

Profile

Elektroinstalator belongs to a group of technical magazines of the publishing house Instalator Polski Sp. z o.o. It has been present on the publishing market since 1994.

Elektroinstalator is a monthly magazine of informational and practical character, addressed to specialists in the electric, power engineering, lighting and process control sector. Each month it provides Readers with essential information, effecting from the sector's needs, namely: standards and legal regulations, advice, reports, reviews, company profiles and products, markets news, and key branch events.

Thematic Sections

- automatics
- drives, steering
- electric installations and systems
- lighting technology
- cables, conduits, cable fittings
- electrical installation fittings
- connection and safety apparatus
- metrology

- protection against hazards
- it's good to know that
- concise knowledge
- electrical engineering versus economy
- industry life and related news
- standards and regulations
- introduction to design
- reference library

Distribution

Similarly to more than thirty countries worldwide also in Poland there is the Association for Control of Press Distribution (ZKDP). The Association's goal is to deliver detailed and reliable data on the size of circulation and distribution of magazines.

Elektroinstalator is a member of ZKDP.

Elektroinstalator is available through:

- subscription
- the Internet (e-issue)
- wholesalers, branch shops with electric installation products,
- RUCH & EMPIK press reading rooms network across Poland

Promotion

Elektroinstalator is promoted through:

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

Why Elektroinstalator is so unique among professional magazines?

- Electronic issue of the magazine
- Circulation verified by ZKDP (Association for Control of Press Distribution)
- Articles written by acknowledged specialists
- Regular thematic supplements
- Annual edition of the catalogue of electrical industry (paper and electronic issue)



The Elektroinstalator publisher is a member of Association for Control of Press Distribution and the Polish Chamber of Press Publishers.



It has also been awarded the title of „Fair Play Business” 5 times

Distribution and readership analysis

Average monthly distribution*

The analysis covers the period between
1 June 2007 and 31 May 2008

Geographical distribution*

• Total number of issues monthly	9500
• Average monthly distribution	8781
• Average monthly payable distribution	4515
— subscription	3966
— regular sales	549
• Average monthly free distribution	4266
• Editorial, archive copies and returns	719

Voivodships	no. of copies	%
dolnośląskie	318	3,6%
kujawsko-pomorskie	321	3,7%
lubelskie	165	1,9%
lubuskie	145	1,7%
łódzkie	275	3,1%
małopolskie	267	3,0%
mazowieckie	2252	25,6%
opolskie	108	1,2%
podkarpackie	209	2,4%
podlaskie	265	3,0%
pomorskie	339	3,9%
śląskie	641	7,3%
świętokrzyskie	100	1,1%
warmińsko-mazurskie	124	1,4%
wielkopolskie	575	6,5%
zachodniopomorskie	160	1,8%
export	51	0,6%
undetermined	2466	28,1%
total	8781	100 %

Readers of Elektroinstalator**

Readers per length of employment**	%
less than 5 years	29%
5-10 years	43%
more than 10 years	21%
lack of data	7%
total	100%

Readers per no. of employees**	%
1 to 5	24%
6 to 20	27%
21 to 50	28%
> 50	7%
lack of data	14%
total	100%

Readers per positions**	%
owner	5%
president of the board, board of directors	8%
managerial staff	4%
executive director	7%
designer/ contractor	69%
other	6%
lack of data	1%
total	100%



* based on ZKDP's (Association for Control of Press Distribution) declaration

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

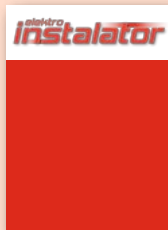
Pricelist of ads and announcements

effective as of 1 January 2009

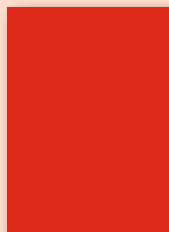
elektro
instalator

www.elektroinstalator.com.pl

Basic ad sizes and prices (mm)



1st cover
205 / 215 mm + 5 mm for bleeds
3,500 EUR



2nd cover
205 / 285 mm + 5 mm for bleeds
2,800 EUR



3rd cover
205 / 285 mm + 5 mm for bleeds
2,800 EUR



4th cover
205 / 285 mm + 5 mm for bleeds
3,220 EUR



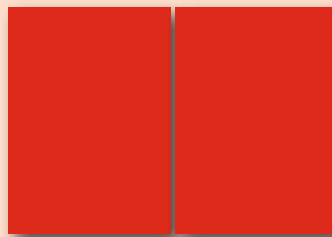
1st opening page
205 / 285 mm + 5 mm for bleeds
3,120 EUR



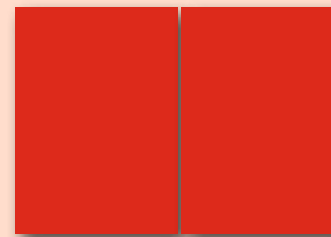
2nd opening page
205 / 285 mm + 5 mm for bleeds
2,960 EUR



Folded front cover
400 / 285 mm + 5 mm for bleeds
5,220 EUR



2nd cover + 3rd page
410 / 285 mm + 5 mm for bleeds
4,600 EUR



Centerfold
410 / 285 mm + 5 mm for bleeds
3,800 EUR

Please, add a 22% VAT.

Pricelist of ads and announcements

effective as of 1 January 2009

elektro
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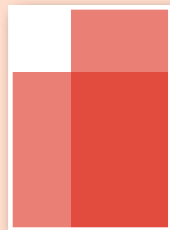
www.elektroinstalator.com.pl

Ad sizes and prices (mm)



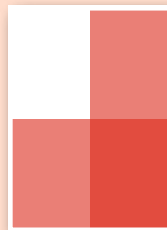
1/1 of a page

printing area: 185/ 260 mm
205/ 285 mm + 5 mm for bleeds
2,560 EUR



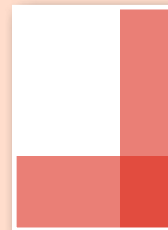
2/3 of a page

width 185/ 169 mm
width „for clipping“ 205/ 182 mm + 5 mm
height 122/ 260 mm
height „for clipping“ 132/ 285 mm + 5 mm
1,840 EUR



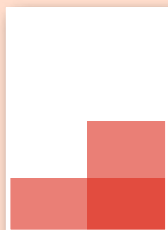
1/2 of a page

width 185/ 125 mm
width „for clipping“ 205/ 137 mm + 5 mm
height 90/ 260 mm
height „for clipping“ 100/ 285 mm + 5 mm
1,400 EUR



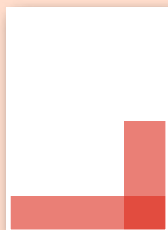
1/3 of a page

width 185/ 82 mm
width „for clipping“ 205/ 94 mm + 5 mm
height 58/ 260 mm
height „for clipping“ 68/ 285 mm + 5 mm
990 EUR



1/4 of a page

width 185/ 60 mm
width „for clipping“ 205/ 72 mm + 5 mm
height 90/ 125 mm
height „for clipping“ 100/ 137 mm + 5 mm
780 EUR



1/6 of a page

width 185/ 40 mm
width „for clipping“ 205/ 52 mm + 5 mm
height 58/ 125 mm
height „for clipping“ 68/ 137 mm + 5 mm
560 EUR



1/8 of a page

width 185/ 28 mm
width „for clipping“ 205/ 40 mm + 5 mm
height 90/ 60 mm
height „for clipping“ 100/ 72 mm + 5 mm
450 EUR

Please, add a 22% VAT.

Pricelist of ads and announcements

effective as of 1 January 2009

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www.elektroinstalator.com.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%**

Uwagi

Advertisers willing to order non-standard ads are asked to contact the Advertisement Office.

Loose inserts, CDs, adhesives, sewn-in inserts

Inserts (leaflets, folders)
for the entire circulation
size 190/280 mm, up to 20 g of weight per unit **2,200 EUR**

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

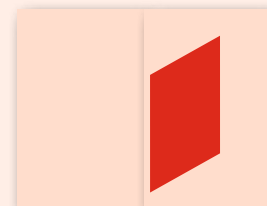
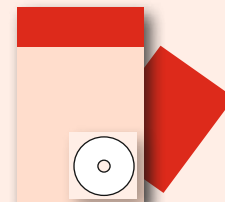
Adhesives/sewn-in inserts provided by the advertiser
(for the entire circulation only)
1 card/2 pages (up to 20 g of weight per unit) **2,500 EUR**

Max. format A4
extra charges
inserts where weight exceeds 20g per unit **15%**
inserts with the weight of 30-50g per unit **20%**

Company vcard
placed in a special block 1/8 page
at the end, size 90/60 mm, **190 EUR**

Sponsored article
article 1/1 of a page **1,950 EUR**

Label band
100/ 420 mm **1,560 EUR**



Please, add a 22% VAT.

Internet Advertising

effective as of 1 January 2009

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www.elektroinstalator.com.pl

Type	Dimensions* (pixels)	Size (kB)	File Format	Price (EUR)
Banners in the middle column				
animated	600 x 80	80	gif, swf	135
	600 x 120	120	gif, swf	170
static	600 x 80	30	gif, swf, jpg	100
	600 x 120	40	gif, swf, jpg	115
Banners on the right hand side				
animated	162 x 55	25	gif, swf	65
	162 x 110	40	gif, swf	85
static	162 x 55	10	gif, swf, jpg	60
	162 x 110	15	gif, swf, jpg	70
Pop-up banner				180

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 with the publisher.

Banners and links emitted for 30 days.

Please, add a 22% VAT.

Technical Information

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Publication cycle:

11 issues per year (joint 7-8 issues)

Range:

nation-wide

Printing technology:

colour offset, photographic resolution 2540 dpi / 180 lpi

Text format:

text after clipping

205 x 285 mm

for page print

– 185 x 260 mm

ad 1/1 of a page

– 205 x 285 mm + 5 mm from each side for bleeds

Graphics & typesetting:

SADYBA Publishing House, e-mail: sadyba@sadyba.com.pl

Print:

Taurus Publishing House, Kazimierzów 13, 05-074 Halinów

Materials:

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 TIF 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 provided on one of the following carriers: a floppy disc 1.44 MB or a CD- ROM in JPG, TIF or CDR formats (for Corel 1.1)

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.

2009 Publication Plan

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Issue no.	Issue date	Deadline for booking & material delivery*	2009 fairs, technical seminars, other events**
1/2009	07.01.2009	28.11.2008	
2/2009	04.02.2009	05.01.2009	thematic supplement
3/2009	03.03.2009	04.02.2009	ŚWIATŁO – ELEKTROTECHNIKA 2009 23-25.03.2009 Warsaw (stand), ENEX 3-5.03.2009 Kielce, AUTOMATICON 31.03-3.04.2009 Warsaw (stand), thematic supplement
4/2009	03.04.2009	02.03.2009	AUTOMATICON 31.03-3.04.2009 Warsaw (stand) thematic supplement
5/2009	07.05.2009	02.04.2009	EXPOPOWER 2009 19-21.05.2009 Poznań (stand) thematic supplement
6/2009	04.06.2009	30.04.2009	thematic supplement
7-8/2009	03.08.2009	02.06.2009	thematic supplement
9/2009	03.09.2009	28.07.2009	ENERGETAB 15-17.09.2009 Bielsko-Biała (stand)
10/2009	05.10.2009	25.08.2009	thematic supplement
11/2009	04.11.2009	02.10.2009	ENERGETICS Lublin calendar
12/2009	03.12.2009	30.10.2009	

Issues for 2009

- Structural wiring, telecommunications cables and conduits
- Measuring equipment for monitoring quality parameters of electrical energy.
- Equipment for measuring installation parameters.
- Alarm and fire protection systems
- Installation fixtures for house building and industry.
- Modular apparatus for electric series in low voltage switchgears.
- Apparatus for fields of low voltage switchgears.
- Industrial automatics: programmers, sensors, mains.
- Computers in electrical engineering, CAD systems for electrical engineering.
- Electric installation equipment, apparatus, and wiring for industrial application
- Equipment and software for industrial automation
- Mains systems (KNX – EIB, LonWorks, others) in intelligent buildings
- Building installations, apparatus and fixtures
- Equipment for power distribution: transformers, MV/LV, switchgears and LV, apparatus, equipment for compensation of wattless power
- Techniques for protection of people and property
- Lighting, designing, contracting, installation maintenance.
- Automatics, signalling and controlling in various types of installations
- Guaranteed power supply
- Installation cabinets, ducts, blade-type connectors, and connection devices

* Read „Technical Information” – it concerns ads and announcements; texts and illustrations for scientific-information articles are accepted 5 weeks before the publication date at the latest.

** The Publisher shall not be liable for postponing or cancelling any of the fairs.

The team

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Terms and Conditions for Publishing Announcements and Advertisements

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:

BANK PEKAO S.A. II O. w Warszawie
SWIFT PKOPPLPW 59124010241978000002680158

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 Poleśiński
Chief Executive Officer
Instalator Polski Sp. z o.o.

Instalator Polski Sp. z o.o.

**Advertising Office
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