

Media-Info 2009

pricelist of ads and announcements

POLSKI instalator



- The monthly
- Directory of companies
- Special editions
- Newsletter

www.polskiinstalator.com.pl

Profile

Polski Instalator is one of many professional publications of the Instalator Polski Sp z o.o. publishing house. The monthly magazine has been present on the publishing market since 1991. Polski Instalator is a monthly of informational and practical nature addressed to specialists in the sanitary, heating, gas, ventilation, and air-conditioning technologies. Each month it provides the readers with essential information, effecting from the industry's needs, namely: standards and legal regulations, advice, reports, reviews, company profiles and products, markets news, and key events.

Thematic Sections

- corporate news
- company profiles
- monthly review
- heating installations
- renewable energy
- sanitary installations
- gas installations
- external installations
- insulations
- computer software
- ventilation and air-conditioning
- law & finance

- installations – Q & A
- new devices on the market

Distribution

Similarly to more than thirty countries world-wide 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 circulation and distribution of magazines. Polski Instalator, as one of the few magazines of the sanitary, heating, gas, and air-conditioning industry, is a member of ZKDP. The controlled sales distribution is performed through:

- subscription,
- wholesalers, branch shops,
- RUCH & Empik press reading rooms network across Poland.

Promotion

Polski Instalator is promoted through:

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

Why Polski Instalator is so unique among professional magazines?

Polski Instalator provides readers with a number of interesting products. They enrich the content and open new possibilities for product presentation:

- INSTALEXPO Congress – meeting opportunity for professionals from the sanitary, heating and ventilation fitting industry. It groups contractors, designers, manufacturers and other specialists from the industry. Accompanying events: exhibition and company presentations, as well as appointing winners in autumn edition of the „Golden Fitter” contest for best products on the market.
- The „Golden Fitter” contest organised twice a year – in spring and autumn. The contest aims at promoting particularly successful companies from the fitting industry.
- Special Editions – accompanying main issues of Polski Instalator, containing detailed analysis of supplements' topics.

- Polski Instalator monthly cooperates with the Polish Corporation for Sanitary, Heating, Gas and Air-conditioning Technologies.
- Catalogue of Fitting Industry Companies – issued annually; allows for fast and accurate identification of national and foreign customers.
- Web-site – www.polskiinstalator.com.pl serves as an information-exchange platform for the fitting industry. The Internet site features useful information on the industry events, schedule of trainings, conferences and fairs.
- Member of the Association for Control of Press Distribution (ZKDP) and the Polish Chamber of Press Publishers.

The Polski Instalator is indispensable for all interested in the sanitary, heating, gas, ventilation, and air-conditioning industries.

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

Distribution and readership analysis

POLSKI
instalator
www.polskiinstalator.com.pl

Average monthly distribution*

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

• Total number of issues monthly	8000
• Average monthly distribution	7402
• Average monthly payable distribution	2562
— subscription	2272
— regular sales	290
• Average monthly free distribution	4840
— mailing	2163
— dispensing	2677
• Editorial, archive copies and returns	598

Geographical distribution*

Voivodships	no. of copies	%
dolnośląskie	244	3,3%
kujawsko-pomorskie	369	4,98%
lubelskie	146	1,97%
lubuskie	64	0,86%
łódzkie	309	4,17%
małopolskie	183	2,47%
mazowieckie	1664	22,48%
opolskie	66	0,90%
podkarpackie	132	1,79%
podlaskie	68	0,92%
pomorskie	191	2,58%
śląskie	511	6,91%
świętokrzyskie	36	0,48%
warmińsko-mazurskie	109	1,47%
wielkopolskie	583	7,87%
zachodniopomorskie	157	2,12%
export	56	0,73%
undetermined	2514	34%
total	7402	100%



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

Readers of Polski Instalator

Readers (per education)**	%
university of technology graduates	32%
secondary	25%
vocational	14%
post-secondary	11%
higher education	8%
post-graduate	10%
total	100%

Readers per no. of employees**	%
1 to 5	23%
6 to 20	30%
21 to 50	26%
> 50	11%
lack of data	10%
total	100%

Readers (per position in the company)**	%
owner	8%
chief executive officer, board of directors	6%
managerial staff	7%
director	6%
contractor	40%
designer	25%
other	1,0%
lack of data	7%
total	100%

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

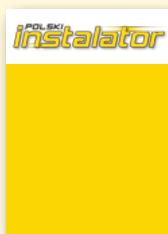
Pricelist of ads and announcements

effective as of 1 January 2009

POLSKI
instalator

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Basic ad sizes and prices



1st cover
205/ 215 mm + 5 mm for bleeds
3,600 EUR



2nd cover
205/ 285 mm + 5 mm for bleeds
2,900 EUR



3rd cover
205/ 285 mm + 5 mm for bleeds
2,900 EUR



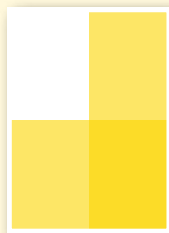
4th cover
205/ 285 mm + 5 mm for bleeds
3,300 EUR



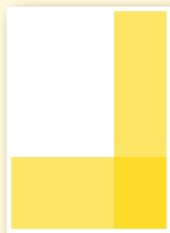
1/1 of a page
205/ 285 mm + 5 mm for bleeds
print area 185 / 260
2,650 EUR



2/3 of a page
width 185/169 mm
height 122/260 mm
1,900 EUR



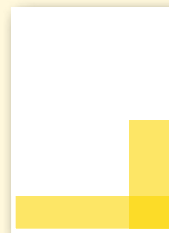
1/2 of a page
width 185/125 mm
height 90/260 mm
1,420 EUR



1/3 of a page
width 185/82 mm
height 58/260 mm
1,000 EUR



1/4 of a page
width 185/60 mm
height 90/125 mm
830 EUR



1/6 of a page
width 185/40 mm
height 58/125 mm
600 EUR



1/8 of a page
width 185/28 mm
height 90/60 mm
470 EUR

Please, add a 22% VAT

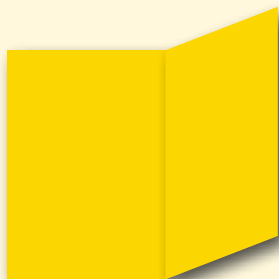
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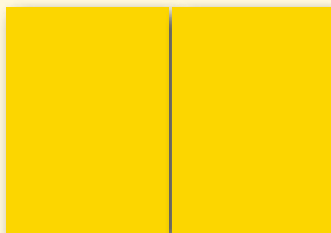
Special ad sizes



Folded front cover

402/ 285 mm + 5 mm for bleeds

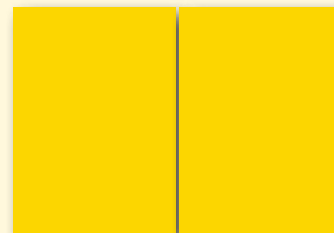
5,220 EUR



2nd cover+3rd page

410/ 285 mm + 5 mm for bleeds

4,810 EUR



Centerfold

410/ 285 mm + 5 mm for bleeds

3,880 EUR



3rd page

205/ 285 mm + 5 mm for bleeds

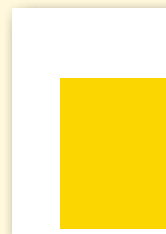
3,220 EUR



5th page

205/ 285 mm + 5 mm for bleeds

3,060 EUR



Junior page

122/ 169 mm

1,625 EUR



Sponsored article

205/ 285 mm

1,560 EUR

Please, add a 22% VAT

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

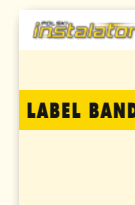
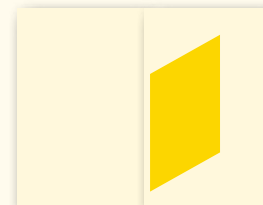
Advertisers willing to insert their CDs or other non-standard ads are asked to contact the Advertising Office.

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) **2,500 EUR**

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

Label band
size 50 / 420 mm **1,560 EUR**

Company vcard
placed in a special block **170 EUR**
1/8 page at the end,
size 90/62 mm, sections cannot be joined.



Please, add a 22% VAT

Internet Advertising

effective as of 1 January 2009

POLSKI
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Type	Dimensions* (pixels)	Size (kB)	File Format	Price (EUR)
Banners in the right and left column				
animated	175 x 55	25	gif, swf	65
	175 x 110	40	gif, swf	85
static	175 x 55	10	gif, swf, jpg	55
	175 x 110	15	gif, swf, jpg	70
Pop-up banner	175 x 55	20	gif, swf, jpg	170

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

POLSKI
instalator
www.polskiinstalator.com.pl

Publication cycle

11 issues per year (joint 7-8 issue); issued until every 4th day of the month

Range are:

nation-wide

Circulation:

8000 copies (controlled by ZKDP)

Printing technology:

colour offset, photographic resolution 2540 dpi / 180 lpi

Text format:

- text: 205 x 285 mm after clipping
- for page print 185 x 270 mm
- ad 1/1 of a page for clipping 205 x 285 mm + 5 mm from each side for bleeds
- 1st cover 205 x 215 mm + 5 mm from each side for bleeds

Graphics & typesetting:

www.fabryka-promocji.pl

Print:

Taurus, Kazimierów 13, 05-074 Halinów

Materials:

The monthly is printed in CTP technology – we do not accept diapositives. Please deliver digital materials on CD-ROMs (MAC, PC formatted) or saved on Publisher's ftp as TIFF or EPS files convertible to curves. **We do not print register crosses.** Photo resolution 300 dpi. **Please provide digital cromalin.**

Materials „for typesetting”:

should be submitted on CD-ROM, sent by e-mail or placed on Publisher's ftp in InDesign (CS2, we do not accept files in CorelDraw). Photographs, drawings and texts should be saved in separate files: photographs in TIFF, EPS or JPG formats, texts in TXT or DOC formats.

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

POLSKI
instalator

www.polskiinstalator.com.pl

Issue no.	Issue date	Deadline for booking & material delivery*	2009 fairs, technical seminars, other events**	Issues for 2009
1/2009	05.01.2009	12.12.2008	BUDMA 20-23.01 Poznań PLUMBEX 30.01-01.02 Mumbai	<ul style="list-style-type: none"> • Gas, oil, solid fuels, and electric boilers • Boilers with closed combustion chamber, condensation boilers. • Central heating radiator installations, water and electric floor heating • Measuring systems for apartments • Smoke stack systems • Gas installations, gas reduction stations, liquid gas installations • Liquid fuels containers made of steel and plastics • Temperature regulation indoors: heater, thermostatic valves, indoor thermostats and weather automatics. • Indoors/outdoors sewerage systems • Septic tanks, WWTPs • Hot and cold water installations. • Capacity and flow water heat boosters, hot utility water accumulators. • Pumps, pump stations, and hydrophore sets. • Plastics, copper, and steel in indoor and outdoor installations • Air heating • Ecological sources of heat and energy • Swimming pool technology • Elements of ventilation and air-conditioning installation: fans, dampers, intake ventilators and uptake ventilators, ventilation and air-conditioning central units, recuperators, filters, steering and regulatory systems • Equipment of sanitary rooms: tap sets, sanitary ceramics, bath tubs, shower rooms • Water treatment • Installation racks
2/2009	02.02.2009	09.01.2009	AQUA THERM 3-6.02 Moscow, AQUA THERM 10-13.02 Nitra INTERBUD 19-22.02 Łódź	
3/2009	02.03.2009	10.02.2009	ISH Frankfurt 10-14.03 FORUM WENTYLACJA Warsaw TARBUD 20-22.03 Wrocław OLTARBUD Olsztyn	
4/2009	03.04.2009	10.03.2009	AUTOMATICON 31.03-3.04 Warsaw EXPOTHERM 1-3.04 Warsaw Ciepło, Woda, Powietrze 1-3.04 Lviv ECODOM + TARGBUD 17-19.04 Katowice	
5/2009	04.05.2009	10.04.2009	AQUA THERM 13-16.05 Kiev, WOD-KAN 26-28.05 Bydgoszcz, SH Kitchen + Bath Middle East 17-19.05 Dubai	
6/2009	02.06.2009	08.05.2009	ENERGIA SALON ENERGETYKI I GAZOWNICTWA Poznań PELLETS-EXPO Bydgoszcz, AQUA THERM Almaty	
7-8/2009	10.07.2009	19.06.2009		
9/2009	03.09.2009	10.08.2009		
10/2009	04.10.2009	11.09.2009	7th INSTALEXPO Congress Warsaw BIOFUELS AND RENEWABLE ENERGY FAIRS Łódź	
11/2009	03.11.2009	11.10.2009	AQUA THERM Praga, POLEKO 17-20.11 Poznań	
12/2009	04.12.2009	13.11.2009		

* Read „Technical Information” – it concerns ads and announcements; texts and illustrations for scientific-information articles are accepted 4 weeks before the publication date at the latest.

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

The team

POLSKI
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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 D 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 PKOPLPLW 5912401024197800002680158

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.

Władysław Polejski
Chief Executive Officer
Instalator Polski Sp. z o.o.

Instalator Polski Sp. z o.o.

**Advertising Office
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