

# KATALOG ZEGARKI & BIŻUTERIA 2013

Polish Watch & Jewellery Catalogue 2013

## IDEA OF THE CATALOGUE

Katalog Zegarki & Bizuteria 2013 (Polish Watch & Jewellery Catalogue 2013) is the leading annual Polish watch and jewellery catalogue addressed to Polish wholesalers and retailers, as well as to producers, operating in the watch and jewellery business. It includes all important addresses of watch and jewellery companies. The catalogue is a necessary tool for everyday's work, not only for wholesalers, producers and retailers, but also for importers and managers. Everybody interested in winning new clients can present its company or find new business partners.

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## TECHNICAL DATA

**Publication:** annual + CD

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**Format:** 170x240 mm

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**Print run:** 7 000 issues print; 10. 000 CDs

**Artwork:** We prefer to work with digital data on 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.**

## DISTRIBUTION

Subscribers of magazine „Zegarki & Bizuteria” (Watches & Jewellery), sales in kiosks and press salons, selected trade fairs, rotational mailing

## ADVERTISING RATES

Four colours	Rate (EURO)	Classified b/w	Rate (EURO)
<b>1/1 page</b> (170x240 mm + 5mm bleeds)	<b>1290,-</b>	<b>Module 1</b>	<b>224,-</b>
<b>1/2 page</b> (170x120 mm + 5mm bleeds)	<b>897,-</b>	<b>Module 2</b>	<b>145,-</b>
		<b>Module 3</b>	<b>66,-</b>
		<b>Module 4</b>	<b>53,-</b>
<b>1/3 page</b> (170x80 mm + 5mm bleeds or 60x240 mm + 5 bleeds)	<b>737,-</b>	<b>Coloured modules 1,2,3,4</b>	<b>+ 40,-</b>
<b>Covers</b>		<b>Loose inserts</b>	<b>On request</b>
<b>I + cover CD + presentation on CD to 2 MB + Module 1</b>	<b>2900,-</b>	<b>B o u n d i n s e r t s</b>	<b>On request</b>
<b>II + presentation CD to 2 MB + Module 1</b>	<b>1973,-</b>		
<b>III + presentation on CD to 2 MB + Module 1</b>	<b>1840,-</b>		
<b>IV + presentation on CD to 2 MB + Module 1</b>	<b>2098,-</b>		

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