

# POLISH JEWELER bimonthly – widest range of gold-watchmaking industry in Poland

**POLISH JEWELER** bimonthly is specific magazine gold-watchmaking industry in Poland. The magazine has over 10 years of industry experience and in this time his make a leader position on market.

**POLISH JEWELER** actively supports and promotes jewelry industry and it's also independent and influential magazine.

**POLISH JEWELER** it's open to modern media [www.polskijubiler.pl](http://www.polskijubiler.pl), were all subscribers have free access.

**Circulation: 3000 egz.**

**Coverage: whole Poland**

## Our Readers:

**POLISH JEWELER** is address to the wider jewelry and watch-making industry. Magazine is reading by the jewelry store owners, managers and buyers in independent and chain retail establishments across Poland, top management and buyers in the merchandiser market, jewelry manufacturers and gems, materials and tools wholesalers.

## STRUCTUR SUBSCRIBERS:

- Owners and top management jewelry and watch-makers factory and galery – **57%**
- Shop staff, warehouses and showrooms jewelry workers – **20%**
- Designers forms of jewelry – **10%**
- Collectors and gatherers – **7%**
- Association – **6%**

## DISTRIBUTION:

Paid subscription (80%), EMPIK stores, most important fairs and conferences



# Advertising Rates and Specifications

(in EURO, VAT not included)

## OGŁOSZENIA KOLOROWE

Format	Module	Trim size (mm)	Bleed size (mm)	EUR	
COVERS	inside front	1A	210 x 297	218 x 305	1200
	inside back	1A	210 x 297	218 x 305	1100
	outside back	1A	210 x 297	218 x 305	1400
spread	R	420 x 297	428 x 305	1650	
1 page right logation on first 15	1A	210 x 297	143 x 205	1100	
1 page right	1A	210 x 297	218 x 305	990	
1 page left	1A	210 x 297	218 x 305	900	
junior page		132 x 200	140 x 208	750	
1/2 page vertical	2A	100 x 297	108 x 305	675	
1/2 page horizontal	2B	210 x 140	218 x 148	675	
1/3 page vertical	3A	72 x 297	80 x 305	555	
1/3 page horizontal	3B	210 x 90	218 x 98	555	
1/3 page	3C	132 x 135	140 x 143	435	
1/4 page vertical	4A	103 x 135	111 x 143	435	
1/4 page horizontal	4B	210 x 63	218 x 71	435	
1/6 page vertical	6A	67 x 135	75 x 143	210	
1/6 page horizontal	6B	210 x 43	218 x 51	210	

## TECHNICAL DATA

**Data form printing materials:** Open files of PDF files. CD ROM + proof in Mac OS format, ZIP 100-250 MB + proof

### For ads:

- PDF format: (the highest quality – Press Optimized, without compression)
- Adobe Illustrator 6.0 – 8.0 (EPS file) – all font as outlines (curves), Adobe Photoshop (EPS or TIF CMYK file) – minimum 300 dpi
- Minimum margin in bleed size must be a 10 mm



## Contact information

### Editorial office

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For more information on placing conditions advertising in the magazine "Polish Jeweller" to provide you with

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