

### Short characteristics

„POSREDNIK BUDOWLANY“ - specialist magazine for the Polish construction industry. Readers: Senior staff and executive employees, who are informing themselves about new developments „in the area of construction“. Focal subject of each issue is the „state of technology“, insofar as this concerns construction machinery, equipment, construction systems and technology. The company schedule in the appendix also offers the opportunity of constant presence active for advertising and image – and at minimal cost. Distribution is according to the recipient schedule shown below:

### Recipient groups

Industry / Number of recipients:

Building construction and civil engineering companies	4.496
Excavator companies	115
Canal and sewage treatment plant Companies	973
Concrete and concrete finished parts Manufacturer	62
Specialist construction companies	68
Stone-, gravel- and gravel works	311
Construction machinery and equipment retailers	138
Construction machinery and equipment renting companies	87
Local building yards	509
Construction machinery repair garages	63
Leasing societies	121
Libraries	34
Colleges and universities	21
Expert for building machines	19
Issues distributed for free	7.017
Printing edition	7.500

### Insertion formats (mm)

Format	width x height	Base price
1/1 page	182 x 260	7.000,- zł
1/2 page	182 x 128	4.000,- zł
1/2 page	88 x 260	4.000,- zł
1/4 page	182 x 64	1.500,- zł
1/4 page	88 x 128	1.500,- zł
1/8 page	182 x 32	900,- zł
1/8 page	88 x 64	900,- zł

### Company schedule:

Format: 57 x 126 mm  
Address plus telephone and telefax no.  
For only 1.800,- zł per product group and issue, limited to 6 issues.

### Surcharges:

2. and 3. cover page: (210 x 297 mm)	7.500,- zł
4. cover page: (210 x 297 mm)	8.500,- zł

Placement: + 20%

Enclosures: Prices upon enquiry

### Discounts:

When placing within 12 months (insertion year)  
3times 5%  
6times 15%

### Deadline for withdrawal:

3 weeks before publishing date

### Specifications

Magazine format: DIN A4, 210 x 297 mm

Type area: 182 x 260 mm

Printing: offset

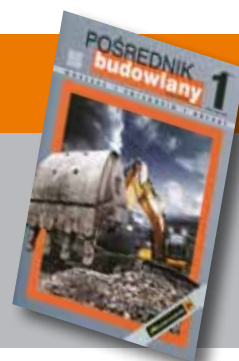
Binding: rear wire binding

### Printing material:

by mail in TIFF, JPEG or EPS-Format - 300 dpi or printable PDF + Proof

### Dates 2019

Issue	Publishing date	Deadline insertions	End printing accept
1/19	26.01.19	14.12.18	04.01.19
2/19	15.03.19	11.02.19	25.02.19
3/19	10.05.19	08.04.19	23.04.19
4/19	12.07.19	10.06.19	24.06.19
5/19	20.09.19	12.08.19	26.08.19
6/19	15.11.19	11.10.19	28.10.19



### Publishing house

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