

nowości biznes consulting  
**papierniczy**  
**ŚWIAT**  
• STATIONERY • OFFICE • SCHOOL • GIFTS • FESTIVITY • CREATIVITY



| MAGAZINE  
| PORTAL  
| EVENTS  
| SOCIETY

**media info 2016**

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## ABOUT US

- Papierniczy Świat (Paper World) is the leading trade magazine for: stationery, office, school, gifts, festivity and creativity products.
- It is an ideal platform for establishing fruitful collaborations in Poland and also in international context, as our magazine has a bonus distribution on a wide range of trade fairs around the world.
- Our magazine provides information on: trends and innovations, sales hits, reports, consulting for successful running the business.
- Following changes the market, our magazine presents classic stationery products together with modern office and school technology.

## READERS

The content is addressed to:

- buyers from retail chains and modern trade chains
- wholesale distributors
- office suppliers
- stationery, gifts and deco retailers shops
- fine arts, hobby and paint shops
- bookshops
- retailers of office furniture
- e-commerce operators

## DISTRIBUTION

Papierniczy Świat is distributed throughout many channels:

- subscription
- promotion distribution by wholesale distributors
- free handout during trade fairs
- free handout during private fairs and branch events
- rotational mailing to professionals

## TECHNICAL INFORMATION

**Publication:** 8 times a year

**Prinrun:** 4500 copies

**Format:** 230x300 mm

**Portal:** papierniczyswiat.pl






**Society:** www.facebook.com/PapierniczySwiat

**Event:** kongresbiznesu.pl

**Awards:** WLB (award for e-commerce shops)

## PUBLICATION SCHEDULE

ISSUE	PUBLICATION DATE	ORDER DEADLINE	DEADLINES FOR PRINTING MATERIALS	FOCUS ON
1/16	26.01.2016	11.01.2016	18.01.2016	<ul style="list-style-type: none"> <li>• Desktop Essentials</li> <li>• Print Supplies</li> <li>• Staplers, Punchers, Staple Removers</li> </ul>
2/16	10.03.2016	26.02.2016	03.03.2016	<ul style="list-style-type: none"> <li>• Stamping/Marking</li> <li>• Computer and Mobile Devices Accessories</li> <li>• Gifts and Decorations</li> <li>• Jobbing Prints</li> </ul>
3/16	15.04.2016	31.03.2016	04.04.2016	<ul style="list-style-type: none"> <li>• Office Supplies</li> <li>• Document Finishing/Shredder</li> <li>• APPENDIX: Back-to-School</li> </ul>
4/16	10.06.2016	30.05.2016	24.05.2016	<ul style="list-style-type: none"> <li>• School/Campus</li> <li>• Modern School Supplies</li> </ul>
5/16	29.07.2016	21.07.2016	18.07.2016	<ul style="list-style-type: none"> <li>• Writing Supplies</li> <li>• Marketing and Advertising Printing Business Supplies</li> <li>• POS materials</li> <li>• Creative Supplies</li> <li>• Office Equipment for SoHo Segment</li> </ul>
6/16	09.09.2016	29.08.2016	01.09.2016	<ul style="list-style-type: none"> <li>• Fine Art Supplies</li> <li>• Time Management</li> <li>• Printers</li> <li>• Office Cleaning and Protecting Supplies</li> </ul>
7/16	14.10.2016	30.09.2016	01.10.2016	<ul style="list-style-type: none"> <li>• Paper for office and printing</li> <li>• Technology&amp;Seasonal Gifts and Decrations - Christmas</li> <li>• Meeting Supplies and Presentation Products</li> </ul>
8/16	09.12.2016	28.11.2016	02.12.2016	<ul style="list-style-type: none"> <li>• Storage and Archiving</li> <li>• Packing and Mailing</li> <li>• Papeterie&amp;Greetingcards</li> <li>• Multi-function office devices</li> <li>• Technology&amp;Seasonal Gifts and Decrations - Valentine's Day</li> </ul>

RATES AND FORMATS			
	1/1	230x300 mm	1 500 euro
	1/2	113x300 mm 230x150 mm	1 050 euro
	2 x 1/2	460x150 mm	1 900 euro
	1/3	83x300 mm 230x100 mm 146x150 mm	830 euro
	1/4	60x300 mm 230x75 mm 113x150 mm	580 euro

Advertorial	from 500 euro
Classified ad (90 x 100 mm)	250 euro
Ist cover	2 290 euro
IIrd cover	2 030 euro
IIIrd cover	1 800 euro
IVth cover	2 200 euro
inserts	ON REQUEST
special formats	ON REQUEST



PORTAL : PAPIERNICZYSWIAT.PL ; MAILINGS	
XL-banner 956x100 px	15 euro
Fullsize 620x100 px	12 euro
Button 322x100 px	12 euro
Other Formats	Ask for Special Offer!
Moderated Data Base	25 EUR/year
Advertorial	from 10 eur/week
Mailing	30 EUR per 1000 records
Above rates are calculated in CPM model (per 1 000 impressions)	