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MediaInfo 2012

„Świat Zabawek” (World of Toys”) is the only periodical for the toy industry in Poland which has been present in the market since 1997. Presentation of company and products in the pages of „Świat Zabawek” provides contact with the consumers, and allows to reach new customers. We deliver up-to-date information about news, marketing campaigns and we support promotion of your assortment. We present the readers with news from the toy market in Poland and around the world - from the latest trends to successful histories of individual companies.



świat
ZABAWEK
NOWOŚCI | WYDARZENIA | BIZNES | PRAWO | CONSULTING










**TOY BUSINESS
CONFERENCE**

Toy SHOP
warsztaty dla profesjonalistów

ITMA
international toy
magazines association

UNIT
Wydawnictwo
Informacje Branżowe
Sp. z o.o.

Page fraction

Page fraction	Size (width x height) + 5 mm bleeds	Rates b/w or color			
 2 page	460x300 mm	2 200 euro	 2x 1/3 page (vertical)	460x100 mm	1 100 euro
 1 page	230x300 mm	1 250 euro	 1/3 page (vertical, horizontal, corner pos.)	82x300 mm (pion) 230x100 mm (poziom) 146x150 mm (pozycja narożna)	750 euro
 2x 1/2 page (vertical)	460x150 mm	1 500 euro	 2x 1/4 page (vertical)	460x75 mm	900 euro
 1/2 page (vertical, horizontal)	1 13x300 mm (pion) 230x150 mm (poziom)	930 euro	 1/4 page (vertical, horizontal, corner pos.)	66x300 mm (pion) 230x75 mm (poziom) 1 13x150 mm (pozycja narożna)	580 euro
			 1/6 page (horizontal, corner pos.)	230x50 mm (poziom) 75x150 mm (pozycja narożna)	470 euro

Cover rates:

I cover – 1 900 euro II cover – 1 550 euro
III cover – 1 410 euro IV cover – 1 700 euro

The prices do not include 23% VAT

Agency discount – 15%

Publication:

monthly

Prinrun:

3 500 copies

Size: 230x300 mm

Distribution:

selected wholesalers, fairs, rotational distribution to wholesalers and retailers, subscription, kiosk sales

Technical specification:

Please find the below directions for preparing advertisements :

File requirements:

Stored as: pdf, tif, tif or eps file

Colours: Cyan Magenta Yellow Black

Resolution for pictures: a minimum resolution of 300 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, sent via e-mail or ftp, which complies to the directives of UNIT Publishing House.

It is mandatory that a reference proof is sent with the data.

The special instruction sheet, which deals with data transmission will be sent on request

Publishing House

UNIT Wydawnictwo Informacje

Branżowe Sp. z o.o.

Kierbedzia 4 street, 00-728 Warsaw, Poland

Advertisement Department:

Anna Książek

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Advertising banners

Format:	Size in px.	Monthly price	Weekly price
XL-banner	959x100 px	140 euro	35 euro
Fullsize	620x100 px	110 euro	27 euro
Button	322x100 px	50 euro	12 euro
Video	do 30 mb	140 euro	35 euro

The prices do not include 23% VAT

* video converted by the Publisher – extra charge 40 euro

Submission date: 3 days before planned publication, to:
aksiazek@unit.com.pl

File type: flash, gif, jpg

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Publication Schedule 2012

		Issue date	Orders	Materials
Number	Months	Day/month	Day/month	Day/month
1-2	January/February	16.01	6.01	9.01
3	March	01.03	15.02	20.02
4	April	16.04	2.04	9.04
5-6	May/June	21.05	7.05	11.05
7-8	July/August	16.07	2.07	9.07
9	September	17.09	3.09	7.09
10	October	22.10	5.10	8.10
11-12	November/December	26.11	5.11	12.11

		Issue date	Orders	Materials	Subject
Number	months	Day/month	Day/month	Day/month	
1-2	January/ February	16.01	6.01	9.01	• St Valentine's Day toys • wooden toys • Easter 2012
3	March	01.03	15.02	20.02	• vehicle models • blocks • interactive and electronic toys • Euro 2012
4	April	16.04	2.04	9.04	• beach and garden toys • mobile vehicles • licensed goods • Children's Day
5-6	May/June	21.05	7.05	11.05	• jigsaw puzzle • board, electronic and card games • plush toys • children's books
7-8	July/August	16.07	2.07	9.07	• educational toys • art & craft
9	September	17.09	3.09	7.09	• toys for children under three • licensed goods • Halloween
10	October	22.10	5.10	8.10	• model-making • plush toys • children's books • games and jigsaw puzzle
11-12	November/ December	26.11	5.11	12.11	• Christmas hits • carnival clothes



TOY Business Conference is:

inspiration, education and integration for toy industry professionals

TOY Business Conference is a time and place to:

- * learn about situation of the toy industry
- * increase one's knowledge about running business, in order to sell more
- * exchange ideas and experience with other representatives of the trade.

Toy SHOP workshops for professionals

Toy SHOP is a trailblazing project carried out in cooperation of the toy industry magazine "Świat Zabawek" and its partners. A model mini toy store houses workshops regarding proper decoration of the point of sale and display window, effective arrangement of goods and effective purchase consultancy.

Virtual Trade Leader is

a competition, organized by the „Swiat Zabawek” magazine, for the best website of the toy industry, intended for manufacturers, distributors, owners of wholesale outlets, traditional and online stores, as well as for all those dealing with toy business.



Papierniczy Świat

Papierniczy Świat (Paper World), published 8 times a year, is the leading polish POS (Paper-Office-School) trade publication. It is addressed to managers and employees of polish wholesalers and retailers dealing with stationery products and services. Papierniczy Świat is distributed in rotational mailing to retailers and wholesalers in this branch, subscription, kiosks sales, and free handout in all fairs connected with POS products and services in Poland. Papierniczy Świat is the exclusive Polish representative of The International Stationery Press Association (ISPA).



Kids Shop

Katalog Kids Shop is a biyearly magazine addressed to owners and managers of polish wholesalers and retailers and supermarkets dealing with children's and teenagers' clothes, equipment and accessories. Kids Shop is distributed as rotational mailing to retailers and wholesalers in this branch, subscription, kiosks sales and free handout at all fairs connected with kids fashion and accessories in Poland.



Dziecko w...

Everything about kids and for kids in The City.

Dziecko w... is a series of a unique, annual catalogue informing about kids staff. The aim is to provide editorial and help parents, and teachers to better understand the needs of kids and possibilities of spending time and education them. Editorial is supported by huge data base of contacts in Warsaw, Poznan or Wroclaw form sector like: health, education, playtime, culture, sport etc.

Additional addresses and ready to free print materials like: mazes, diplomas, colouring pages are on CD which sold together with catalogue.

To keep the readers up-to-date we run portals:

(www.dzieckowwarszawie.pl, www.dzieckowpaznaniu.pl, www.dzieckowwroclawiu.com.pl)

