margin)

**2,360 EUR**



### 4th cover

205 x 285 (with 3-sided  
5 mm drop margin)

**2,670 EUR**



### 1/1

180 x 249 (205 x 285 in the drop version  
with 3-sided 5 mm drop margin)

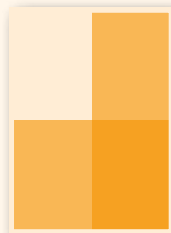
**1,850 EUR**



### Sponsored article

180 x 249

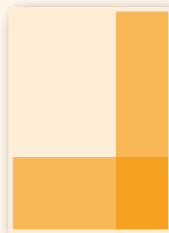
**1,230 EUR**



### 1/2

horizontal 180 x 122  
or vertical 88 x 249

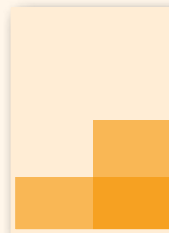
**1,020 EUR**



### 1/3

horizontal 180 x 80  
or vertical 57 x 249

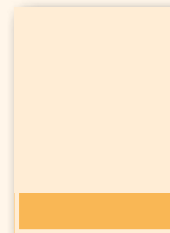
**640 EUR**



### 1/4

horizontal 180 x 59  
or vertical 88 x 122

**540 EUR**



### 1/6

horizontal 180 x 41

**440 EUR**



### presentation

180 x 249

**1,170 EUR**

Please, add a 22% VAT

# Pricelist of advertisements

effective as of 1 January 2009



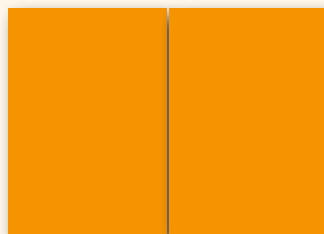
**Doradca  
Energetyczny**

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

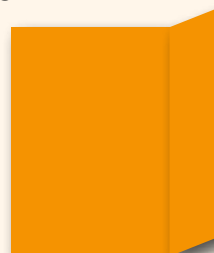
## Special sizes



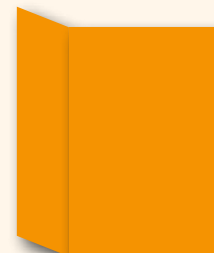
**Label band**  
size 100 x 420 mm  
**1,580 EUR**



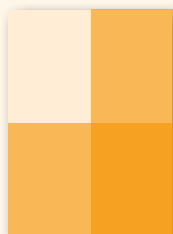
**inner centre-spread**  
size 410 x 285 mm  
**2,880 EUR**



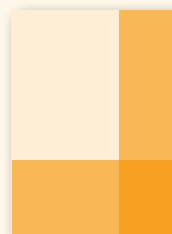
**3rd page + a flap**  
307.5 x 285  
**2,600 EUR**



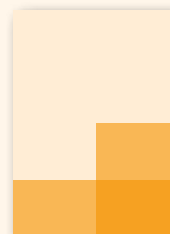
**4th page + a flap**  
307.5 x 285  
**2,600 EUR**



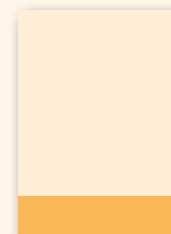
**1/2 bleed**  
horizontal 205 x 139 + 5 mm\*,  
vertical 91 x 285 mm + 5 mm\*\*  
**990 EUR**



**1/3**  
horizontal 205 x 105 + 5 mm\*  
vertical 73 x 285 + 5 mm\*\*  
**625 EUR**



**1/4**  
horizontal 180 x 59\*  
vertical 88 x 122\*  
**530 EUR**



**1/6**  
horizontal 205 x 52\*  
**440 EUR**

\*) plus with 2-sided 5 mm drop margin  
\*\*) plus with 3-sided 5 mm drop margin

# Pricelist of advertisements

effective as of 1 January 2009



**Doradca  
Energetyczny**

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

## Discounts

for repetitions		for advertising space used	
2 repetitions	5%	1 page	5%
4 repetitions	7%	3 pages	10%
6 repetitions	10%	6 pages	15%
10 repetitions	15%	9 pages	20%
12 repetitions	20%	12 pages	25%

## Extra charges

Extra charges are applied for positioning an ad on the right-hand side of the magazine (without page number indication) 10%

## Loose inserts, CDs, adhesives, sewn-in inserts

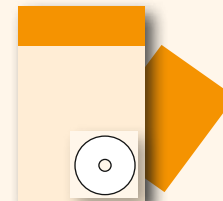
Inserts (leaflets, folders)

min. 2,000 pcs

size 190 x 290 mm, up to 20 g of weight per unit

**0,35 EUR**

Advertisers willing to insert their CDs or other non-standard ads are asked to contact the Advertising Office.



Adhesives/sewn-in inserts provided by the advertiser (for the entire circulation only)

1 card/2 pages (up to 20 g of weight per unit) **2,270 EUR**

Max. format A4

Extra charges:

inserts where weight exceeds 20g per unit

15%

inserts with the weight of 30-50g per unit

20%



Please, add a 22% VAT.

# Internet advertising

effective as of 1 January 2009



**Doradca  
Energetyczny**

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

Type	Dimensions* (pixels)	Size max. (kB)	File Format	Price (EUR)
<b>Banners in the middle column</b>				
animated	580 x 70	80	gif, swf	130
static	580 x 70	30	gif, swf, jpg	100
<b>Banners in the right column</b>				
animated	140 x 170	25	gif, swf	70
static	140 x 170	10	gif, swf, jpg	60
<b>Pop-up banner</b>				175

All banners are linked to a website chosen by the customer or PDF material.

\* Other non-standard dimensions of banners can be displayed when agreed in advance.

**Banners and links are displayed for a period of 30 days.**

Please, add a 22% VAT.

# Technical information



**Doradca  
Energetyczny**

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

**Publication cycle: monthly  
(joint 7-8 and 11-12 issues),**

published until 5th day of each month

**Range area:**

nation-wide

**Circulation:**

5500 egz.

**Printing technology:**

colour offset, photographic resolution 2540 dpi/ 150 lpi

**Format:**

magazine format: 205 × 285 mm after cut-off

**Materials for publishing:**

Miesięcznik drukowany jest w technologii CTP – nie przyjmujemy diapoztywów.

The monthly is printed out according to CTP technology – we do not accept diapositives. Digital materials must be submitted on CD-ROMs (formatted on PC) as TIFF or EPS files convertible to curves. We do not place register crosses.

Photographic resolution is 300 dpi. Please provide digital cromalin.

**Materials „for typesetting“:**

should be submitted on CD-ROMs, sent by e-mail or placed on the Publisher’s ftp in JPG, TIFF or CDR format.

**Photos, drawings and texts:**

Please save as separate files.

If the order included developing the entire ad, the base materials should include logo, photos (slides) or catalogue illustrations and the text for the ad. Colours significant for a company should be indicated as CMYK or Pantone no. A draft outline of the ad is required.

**Graphics and typesetting:**

Sadyba Publishing House, [sadyba@sadyba.com.pl](mailto:sadyba@sadyba.com.pl)

**Print:**

Zakład Poligraficzny ABC: [biuro@abczp.com.pl](mailto:biuro@abczp.com.pl)

# Publication plan 2009

Issue no.	Issue date	Deadline for booking & material delivery*	2009 fairs, technical seminars, other events**
1/2009	05.01.2009	15.12.2008	Budma 20-23.01.2009, Poznań, <a href="http://www.budma.pl">www.budma.pl</a>
2/2009	05.02.2009	15.01.2009	
3/2009	05.03.2009	15.02.2009	Enex + Enex New Energy 03-05.03.2009, Kielce, <a href="http://www.enex.pl">www.enex.pl</a> Ventilation Forum and A/C expo, March 2009, Warsaw <a href="http://www.forumwentylacja.pl">www.forumwentylacja.pl</a>
4/2009	05.04.2009	15.03.2009	Ecodom & Intereco, 17-19.04.2009, Katowice, <a href="http://www.intereco.mtk.katowice.pl">www.intereco.mtk.katowice.pl</a>
5/2009	05.05.2009	15.04.2009	Thermal upgrade Forum, May or June 2009, Warsaw, <a href="http://www.zae.org.pl">www.zae.org.pl</a>
6/2009	05.06.2009	15.05.2009	Pellets Expo, 24-26.06.2009, Bydgoszcz, <a href="http://www.ctpik.com.pl">www.ctpik.com.pl</a>
7-8/2009	05.07.2009	15.06.2009	
9/2009	05.09.2009	15.08.2009	Energetab 15-17.09.2009, Bielsko-Biala, <a href="http://www.energetab.pl">www.energetab.pl</a>
10/2009	05.10.2009	15.09.2009	Instalexpo 2007, 5th Technical and Economic [IB1] Congress, October <a href="http://www.polskiinstalator.pl">www.polskiinstalator.pl</a>
11-12/2009	05.11.2009	15.10.2009	Effizienz Forum, November 2009, Stuttgart, <a href="http://www.effizienzforum.de">www.effizienzforum.de</a> , Poleko, 24-27.11.2009, Poznań <a href="http://www.poleko.mtp.pl">www.poleko.mtp.pl</a>

\* Read „Technical Information” – it concerns ads and announcements; texts and illustrations for scientific-information articles are accepted 2 weeks before the publication date at the latest.  
\*\* The Publisher shall not be liable for postponing or cancelling any of the fairs.

## Exemplary topics – issues for 2009

- Implementation of the Directive 2002/91/EC in Poland and abroad
- New energy evaluation system for buildings
- How to become an authorised certifier?
- Thermal characteristics of a building and its methodology, energy certificates and passports
- Technical, legal and financial aspects of energy certificates
- Thermal upgrade – from A to Z.
- Financing of projects aimed at reducing energy consumption in building exploitation.
- Energy-efficient solutions in the construction of a building
- Insulation and thermal insulation materials – from basement to the roof
- Windows and building's thermal characteristics
- Low-energy and passive facilities
- Devices and installations increasing energy efficiency in building exploitation.
- Ground heat exchangers, recuperators, heat pumps, solar energy collector, solar panels, biomass generation and application equipment
- Infrared cameras as a tool for energy auditors and consultants
- Overview of products influencing the outcome of energy audits
- Specialized institutions and organisations important for energy consultants
- Legal and financial issues of energy consulting

## Our team



[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

### Wydawnictwo Instalator

#### Polski Sp. z o.o.

Publishing House

Al. Komisji Edukacji Narodowej 95

02-777 Warszawa

tel. no. +48 22 678 93 05

fax +48 22 679 71 01

#### Władysław Polesiński

Chief Executive Officer

[wp@ipnet.com.pl](mailto:wp@ipnet.com.pl)

#### Helena Walas

Financial Director

[h.walas@ipnet.com.pl](mailto:h.walas@ipnet.com.pl)

### Editorial office

tel. no: (0-22) 678 35 92

fax no: (0-22) 678 32 52

#### Jerzy Wierzbowski

Editor-In-Chief

[jwierzbowski@doradcaenergetyczny.pl](mailto:jwierzbowski@doradcaenergetyczny.pl)

#### Ewa Górską

Editorial Office Secretary – editor

[egorska@doradcaenergetyczny.pl](mailto:egorska@doradcaenergetyczny.pl)

### Advertising office

tel. direct: (0-22) 489 01 19

tel. (0-22) 678 35 92

fax: (0-22) 678 32 52

#### Sławomir Zalewski

Marketing & Advertising Director

[s.zalewski@ipnet.com.pl](mailto:s.zalewski@ipnet.com.pl)

#### Agnieszka Ziemska

Advertising Specialist

[aziemska@doradcaenergetyczny.pl](mailto:aziemska@doradcaenergetyczny.pl)

### Subscription

#### Iwona Markowska

Head of Commercial Department

tel. no./fax +48 22 678 38 05

[i.markowska@ipnet.com.pl](mailto:i.markowska@ipnet.com.pl)

[prenumerata@ipnet.com.pl](mailto:prenumerata@ipnet.com.pl)

### Promotion

#### Wawrzyniec Kowalski

Head of Promotion

tel. (0-22) 678 93 05

[w.kowalski@ipnet.com.pl](mailto:w.kowalski@ipnet.com.pl)

# Terms and Conditions for Publishing Announcements and Advertisements



**Doradca  
Energetyczny**

[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

## Attachment to „Contract-Order”

### I. Terms of advertising space sales

1. The „contract – order” form, signed by an authorised representative of the payer, shall be the basis for publishing all advertisements and announcements in magazines issued by publishing house Instalator Polski. The „contract – order” form defines the type of advertisement, its space, publishing dates, and terms of payment.
2. Prices listed in the pricelist shall be net prices, i.e. VAT should be added on top of them.
3. Deadlines for reservation of space, submission of orders, and delivery of materials shall be specified in the publishing schedule.
4. Customer shall deliver, at its own expense, a ready-made advertisement in an electronic form – according to technical requirements for advertising materials.
5. The Publisher shall bear no responsibility for colour saturation of the advertisement should the Customer fail to deliver cromalin or match print.
6. If the Customer wishes to use in other publications the elaborated and prepared advertisement or announcement, which are not a property of the Publisher, and the advertisement has been elaborated by Instalator Polski, the Customer should obtain the Publisher’s permission for the use of advertisement design.
7. The prices listed in the pricelist do not include the cost of design of advertisement (announcement) and graphical works. For graphical services – design and composition, e.g.: insertion of photos, processing of delivered materials – the Publisher shall charge the Customer according to current price rates binding at the Publishing House.
8. Any amendments in the contents or form of an announcement prepared and accepted by the Advertising Office should be reported in writing not later than 21 days prior to publishing the announcement. After this period, the Customer cannot make any corrections therein.
9. The Customer may cancel print of the announcement 6 weeks prior to

the date of the monthly magazine publication. If the announcement has already been submitted by the Publisher, the Customer shall be charged with operating costs based on the present price rates binding at the Publishing House.

10. Discounts are applicable in case when actually sold advertising space has been used. A change in terms of the order effects in a change of the discount. In such situation, the Instalator Polski shall immediately issue credit notes to the already issued invoices.
11. The Publisher shall not guarantee to the Customer that the advertisement will be published on a specific page or that ads of the Customer’s competitors shall not be published next to the Customer’s advertisements, unless the Parties hereto agree otherwise in a separate agreement.
12. The Publisher, Instalator Polski, shall make all the necessary efforts to make their publications the highest quality products both as to their contents and graphics.
13. Should the Publisher fail to execute or improperly execute the Contract for reasons on the Publisher’s part, the Publisher shall again publish the advertisement or the announcement at the time agreed upon with the Customer. If the advertisement or the announcement cannot be published again, the Publisher shall reimburse the remuneration already paid by the Customer.
14. If the Customer has reserved a space for an announcement, which the Customer was to deliver in a ready-to-use form, and has not delivered it by a deadline specified under the publishing plan or has resigned from publishing it, the Customer shall be charged with a contractual penalty amounting to 100% of the service ordered.
15. Text of the advertisement-announcement, a sponsored press article, has to be clearly labelled pursuant to the provisions of the press law.
16. The Publisher shall bear no responsibility for the contents of published announcements and advertisements, and it may refuse to publish an announcement, advertisement, or an insert if their contents or forms violate the law, the magazine’s program policy and its profile.
17. If the materials, delivered by the Customer, must be returned once

they have been used by the Publisher, the Customer should reserve this right in the „contract – order.”

18. Any complaints should be reported in writing within 14 days after the announcement has been issued, along with a detailed description of what is being questioned. Complaints filed after that deadline shall not be considered. Advertisements whose designs have been delivered with no cromalin or match print are not subjects to complaints.

### II Terms of Payment

1. Actual publication of the announcement in line with the order is the basis for issuing an invoice.
2. Based on the invoice, the Customer shall make a payment within 14 days onto the Publisher’s account:

SWIFT PKOPPLPW 59 1240 1024 1978 0000 0268 0158

3. Should any delays in payment to the Publisher for rendered services occur, the Publisher shall accrue statutory interest, starting on the day on which the delay has commenced. The Editorial Office also reserves the right to withhold the printing of ordered announcements and advertisements if the previous ones have not been paid for.

### III. THE FACT OF ORDERING AN ANNOUNCEMENT OR AN ADVERTISEMENT MEANS ACCEPTANCE OF THE ABOVE SALES TERMS.

### IV. Any disputes not addressed by the above terms and conditions shall be subject to the provisions of the Press Act and the Civil Code.

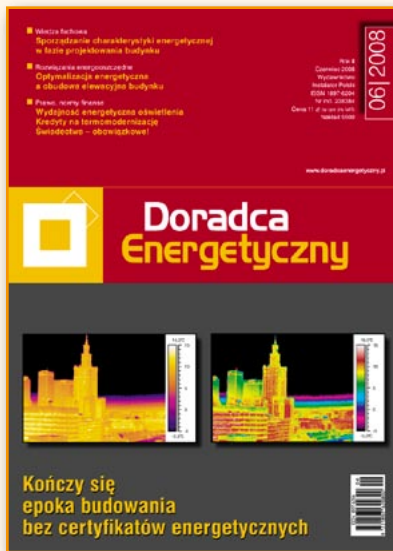
Włodysław Polesiński  
Chief Executive Officer  
Instalator Polski Sp. z o.o.

Publishers of specialist periodicals



InstalatorPolski

**EURO-MEDIA**  
Sp. z o.o.



[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)

**Instalator Polski Sp. z o.o.**

Advertising Office  
al. Komisji Edukacji Narodowej 95  
02-777 Warszawa  
e-mail: [brde@elektroinstalator.com.pl](mailto:brde@elektroinstalator.com.pl)  
[www.doradcaenergetyczny.pl](http://www.doradcaenergetyczny.pl)



[www.geb-info.de](http://www.geb-info.de)



Under the patronage  
of Polish Chamber of  
Commerce



The Publisher of Doradca Energetyczny is a member of the Polish Chamber of Press Publishers.



It has been awarded the title of „Fair Play Business“ 5 times.