

WNĘTRZE SKLEPU

STWÓRZ PRZESTRZEŃ, KTÓRA SPRZEDAJE



**POMYSŁY
KOLORY
ŚWIATŁO
MEBLE
MANEKINY
WITRYNY
ARANŻACJE**

2013/2014

MEDIA INFO

WNĘTRZE SKLEPU - SHOP INTERIOR

- CREATE A SPACE WHICH SELL ON ITS OWN

SHOP INTERIOR - is a unique publication **dedicated to a non food retail sector**. It is an answer to growing demending of individual and pleasant shopping experience. Today shops can not just follow the competitors, they need to create their own, unique atmosphere and tell story which encourage its cliens to buy. Therefore here we are. We show: **trends, rules and inspirations** how to desing commercial space to support and boost the sale.

Its also a very special **communicaton platform** for architects, designers, suppliers of he equipmnet and decision makers and shop owners.



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ABOUT THE PUBLICATION

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FREQUENCY: ANNUAL

CIRCULATION: 10 000 HARD COPIES + ONLINE

VOLUME: 120 PAGES

FORMAT: 190X240 MM

ONLINE: AS AN ISSUU MAGAZINE AD FLIPPAGE

DISTRIBUTION:

- PRESS SALONS (EMPIK, HDS, RUCH),
- BOOKSTORES,
- AT THE TRADE EVENTS (LIST OF EVENTS WE SUBMIT ON REQUEST)
- ONLINE KIOSKS

MARKETING:

- PRESS ADVETRS (LIST OF EVENTS WE SUBMIT ON REQUEST)
- MAILINGS WITH THE LINK TO SAMPLE EDITORIAL PAGES OF THE PUBLICATION AND WITH THE ADVERTISING PAGES

PUBLICATION SCHEDULE

ISSUE	DEADLINE FOR ORDERS	DEADLINE FOR PRINTING MATERIALS	PUBLICATION DATE
2013/2014	5.11.2013	12.11.2013	20.11.2013

PROFILE REQUIREMENTS:

Stored as: TIF file, pdf, jpg

Colours: Cyan Magenta Yellow Black

Resolution for pictures: a minimum resolution of 300 dpi

Resolution for logos: a minimum of resolution of 800 dpi.

ATTENTION PLEASE!

To ensure the high quality for advertisements, the files shouldn't be compressed. All fonts in the file (print and screen) must be converted into curves.

PROOF: Pre-press proofs are mandatory to be attached to the CD-ROM, or send direct to: Dorota Mazurek; Wydawnictwo Informacje Branżowe Sp. z o.o. ul. Kierbedzia 4; 00-728 Warsaw, Poland

VIA FTP: To send the ad via ftp server please use following address: ftp.tradebiz.pl, user: qwerty; Password: 12345

FORMATS AND RATES

1/1 PAGE	190X240 MM	800 EUR
1/2 PAGE	190X120 MM	500 EUR
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