



Specialist magazine for the construction industry in Poland

Media-Information 2024

Short characteristics

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 journalists are ready to travel to places, where machines are working – sites, quarries.

Recipient groups

Industry	Number of recipients
Building construction and civil engineering	4.496
Excavator	115
Canal and sewage treatment plant	973
Specialist construction	62
Sand and gravel mines, road building materials quarries	311
Coalmines	68
Construction machinery and equipment retailers	138
Rental	87
Workshops and service stations	63
Local authorities	509
Financial and leasing societies	121
Libraries	34
Schools, colleges, technical universities and academics	21
Experts	19
Issues distributed for free	7.017
Printing edition	7.500

Remaining copies are distributed on the following Polish fairs: Maszbud, Autostrada, Budma, Bumasz, Intermasz, etc.

Publishing house:

Poland Marketing Barański Sp. z o.o.

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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

Pośrednik Komunalny

„Pośrednik Komunalny – maszyny, pojazdy, sprzęt” to specjalistyczne czasopismo branżowe pośredniczące w kontaktach firm związanych z szeroko rozumianym sektorem komunalnym. Swoją tematyką obejmuje najnowsze rozwiązania techniczne i technologiczne z zakresu współczesnych metod zbiórki, odbioru, transportu, przetwarzania, utylizacji i składowania odpadów, letniego i zimowego utrzymania dróg oraz terenów użyteczności publicznej, efektywnej i bezpiecznej eksploatacji wykorzystywanego sprzętu, a także skutecznej ochrony środowiska naturalnego. Ukazuje się cztery razy w roku i jest bezpłatnie dystrybuowane do osób i instytucji branży komunalnej. Aktualny nakład drukowany czasopisma „Pośrednik Komunalny” to 4.500 egzemplarzy

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 useful 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	€ 1.800,-
1/2 page	182mm x 128mm	€ 950,-
1/2 page	88mm x 260mm	€ 950,-
1/4 page	182mm x 64mm	€ 500,-
1/4 page	88mm x 128mm	€ 500,-
1/8 page	182mm x 32mm	€ 275,-
1/8 page	88mm x 64mm	€ 275,-

Surcharges and premium positions

2nd and 3rd cover page	+ 10%
4th cover page	+ 20%
For other binding placement	
Instructions	+ 20%

Color surcharge

- special colors not possible!

Please directly deliver inserts in uncut format with a width of 216mm and a height of 303mm (folded four and more pages) to the printer's. The inserts may in no case deviate at the cut edges

Enclosures

Prices upon enquiry

Discounts

When placing within 12 months
(insertion year)

3 times	5%
6 times	15%

Issue	Publishing date	Deadline for insertions	Deadline for printing material
1/2024	26.02.2024	22.01.2024	12.02.2024
2/2024	29.04.2024	25.03.2024	15.05.2024
3/2024	24.06.2024	20.04.2024	10.06.2024
4/2024	26.08.2024	29.07.2024	12.08.2024
5/2024	28.10.2024	23.09.2024	14.10.2024
6/2024	23.12.2024	25.11.2024	02.12.2024

Deadline for withdrawal: 3 weeks before publishing date

Company schedule

Address plus telephone and telefax no.. For only EURO 60,- per product group and issue, limited to 6 issues.

Specifications

Magazine format:	DIN A4, 210mm x 297mm
Type area:	182mm x 260mm
Printing and binding:	offset printing rear wire binding
Printing materials:	PDF, TIFF, EPS-Format - 300 dpi + Proof

Advertisement representation

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