

**NEW FORMAT**

# MediaInfo 2011/2012

“Świat Butów” – World of Shoes is a solid business paper which 10 times a year is laying on a desks of decision makers and professionals from shoe industry. Trends, business news, fairs, events, consulting - our editorial team reports about everything which is the most important for planning and running busines in the shoe sector.



## Editorial schedule 2011/2012

|       | Publication Date | Advertising deadline | Deadline for materials | Main Theme                   | Attended Fairs/Events |
|-------|------------------|----------------------|------------------------|------------------------------|-----------------------|
| Issue | day/month        | day/month            | day/month              |                              |                       |
| 9     | 26.08.2011       | 10.08.2011           | 16.08.2011             | Summer Collections 2012      | BTS - Poznan Fair     |
| 10    | 06.10.2011       | 23.09.2011           | 30.09.2011             | Sport-youth Shoes            | Shoe Days             |
| 11    | 04.11.2011       | 21.10.2011           | 28.10.2011             | Visiting Shoes               |                       |
| 12-01 | 20.12.2011       | 28.11.2011           | 07.12.2011             | Kids and Slippers Shoes      |                       |
| 2     | 31.01.2012       | 16.01.2012           | 20.01.2012             | Casual Shoes                 | Poznan Fair           |
| 3     | 24.02.2012       | 06.02.2012           | 16.02.2012             | Fall Collections 2012        | Poznan Fair           |
| 4     | 12.04.2012       | 20.03.2012           | 30.03.2012             | Winter Collections 2012/2013 | Shoe Days             |
| 5     | 10.05.2012       | 12.04.2012           | 19.04.2012             | Kids and Slippers Shoes      |                       |
| 6-7   | 04.07.2012       | 15.06.2012           | 21.06.2012             | Sport-youth Shoes            |                       |
| 8     | 03.08.2012       | 12.07.2012           | 18.07.2012             | Visiting Shoes               | Poznan Fair           |
| 9     | 03.09.2012       | 14.08.2012           | 21.08.2012             | Spring Collections 2013      | Poznan Fair           |
| 10    | 06.10.2012       | 23.09.2012           | 30.09.2012             | Summer Collections 2013      | Shoe Days             |
| 11    | 04.11.2012       | 21.10.2012           | 28.10.2012             | Sport-youth Shoes            |                       |
| 12-01 | 20.12.2012       | 28.11.2012           | 07.12.2012             | Kids and Slippers Shoes      |                       |

## Page fraction



Front cover



2 pages



1 page



2x 1/2 page (horizontal)

| Size<br>(width x height)<br>+ 5 mm trim | Rates<br>(b/w or colour) |                                                      |                                                                                 |
|-----------------------------------------|--------------------------|------------------------------------------------------|---------------------------------------------------------------------------------|
| 230x210 mm                              | 2 670 EUR                | <br>1/2 page (vertical, horizontal)                  | 1 13x300 mm (vertical)<br>230x150 mm (horizontal)                               |
| 460x300 mm                              | 2 900 EUR                | <br>1/3 page (vertical, horizontal, corner position) | 82x300 mm (vertical)<br>230x100 mm (horizontal)<br>146x150 mm (corner position) |
| 230x300 mm                              | 1 650 EUR                | <br>1/4 page (vertical, horizontal, corner position) | 230x75 mm (horizontal)<br>113x150 mm (corner position)                          |
| 460x150 mm                              | 1 950 EUR                | <br>1/6 page (corner position)                       | 75x150 mm (corner position)                                                     |
|                                         |                          | IIInd cover<br>IIIInd cover<br>IVth cover            | 230x300 mm<br>230x300 mm<br>230x300 mm                                          |
|                                         |                          |                                                      | 1 200 EUR<br>950 EUR<br>670 EUR<br>550 EUR                                      |
|                                         |                          |                                                      | 2 150 EUR<br>1 970 EUR<br>2 400 EUR                                             |

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## About magazine:

Frequency: monthly

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## Distribution channels:

Subscription, press salons, rotational mailing, handing out at fairs and branch events.

## Technical date:

File format: pdf, tiff, eps

Colour: CMYK

Fonts all print and screen fonts used must be included in the file or be converted to paths. Files at least at 300 dpi resolution.

## Proofs:

proof, matchprint

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