

Media kits 2010 for advertisers



ABOUT THE MAGAZINE AND ITS READERS

"Drwal" is the only magazine in Poland addressed to the forest industry contractors and workers, employees of the Polish State Forest Administration and all the people involved in the forest industry.

Topics:

- hints and guides for the forest industry contractors and workers
- reviews of forest industry machinery and tools
- descriptions of modern technologies
- information from the Association of Forestry Contractors

The readership of the "Drwal" magazine:

- contractors and workers of the forest industry companies
- engineers of the Polish State Forest Administration
- businessmen cooperating with forest industry
- manufacturers of forest industry machinery
- lecturers and students of forestry colleges

What is worth advertising in "Drwal"?

- wood gathering machinery and tools
- equipment for arboriculture and forest protection
- accessories and spare parts for the machinery and tools
- service stations
- clothing, shoes, protective clothing for forestry workers
- off-road vehicles and trucks

Publishing dates for 2010

Publishing date	Issue	Booking reservation	Closing date	Printing
28.12.2009	1/2010	27.11.2009	02.12.2009	08.12.2009
01.02.2010	2/2010	21.12.2009	04.01.2010	11.01.2010
24.02.2010	3/2010	22.01.2010	29.01.2010	05.02.2010
26.03.2010	4/2010	26.02.2010	05.03.2010	09.03.2010
23.04.2010	5/2010	26.03.2010	02.04.2010	09.04.2010
25.05.2010	6/2010	23.04.2010	30.04.2010	07.05.2010
26.06.2010	7/2010	28.05.2010	01.06.2010	08.06.2010
28.07.2010	8/2010	25.06.2010	02.07.2010	09.07.2010
25.08.2010	9/2010*	27.07.2010	03.08.2010	09.08.2010
24.09.2010	10/2010	27.08.2010	03.09.2010	10.09.2010
26.10.2010	11/2010	24.09.2010	01.10.2010	08.10.2010
29.11.2010	12/2010	22.10.2010	29.10.2010	05.11.2010
28.12.2009	1/2011	26.11.2010	03.12.2010	10.12.2010

* The number on International Forest Exhibition EKO-LAS in Świebodzin 9-11.09.2010

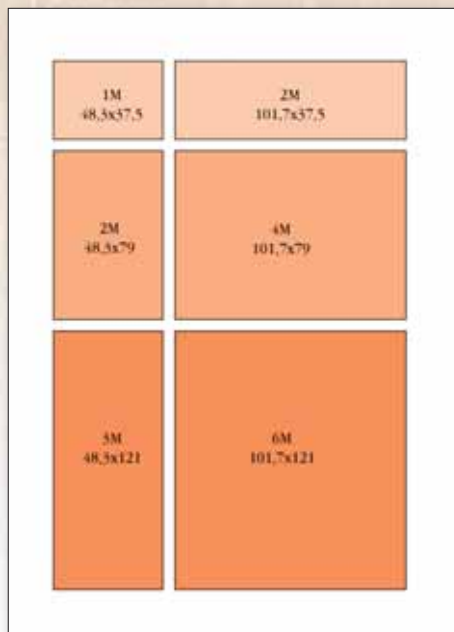
Advertisement formats and rates

Format	Module	Position	Measurements	Price (PLN)*
IV cover page			205 x 286 (+trim)	3900
II and III cover page			205 x 286 (+trim)	3350
page inside in magazine			205 x 286 (+trim)	3200
2/3 of page		vertiacally	131,7 x 286 (+trim)	2100
1/2 of page		vertiacally	100 x 286 (+trim)	1650
		horizontally	205 x 138,5 (+trim)	1650
junior page			132 x 180 (+trim)	1600
1/3 of page		vertiacally	78 x 286 (+trim)	1070
		horizontally	205 x 92,4 (+trim)	1070
1/4 of page		vertiacally	100 x 138,5 (+trim)	850
6M	6		101,7 x 121	1000
4M	4		101,7 x 79	690
3M	3		48,3 x 121	550
2M	2	vertiacally	48,3 x 79	360
	2	horizontally	101,7 x 37,5	360
1M	1		48,3 x 37,5	140
promotional article	1 page		1 page	3200
insert		for the place		2350

* price not included 22% VAT

Exemplary of advertisement formats

1/3 of page 78x286	1/2 of page 100x286	2/3 of page 131,7x286	full page 205x286
			Junior page 132x180
1/4 of page 100x138,5			1/2 of page 205x138,5
			1/3 of page 205x92,4



ABOUT THE MAGAZINE AND ITS READERS

The **"Las Polski"** biweekly magazine has been published by the Oikos Sp. z o.o. Publishing House since 1991. "Las Polski" has been published for over 85 years, is considered to be the oldest magazine addressed to foresters and those professionally involved with the forest industry and environment protection.

Readership of the magazine: **"Las Polski"** is addressed to employees of the Polish State Forest Administration, including those making decisions over expenditures – Polish State Forest Administration directors, chief forest inspectors and forest rangers, national parks directors, forest industry contractors, employees of the district environment protection departments, students at the forestry colleges.

Distribution

98% of the circulation is distributed among our subscribers. **"Las Polski"** is present in all the forest inspectorates and regional state forest administration departments, is subscribed by the Polish State Forest Administration, The Ministry of Environment, national park administration offices, and many forest industry companies.

Publishing dates for 2010

Publishing date	Issue	Booking reservation	Closing date	Printing
28.12.2009	01/2010	03.12.2009	10.12.2009	18.12.2009
11.01.2010	02/2010	16.12.2009	22.12.2009	30.12.2009
01.02.2010	03/2010	08.01.2010	15.01.2010	22.01.2010
15.02.2010	04/2010	22.01.2010	29.01.2010	05.02.2010
01.03.2010	05/2010	05.02.2010	12.02.2010	19.02.2010
15.03.2010	06/2010	19.02.2010	26.02.2010	05.03.2010
31.03.2010	07/2010	05.03.2010	12.03.2010	19.03.2010
15.04.2010	08/2010	19.03.2010	26.03.2010	05.04.2010
30.04.2010	09/2010	09.04.2010	16.04.2010	23.04.2010
17.05.2010	10/2010	23.04.2010	30.04.2010	07.05.2010
31.05.2010	11/2010	07.05.2010	14.05.2010	21.05.2010
15.06.2010	12/2010	21.05.2010	28.05.2010	07.06.2010
01.07.2010	13-14/2010	07.06.2010	14.06.2010	21.06.2010
09.08.2010	15-16/2010	16.07.2010	23.07.2010	30.07.2010
30.08.2010	17/2010*	06.08.2010	13.08.2010	20.08.2010
15.09.2010	18/2010	20.08.2010	27.08.2010	06.09.2010
01.10.2010	19/2010	10.09.2010	17.09.2010	24.09.2010
15.10.2010	20/2010	24.09.2010	01.10.2010	08.10.2010
29.10.2010	21/2010	08.10.2010	15.10.2010	22.10.2010
15.11.2010	22/2010	22.10.2010	29.10.2010	05.11.2010
30.11.2010	23/2010	05.11.2010	15.11.2010	22.11.2010
13.12.2010	24/2010	15.11.2010	22.11.2010	29.11.2010
30.12.2010	01/2011	09.12.2010	16.12.2010	20.12.2010
14.01.2011	02/2011	20.12.2010	23.12.2010	29.12.2010

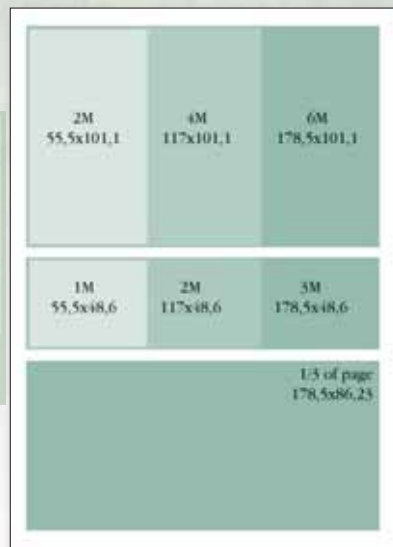
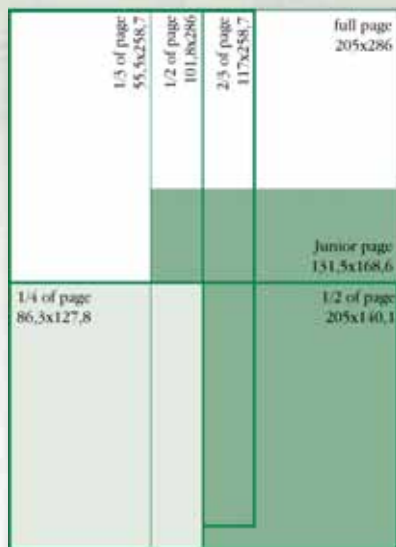
* The number on International Forest Exhibition EKO-LAS in Świebodzin 9-11.09.2010

Advertisement formats and rates

Format	Module	Position	Measurements	Price (PLN)*	
IV cover page			205 x 286 (+trim)	3900	
II and III cover page			205 x 286 (+trim)	3300	
			178,5 x 258,7	3300	
page inside in magazine			205 x 286 (+trim)	3200	
			178,5 x 258,7	3200	
2/3 of page			117 x 258,7	2150	
3/5 of page			178,5 x 153,7	1950	
1/2 of page		horizontally (with trim)	205 x 140,1 (+trim)	1600	
			vertically (with trim)	101,8 x 286 (+trim)	1600
		horizontally	178,5 x 127,8	1600	
			vertically	87,3 x 258,7	1600
junior page			131,5 x 168,6 (+trim)	1600	
1/3 of page		horizontally	178,5 x 86,23	1050	
			vertically	55,5 x 258,7	1050
			vertically (with trim)	70 x 286 (+trim)	1050
1/4 of page			86,3 x 127,8	800	
6M	6	3 x 2	178,5 x 101,1	1250	
4M	4	2 x 2	117 x 101,1	850	
3M	3	3 x 1	178,5 x 48,6	640	
2M	2	2 x 1	117 x 48,6	430	
		1 x 2	55,5 x 101,1	430	
1M	1	1 x 1	55,5 x 48,6	230	
promotional article	1 page		178,5 x 48,6	2900	
insert		for the place		2350	
samples				for negotiation	

* price not included 22% VAT

Exemplary of advertisement formats



WEBSITE ADVERTISEMENT

Formats and prices in "Las Polski"

Banner	Module	Measurements	File size	Price (PLN)*
upper	A1	610x110 px	do 15 kb	600
bottom	A2	610x110 px	do 15 kb	400
side	B	150x40-60 px	do 08 kb	250

Formats and prices in "Drwal"

Visible banners on all sides

Banner	Module	Measurements	File size	Price (PLN)*
upper	A1	480x80 px	do 15 kb	420
bottom	A2	480x80 px	do 15 kb	400
side	B	115x50 px	do 08 kb	150

Page-size banner visible after entering the website

Banner	600x400 px	do 30 kb	600
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* price not included 22% VAT

Current regulation concerning advertisement placing is available on the following websites: www.drwal.net.pl www.laspolski.net.pl

OUR ADVERTISERS



**If you order the advertisement in both magazine
you will get special discount!**



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**Cheaper and
more effective**

MAKE YOUR ADVERTISEMENT ORIGINAL!

**YOU CAN ORDER NOT TYPICAL FORMAT OF YOUR AD AND
THEN WE WILL PREPARE AN OFFER ESPECIALLY FOR YOU!**

Rules of publishing self-made advertisements in "Drwał" and "Las Polski"

- 1. For proper preparation of a complete advertisement and in accordance to the publishing schedule, the advertiser receives additional discount.**
2. The advertisement should be in digital format – with resolution of 300 dpi – with one of the extensions formats: tif, jpg (with no compression), esp (with fonts converted into curves) or pdf (with attached fonts).
3. The advertisement must be prepared in the CMYK color model.
4. Oikos is responsible for the quality of the advertisement after printing only if the advertiser supplied an exemplary printout.
5. Files of total size up to 12 MB should be sent via e-mail to the address: **reklama2@oikos.net.pl**. Files over 12MB should be sent directly to our FTP server (**ftp://ftp.agencja-oikos.net.pl**). Each advertiser is given an individual ftp server account and a unique password.
6. All elements (including text and graphics) should be placed at least 6 mm from the edge of the advertisement. The trim (if needed) should have 3 mm.
7. Both monochromatic and color advertisements should have 50–60 lines/cm screen and resolution of 300 dpi.

EDITORIAL STAFF

Editor-in-chief: **Rafał Jajor**

phone: 022 824 73 37; e-mail: r.jajor@oikos.net.pl

www.drwal.net.pl

DRWAL
PISMO PRZEDSIĘBIORCÓW LEŚNYCH

EDITORIAL ADDRESS

Warszawa, ul. Kaliska 1 m. 8; e-mail: drwal@oikos.net.pl

CORRESPONDENCE ADDRESS

00-973 Warszawa 22, skr. poczt. 54, Poland

Average expenditure in 2009: 1800 copies

EDITORIAL STAFF

Editor-in-chief: **Rafał Zubkowicz**

phone: 022 822 03 34; e-mail: r.zubkowicz@oikos.net.pl

www.laspolski.net.pl



EDITORIAL ADDRESS

Warszawa, ul. Kaliska 1 m. 7; e-mail: laspolski@oikos.net.pl

CORRESPONDENCE ADDRESS

00-973 Warszawa 22, skr. poczt. 54, Poland

Average expenditure in 2009: 7100 copies

(14 200 copies monthly)

PUBLISHER

Oikos Sp. z o.o. Publishing House, 02-316 Warszawa, ul. Kaliska 1 m. 7, Poland

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