

Media-Information 2024

Short characteristics

Posrednik Komunalny

Specialist magazine contacting companies from municipal branch. Published bimonthly, printed in 4.500 copies, distributed free.

The magazine present full range of the latest equipment, vehicles and technologies for waste collection, transport, treatment and utilization, municipal transportation, road maintenance, landscaping, environmental protection and other municipal problems.

Recipient groups

1. Waste collection services
2. Waste management companies
3. Sewage treatment plants, sewerage and water supply companies, drainage companies.
4. Producers of municipal vehicles, equipment and machines.
5. Municipal equipment workshops
6. Local authorities
7. Urban roads management, urban greenery services
8. Property management companies
9. Logistic centers, shopping centers, public transport managers
10. Libraries
11. High schools, colleges, technical universities
12. Financial and leasing societies

Issues distributed for free	4.370
Printing edition	4.500

Remaining copies are distributed on the following polish fairs.

Publishing house:

Poland Marketing Barański Sp. z o.o.

Pasaż Ursynowski 1 m. 45, 02-784 Warszawa; tel. 22-859-19-65, 22-859-19-66; fax 0048-22-859-19-67
www.posbud.com.pl; e-mail: posbud@posbud.com.pl

Pośrednik Budowlany

Bimonthly magazine published since 1996 and it is distributed free to readers (people and companies) from construction industry. High editorial quality, 7.500 copies, up to 96 colour pages. Articles are prepared mostly by producers or dealers. Our journalist are ready to travel to places, where machines are working – sites, quarries

Maszyny Budowlane - serwis i eksploatacja

Bimonthly magazine, focuses on using and after sales service, the most often problems with spare parts and components of building machines and equipment. Distributed free (we cover also p&p). 4000 full-colour copies

Posbud TV

Web television – shows, events, reports, interviews, travel with movie camera.
Watching movies is free at our web site tv.posbud.pl

Posbud.pl

Our magazines are free to read and download in pdf format. But our portal posbud.pl is also full of interesting news, pictures, important announcements etc.

Mondays and Thursdays we send a newsletter – very popular and usefull for our readers. It brings the most important or the most interesting information in short form.

Format	width x height	Price
1/1 page	182mm x 260mm	€ 1,400.-
1/2 page	182mm x 128mm	€ 825.-
1/2 page	88mm x 260mm	€ 825.-
1/4 page	182mm x 64mm	€ 525.-
1/4 page	88mm x 128mm	€ 525.-
1/8 page	182mm x 32mm	€ 300.-
1/8 page	88mm x 64mm	€ 300.-

Issue	Publishing date	Deadline for insertions	Deadline for printing material
1/2024	12.02.2024	15.01.2024	29.01.2024
2/2024	15.04.2024	18.03.2024	01.04.2024
3/2024	17.06.2024	13.05.2024	03.06.2024
4/2024	12.08.2024	15.07.2024	29.07.2024
5/2024	14.10.2024	16.09.2024	30.09.2024
6/2024	09.12.2024	11.11.2024	28.11.2024

Discounts

When placing within 12 months
(insertion year)

2 times 5%

4 times 15%

Agency discount: Placing advertisement any other sizes or at the cover page is possible after editor accept only. For choosing place advertisers has to pay 20% more. 15%

Specifications

Magazine format: DIN A4, 210mm x 297mm

Type area: 182mm x 260mm

Printing and offset printing

binding: rear wire binding

Printing materials: PDF, TIFF, EPS-Format - 300 dpi
+ Proof

Special packages

a) 1/2 page of ad. + 1,5 page of article € 875.-

b) 1 page of ad + 1 page of article € 1,125.-

c) 1 page of ad + 2 pages of article € 1,375.-

d) Inside cover page
or inside back cover page* € 1,500.-

e) Back cover page* € 1,750.-

f) Front cover page* € 2,000.-

* For the front cover page the client gets 2 pages of article free.

Panorama firm od A do Z

Small size advertisement
(80 x 116,5 mm with company logo)

Panorama Firm	moduł	kolor
in 2 issues	57 x 63 mm	€ 125.-
	57 x 126 mm	€ 200.-
in 4 issues	57 x 63 mm	€ 225.-
	57 x 126 mm	€ 400.-

Placing advertisement any other sizes or at the cover page is possible after editor accept only. For choosing place advertisers has to pay 20% more.

Advertisement representation
Western Europe
H/J/M Media-Service International
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