# **WNĘTRZE SKLEPU** stwórz przestrzeń, która sprzedaje

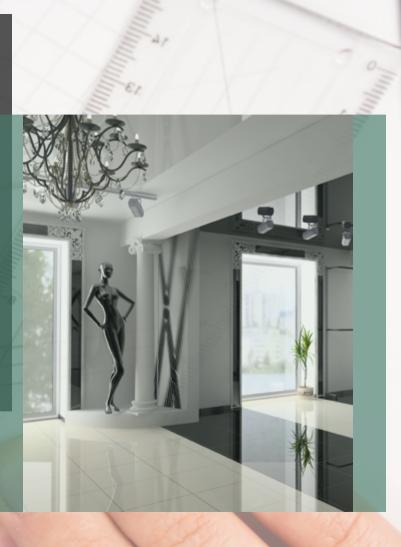


## **MEDIA INFO**

#### 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.



## TABLE OF CONTENT

- INSPIRATIONS
- COLOURS
- LIGHT
- FURNITURE
- MANNEQUINNS
- SHOP WINDOWS
- INTERIOR DESIGN

#### **ABOUT THE PUBLICATION** - BASIC INFORMATION

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.tradebizz.pl, user: qwerty: Password: 12345

#### **FORMATS AND RATES**

1/1 PAGE 1/2 PAGE 1/3 PAGE 1/6 PAGE 190X240 MM 190X120 MM 190X80 MM 100X100 MM 800 EUR 500 EUR 300 EUR 150 EUR

### **CONTACTS:**

EDITORIAL MAŁGORZATA SOBICZEWSKA TEL. +48 22 32 01 533; EMAIL: MSOBICZEWSKA@UNIT.COM.PL

ADVERTISING DOROTA MAZUREK TEL. +48 501 214 618; EMAIL: DMAZUREK@UNIT.COM.PL