

# BizPoland magazine

“Poland’s Business Magazine for Foreign Investors and the International Business Community”



## Marketing Your Business Products and Services in 2013

### Who we are...

BizPoland Magazine is the only business magazine for Poland’s foreign investors and international business community. In English-language only, the magazine targets Poland’s foreign business community – with business feature stories, news, coverage of key industries, and regional business news from more than 8 Polish cities.

Our high-quality and focused business content – and superb distribution - attracts more than 15,000 monthly readers.

The magazine is affiliated with BiznesPolska, a leading Polish-language business portal and publisher of 8 annual business directories.

### Content

- Feature story
- News about key industries, such as energy, real estate, manufacturing and export, finance, transportation, infrastructure development, special economic zones, and business services.
- Foreign Direct Investment in Poland – news and profiles
- Regional business news, from Wrocław, Silesia (Śląsk), Poznań, Kraków, Łódź, Szczecin, and Gdańsk/Gdynia
- Listings of newly-established companies (KRS)
- Senior-level personnel changes
- Events coverage (business + social); Business Calendar

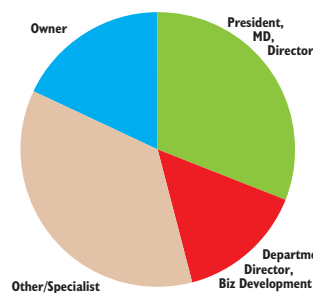
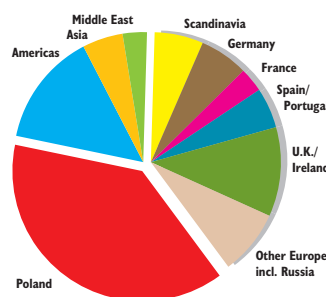
### Target Market

- Foreign investors – both resident in Poland, and based abroad with current or future business interest in Poland.
- Expatriate business executives currently living in Poland.
- High-end International Polish executives, who speak English as part of their daily business responsibilities.

### BizPoland Magazine’s readers

by country of origin

by position at their company



Our readers are foreign business executives, either living in Poland, or traveling to Poland frequently for business. They are a highly-attractive demographic, with very high personal income, key decision-making power at their company, well-educated, and frequent travelers and restaurant patrons.

### Distribution

■ Direct to Subscribers, Trial Subscribers and VIP	1,500
■ Hotels and Business Centres (Warsaw: Westin, Bristol, Sofitel Victoria, Interconti, Hilton, Hyatt, Polonia Palace, Marriott, Coutyard by Marriott [airport]) etc.	4,000
■ Business Conferences and Events (approx. 8/month)	2,000
■ Other channels	500
<b>Total print run</b>	<b>8,000</b>

## Advertising Pricing

(All prices are VAT-exclusive):

Type of Advertisement	Pricing for one month
Full Page	8,500 zł
One-Half Page	4,800 zł
One-Quarter Page	2,800 zł
2-page spread	12,800 zł

### Frequency discounts:

6 months = 20% discount  
12 months = 35% discount

## Ads Reservation Deadlines: 2013

Edition	Reservation deadline	Materials deadline
February	25 Jan.	27 Jan.
March	22 Feb.	24 Feb.
April	22 Mar.	25 Mar.
May	26 Apr.	28 Apr.
June	24 May	26 May
July	28 Jun.	30 Jun.
September	30 Aug.	1 Sept.
October	27 Sep.	27 Sep.
November	25 Oct.	27 Oct.
December	29 Nov.	1 Dec.

## Internet Advertising:

Internet options available through:

[www.BizPoland.pl](http://www.BizPoland.pl)

And now on iPad



## Contact:

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## Special Supplements with Special Distribution

*BizPoland Magazine* publishes special editorial supplements every month, covering either a key Industry or key International region (8-12 pages).

### Supplements

February:

March:

April:

■ Special Focus: **Luxury Auto and Fleet/Leasing – Spring**

May:

■ Special Focus: **Medical Tourism/Treatment in Poland**

June:

■ Special Focus: **Aviation Sector in Poland**

July:

■ Special Focus: **American Entrepreneurs & Innovators in Poland**

September:

■ Special Focus: **Defense Industry**

October:

■ Special Focus: **Luxury Auto and Fleet/Leasing – Fall**

November:

December:

### Distribution

February

❖ GulfFood (Dubai); EuroSeafood

March:

❖ MIPIM Real Estate Fair - Cannes

April:

❖ PSEW Wind Expo

May:

❖ CEE IPO Summit

June:

❖ World BPO (New York); Fancy Food  
❖ Paris Air Show

July:

❖ Canada Independence Day: 1 July  
❖ Amer Independence Day: 4 July;  
❖ French Bastille Day: 14 July

September:

❖ Krynica Forum  
❖ European Forum of New Ideas – Lewiathan – Sopot

October:

❖ ExpoReal (Munich); ANUGA  
❖ ANUGA

November:

❖ MAPIC (Cannes)

December:

❖ CEE Capital Markets Forum  
❖ Auto Manufacturing Forum

## Subscription:

Annual Subscription to *BizPoland Magazine*  
– 500 pln brutto (7% VAT included)

[subscribe@bizpoland.pl](mailto:subscribe@bizpoland.pl)

## Ad sizes:

### Full Page:

210 mm x 297 mm  
(+ 5 mm bleed)

### Half Page:

186 mm x 128 mm  
(NB no bleed!)

### Quarter Page:

186 mm x 62 mm  
(NB no bleed!)

### iPad-specific ads:

please contact:  
produkcja@biznespolska.pl

## Tech Specs:

**CMYK** only; **Files** saved as .eps (with fonts converted to outlines), .tif saved at 300 dpi.; or print-ready .pdf

**Note:** We do not accept neither of .doc, .cdr, .ppt documents!

**Design:** Pls provide bleed in indicated cases only, and of exact value. Also it is advisable to take into account respective "safety zone" of bleed's value, next to trim line while maintaining design. • Do not combine neither registration marks nor any other elements which are not a part of design within the file

### For tech assistance contact:

[produkcja@biznespolska.pl](mailto:produkcja@biznespolska.pl)