

## IDEA OF THE MAGAZINE

**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 POS products and services.

**Papierniczy Świat** is distributed as 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.

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## CONTACT US

### Editor-in-Chief:

**Daria Kostera,**  
tel. +48 22 32 01 536  
fax +48 22 32 01 550  
e-mail: dkostera@unit.com.pl

### Subscription:

tel. +48 22 32 01 666  
fax +48 22 32 01 506  
e-mail: prenumerata@unit.com.pl

### Advertising:

**Dorota Mazurek**  
tel. +48 22 32 01 504  
fax +48 22 32 01 506  
e-mail: dmazurek@unit.com.pl

### Address:

Wydawnictwo UNIT  
ul. Kierbedzia 4  
00-728 Warsaw, Poland  
www.unit.com.pl

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**Contact person:** **Dorota Mazurek**  
tel. +48 22 32 01 504  
fax +48 22 32 01 506  
e-mail: dmazurek@unit.com.pl

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## PUBLICATION SCHEDULE

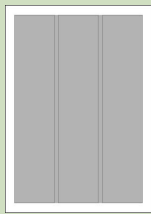
Issue	Publication Date	Deadline for Orders	Deadline for painting materials	Editorial plan
1/2012	22.01.12	18.12.12	12.01.12	<b>Product overview:</b> Desk accessories. <b>Operating materials for office equipment – inks, cartridges.</b>
2/2012	09.03.12	11.02.12	19.02.12	<b>Product overview:</b> Staplers, punchers, staple removers <b>Computer and office accessories.</b>
3/2012	15.04.12	19.03.12	31.03.12	<b>Product overview:</b> Articles for office. <b>Advertising gadgets and inprint' products.</b>
4/2012	08.06.12	11.05.12	20.05.12	<b>Product overview:</b> Everything for school.
5/2012	15.07.12	22.06.12	01.07.12	<b>Product overview:</b> Writing articles. <b>Office devices for SoHo segment.</b>
6/2010	14.09.12	13.08.12	25.08.12	<b>Product overview:</b> Office and school. Articles for draftsmen and architects. <b>Office devices: printers.</b>
7/2012	19.10.12	23.09.12	01.10.12	<b>Product overview:</b> Typography and office paper. <b>Office devices:</b> term binds, binders, laminators <b>Christmas and decorative articles.</b>
8/2012	03.12.12	05.11.12	16.11.12	<b>Product overview:</b> Paper for correspondence, office etiquettes. <b>Office devices:</b> multifunction machines.

## ADVERTISING RATES 2012

Four colour	Rate (EURO)	Loose inserts	On request
1/1 page	1.500,-	Bound inserts	On request
1/2 page	1.050,-		
1/3 page	830,-		
1/4 page	580,-		
1/6 page	450,-		
Covers			
I	2.990,-		
II	2.030,-		
III	1.800,-		
IV	2.200,-		

**Advertising:** Dorota Mazurek  
 tel. +48 22 32 01 504  
 fax +48 22 32 01 506  
 e-mail: dmazurek@unit.com.pl

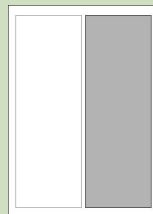
Agency discount – 15%;



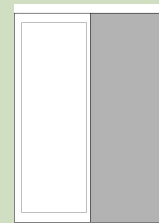
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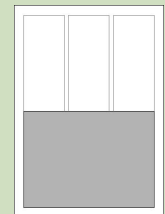
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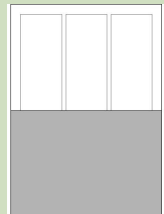
**B 1/2**  
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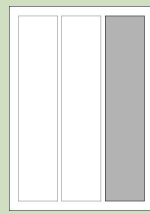
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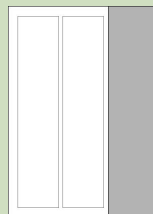
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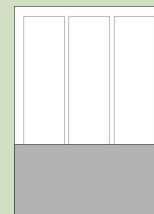
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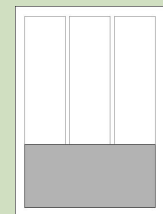
**D 1/3**  
62 x 265 mm



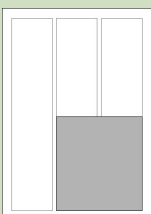
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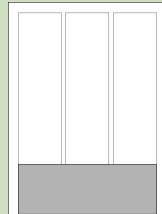
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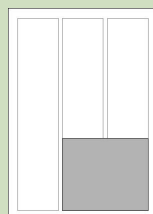
**E 1/3**  
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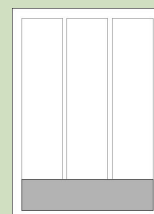
**F 1/3**  
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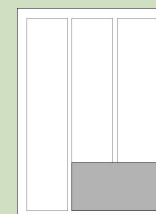
**G 1/4**  
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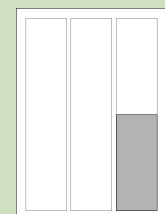
**H 1/4**  
130 x 102 mm



**J 1/6**  
200 x 45 mm



**K 1/6**  
130 x 68 mm



**L 1/6**  
62 x 135 mm

UNIT Wydawnictwo Informacje Branżowe Sp. z o.o.;  
 ul. St. Kierbedzia 4, 00-728 Warszawa, Poland; phone: +48 22 32 01 500, +48 22 32 01 600; fax: +48 22 32 01 506;  
 e-mail: [info@unit.com.pl](mailto:info@unit.com.pl); [www.unit.com.pl](http://www.unit.com.pl); [www.tradebizz.com.pl](http://www.tradebizz.com.pl);  
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