

rynek
elektryczny.pl



MEDIA KIT 2019

english version

 **Publikatech**



Małgorzata Kozińska
editor-in-chief

Rynek Elektryczny (Electrical Market) is a modern independent and dynamic environmental magazine directed to the electrotechnical industry and its society. On the pages you will find industry reports, rankings and product overviews, segment analysis, reports from fairs and meetings, information from the country and the world, interviews with entrepreneurs, readers' opinions as well as information about company offers.

The content is addressed to managerial staff, business representatives, employees of trade and marketing departments, designers and contractors, developers, housing associations, power plants and municipal offices, therefore to everyone interested in the condition of the electricity industry.

The quality and content of the information allows the reader to react to changes in the industry faster and more effectively. We focus on the high standard of services that are offered as well as the substantive value and usability of our information. Without such services, information and knowledge it is nearly impossible to operate in a competitive market. The credibility and reliability in this field is confirmed by many years of experience of people employed in the publishing house and a group of our collaborators.

We provide information from various sources but we also try to be concerned ourselves.

ABOUT US

On the market since: 2007

Size: 205 x 290 mm

Edition: 6000 copies

Number of emissions: paper edition/ online edition: 5

Coverage: nationwide

Distribution: subscription, fair, seminars, industry meetings, Ruch, Garmond

Subscription: 5 issues a year, gross price 100 PLN

Supplements: Electrotechnical Wholesalers catalogue (Katalog Hurtowni Elektrotechniczne), Switchgears and enclosures catalogue (Katalog Rozdzielnic i obudowy), Lighting Market (Rynek Oświetleniowy), Photovoltaic Market (Rynek Fotowoltaiczny), Cable Market (Rynek Kablowy), Electrical Installation Market (Rynek Elektroinstalacyjny)

Internet: Newsletter – over 20 000 addresses, dedicated mailings to a selected segment

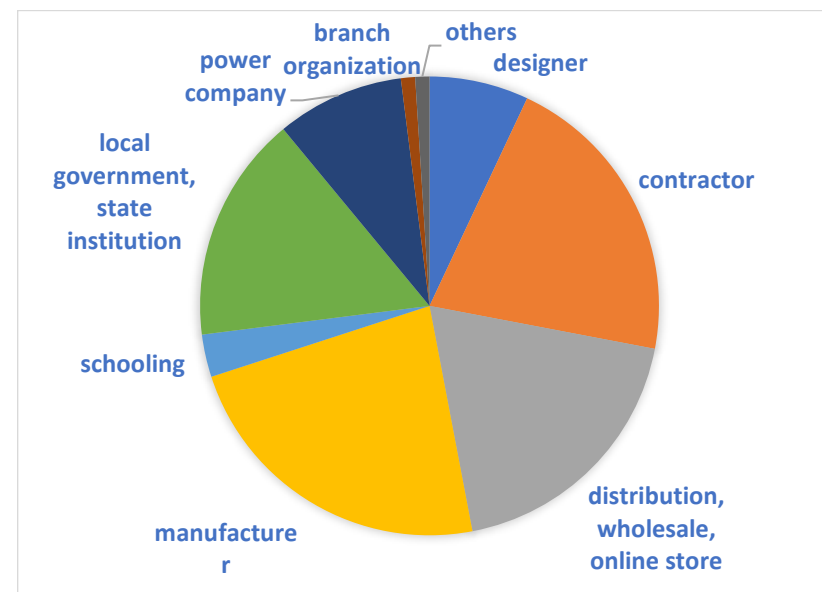
Events: Forum for Managers of Electrical Engineering (Forum Menadżerów Elektrotechniki), LED Lighting Congress (Kongres Oświetleniowy LED Polska)

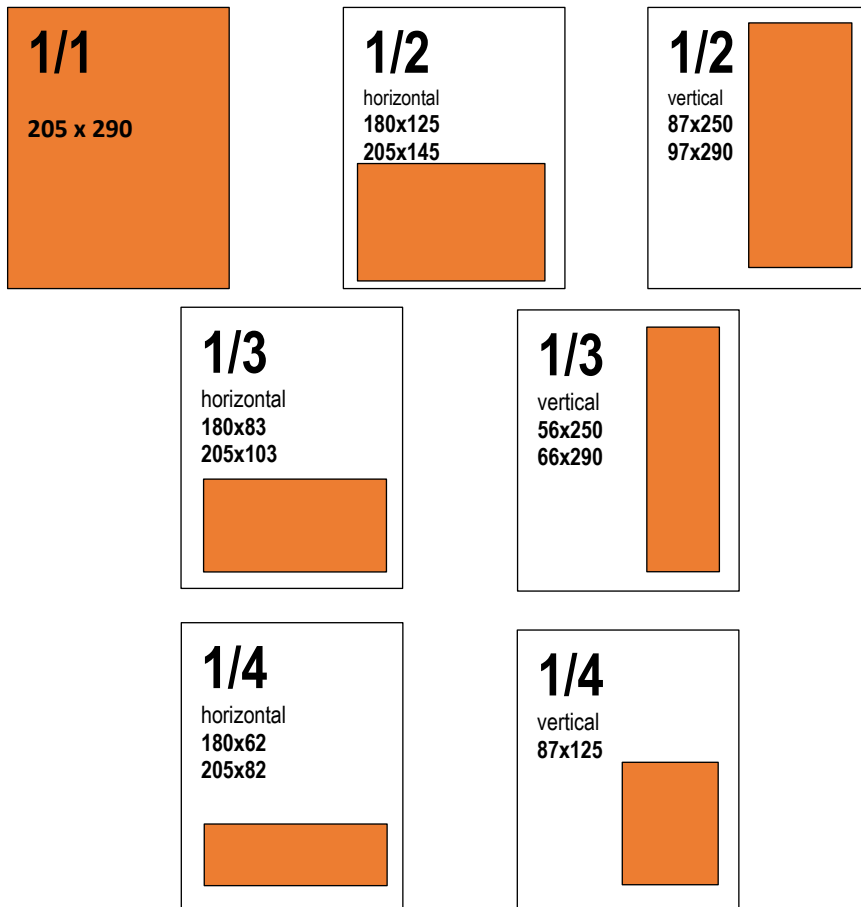
SUBJECT MATTER

news, reports, interviews, overviews of products, comments, analysis, implementations, fittings, people, companies, fairs, technologies, WSE

READERS

designer	7%
contractor	21%
distribution, wholesale, online store	19%
manufacturer	23%
schooling	3%
local government, state institution	16%
power company	9%
branch organization	1%
others	1%





Prices are valid from 2nd January 2019.

2nd cover	5490 PLN
3rd cover	5290 PLN
4th cover	5890 PLN
Layout	8290 PLN
1st page	5270 PLN
1/2 page	3130 PLN
1/3 page	2740 PLN
1/4 page	2080 PLN
Sponsored article (one page)	1350 PLN

EDITIONAL CALENDAR 2019

Paper edition / online edition

issue number	month of release	leading topics	deadline on materials delivery
1	15th January	Lighting <i>Special edition for Light and Electrotechnics Fair</i>	10th January
2	15th March	Cables and Wires <i>Special edition for Automaticon Fair</i>	28th February
3 Supplement Katalog Hurtownie elektrotechniczne (Electrotechnical wholesalers catalogue)	15th May	Elektrotechnical Wholesalers Electrical installation market Companies on WSE	30th April
4 Supplement Katalog Rozdzielnic i obudowy (Switchgears and enclosures catalogue)	30th August	Electric power engineering <i>Special edition for Energetab Fair</i>	30th July
5	15th November	Trends in lighting <i>Special edition for Kongres LED (LED Congress)</i>	30th September

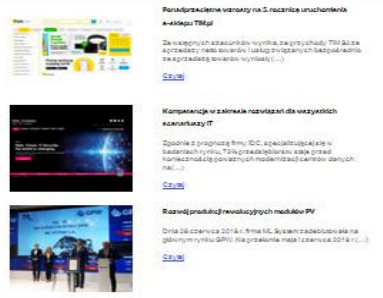
INTERNET *newsletter*



Raporty



Firmy



Nowości



ARCHIWUM Newsletterów

Electrical Market Newsletter is a **source of current information from electrotechnical industry**. We send the latest information directly: **News, Realizations, Reports, Technologies, Conferences**, etc., and also previews of latest magazine issues and abstracts of the most interesting articles.

Send **information from your company** in Electrical Market Newsletter. They will **quickly and effectively** reach the entire power industry and its customers. Every information sent in our Newsletter is also posted on our website, so it can be found at any time.

Recipients

Designers, contractors, wholesalers and stores, manufacturers, local governments and state institutions, power companies, industry organizations, etc.
Over 20 000 addresses

Frequency

Min. once a week

Special Issues

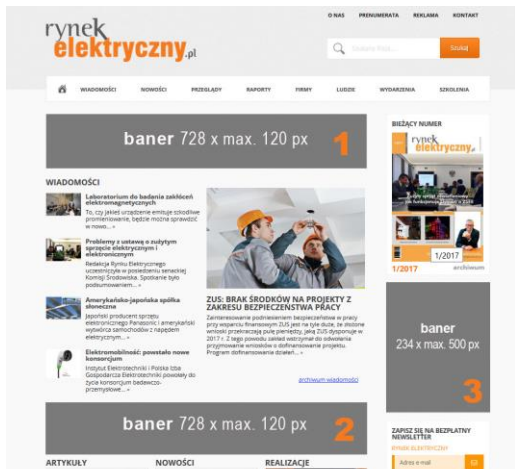
On the occasion of important industry events

Thematic Issues

Lighting Market (Rynek Oświetleniowy), Photovoltaic Market (Rynek Fotowoltaiczny)

Prices	
product news	990 PLN
product presentation	990 PLN
sponsored article	1350 PLN
linked advertising banner	1290 PLN
dedicated mailing	2150 PLN <i>net prices</i>

INTERNET banners



Banner on the home page

- 1 728 x max 120 px
1290 zł net per 30 days
- 2 728 x max 120 px
1090 zł net per 30 days
- 3 234 x max 500 px
590 zł net per 30 days
(displayed also on subpages)



Subpages

- 4 728 x max 120 px
1190 zł net per 30 days

INTERNET dedicated mailings

Number of addresses - over 20 000

Statistics from mailing

target groups – selected segments of power industry
e.g lighting, photovoltaics, installers, offices and insitutions, wholesalers,switchgears, etc.

price for mailing to the entire base 2150 PLN net

OTHER PUBLISHING ACTIVITY

CATALOGUES

Switchgears and enclosures



Electrotechnical wholesalers

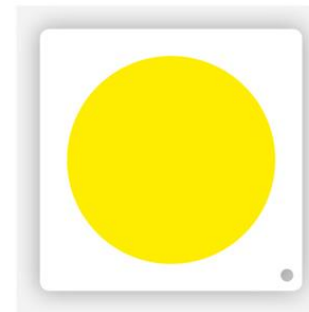


EVENTS

Forum for Managers of Electrical Engineering



LED Lighting Congress



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