

Magazyn branży jubilerskiej

POLSKI JUBILER

NR 6 (55) listopad/grudzień 2020 www.polskijubiler.pl

ISSN 1429-5775 INDEKS 58500X CENA 14 ZŁ (w tym 8% VAT)



**MASECZKA
BIŻUTERYJNA**

**KONFERENCJA
Z OZDOBĄ**



**ŚWIAT
WIRTUALNY**

Magazyn branży jubilerskiej

POLSKI JUBILER

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POLSKI JUBILER



The Polski Jubiler bimonthly magazine has been published regularly since 1997. Currently it is the most opinion-forming business-to-business magazine in the country. We are convinced that the pages of the bimonthly Polski Jubiler magazine are the best place to present your unique products and services. Thanks to our offer, your advertisement goes directly to the right target group - people connected with the jewellery and watchmaking industry, especially those specialising in trade in goldsmiths' products or their sale.

SPECIFICATION:

Print run: 3500 copies.
Range: nationwide
Frequency: bimonthly

READERS:

- ▶ Owners, managers and employees of jewellery and watchmaking establishments and galleries
- ▶ Owners, managers and staff in stores, wholesalers and jewellery and watchmaking showrooms
- ▶ Management staff of large jewellery manufacturers and wholesalers of machinery, jewellery materials and semi-finished and finished goods
- ▶ Designers of goldsmiths' forms
- ▶ Students and graduates of jewellery schools
- ▶ Collectors and associations

DISTRIBUTION:

paid subscription (80% of the circulation), rotation mailing, EMPIK stores, the most important industry events - fairs, conferences, meetings.

Promotion in our magazine is a unique opportunity to present your product where information about it is most sought after.

PUBLISHER:

**POLSKIE WYDAWNICTWA
SPECJALISTYCZNE
PROMEDIA**

(publisher of the following magazines:
Hotelarz, Rynek Turystyczny, Restauracja,
Nowoczesna Stacja Paliw)

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POLSKI JUBILER

Price list of advertisements 2021

(in EURO, VAT not included)

COLOUR ADS

Advertising formats	Module	Net format in mm (after cutting)	Gross format in mm (per gradient)	Price in EURO	
COVER {	inside front	1A	210 x 297	218 x 305	1350
	inside back	1A	210 x 297	218 x 305	1250
	outside back	1A	210 x 297	218 x 305	1550
spread with wing under first cover		441 x 297	451 x 307 (bleeds 5 mm)	3100	
opening spread	1R	420 x 297	428 x 305	1800	
spread	R	420 x 297	428 x 305	1500	
1 page right to page 15	1A	210 x 297	218 x 305	1250	
1 page right	1A	210 x 297	218 x 305	1100	
1 page left	1A	210 x 297	218 x 305	990	
junior page		132 x 200	140 x 208	850	
1/2 page vertical	2A	100 x 297	108 x 305	750	
1/2 page horizontal	2B	210 x 140	218 x 148	750	
1/3 page vertical	3A	72 x 297	80 x 305	650	
1/3 page horizontal	3B	210 x 90	218 x 98	650	
1/3 page	3C	132 x 135	140 x 143	650	
1/4 page vertical	4A	103 x 135	111 x 143	490	
1/4 page horizontal	4B	210 x 63	218 x 71	490	
1/4 pages	(island)	86 x 143	86 x 143	490	
1/6 page vertical	6A	73 x 135	81 x 143	275	
1/6 page horizontal	6B	210 x 43	218 x 51	275	

TEXTS AND GRAPHIC ELEMENTS MOVED FROM THE EDGES OF THE NET FORMAT – 6 MM.

SURCHARGES

Surcharge for choosing a place on the page • for exclusivity on the page	+20% • +20%
Insert pasted up to 30 g	surcharge EURO 300
Loose insert up to 30 g	EURO 900
Graphic design of colour advertisements	EURO 100

RABATES

• for subscribers – 2% • for pre-issue payment – 2% • agency – 10%

Number of publications	3	6	9	12
Discount	6%	12%	18%	24%

Surcharges and discounts apply to colour advertisements. Discounts do not add up. Custom formats are subject to individual pricing.

ATTENTION: Inserts payable prior to issue. For inserts weighing more than 30 g, an individual price calculation is used.

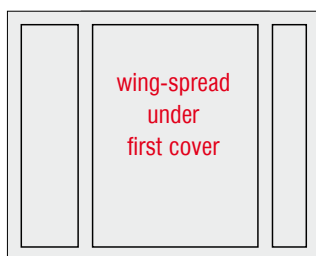
PAYMENT TERMS

Account number: 60 1160 2202 0000 0000 3948 2022. Orders are processed subject to the signing of a contract.

Magazyn branży jubilerskiej

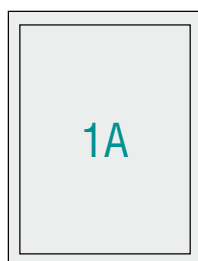
POLSKI JUBILER

advertising modules



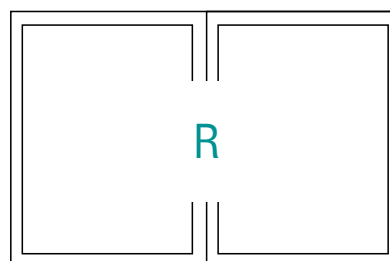
wing-spread
under
first cover

Size brutto (bleeds 5 mm):
451 mm x 307 mm



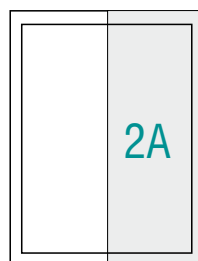
1A

1 page (210x297)
Bleeds (218x305)



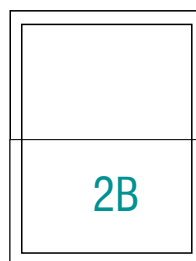
R

spread (420x297)
+ bleeds (428x305)



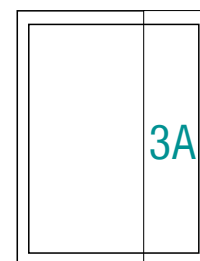
2A

1/2 page (100x297)
Bleeds (108x305)



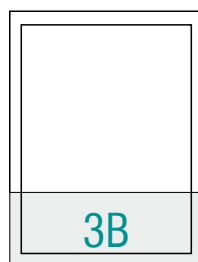
2B

1/2 page (210x140)
Bleeds (218x148)



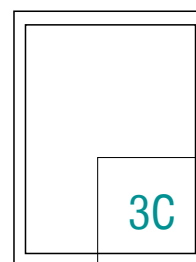
3A

1/3 page (72x297)
Bleeds (80x305)



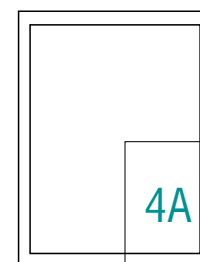
3B

1/3 page (210x90)
Bleeds (218x98)



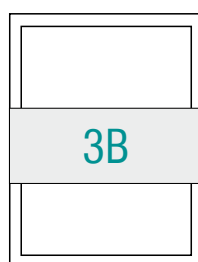
3C

1/3 page (132x135)
Bleeds (140x143)



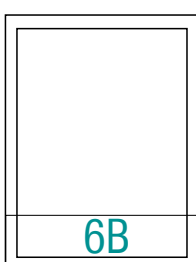
4A

1/4 page (103x135)
Bleeds (111x143)



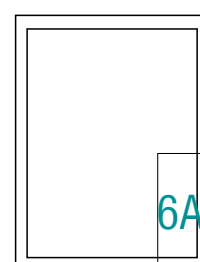
3B

1/3 page (210x90)
Bleeds (218x98)



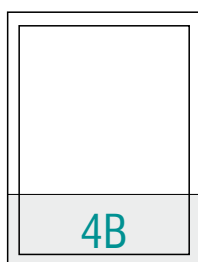
6B

1/6 page (210x43)
Bleeds (218x51)



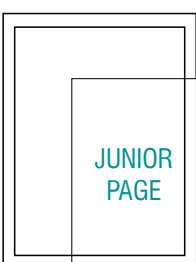
6A

1/6 page (73x135)
Bleeds (81x143)



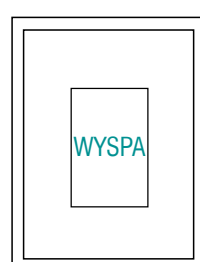
4B

1/4 page (210x63)
Bleeds (218x71)



JUNIOR
PAGE

junior page (132x200)
Bleeds (140x208)



WYSPA

island (86x143)

Contact details

MAŁGORZATA GRENDA

tel. (22) 333 88 02

m.grenda@pws-promedia.pl

WIOLETA WIATER

tel. (22) 333 88 10

w.wiater@pws-promedia.pl