



DRWAŁ
PISMO PRZEDSIĘBIORCÓW LEŚNYCH

MEDIA KITS

FOR ADVERTISERS

2012

Polish monthly, professional source of information about machines, tools and modern forest technologies. It includes up-to-date and practical information for people interested in forestry.

Frequency: monthly
Coverage area: Polish-wide
Size: 205x286 mm
Circulation: 1600
Distribution: subscription, trade fairs and exhibitions, conferences, e-subscription, articles available on the Internet
Website: www.drwal.net.pl



PUT YOUR ADVERTISEMENT IN BOTH MAGAZINES AT THE SAME TIME, THEN YOU WILL GET AN ADDITIONAL DISCOUNT!



**cheaper,
more effective**

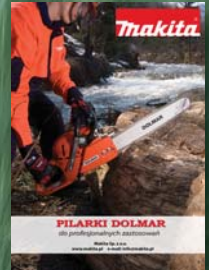
Discount: Our Advertising Department will give you an individual discount after knowing which size of ad you are interested in and how many of them you want to put.

Internet: You can find our offer of website banners on: www.drwal.net.pl and www.laspolski.net.pl



The 'Las Polski' biweekly magazine has been published by the Oikos Publishing House Ltd. since 1991. 'Las Polski' has been published for over 90 years. It is considered to be the oldest magazine addressed to foresters and those professionally involved with the forest industry and natural environment protection.

Frequency: biweekly
Coverage area: Polish-wide
Size: 205x286 mm
Circulation: 7000
Distribution: subscription, trade fairs and exhibitions, conferences, e-subscription, articles available on the Internet
Website: www.laspolski.net.pl



Material Submission

- ★ the advertisement should be in digital format,
- ★ acceptable formats: PDF, EPS, TIFF, JPG,
- ★ in all cases please create outlines,
- ★ the colour under the black text must not be knocked out, text should be overprint (multiply),
- ★ files should be 300 dpi, CMYK, with fonts and images embedded (please be sure that there are no RGB elements and additional colours SPOT in the file),
- ★ colour proofs are required. Oikos is responsible for the quality of the advertisement after printing only if the advertiser supplied a proof,
- ★ all elements (including text and graphics) should be placed at least 5 mm from the edge of the advertisement. The trim (if needed) should have 3 mm,
- ★ files of total size up to 12 MB should be sent via e-mail to the address: reklama2@oikos.net.pl. Files over 12 MB should be sent directly to our FTP server (<ftp://ftp.agencja-oikos.net.pl>). An individual ftp server account and a unique password is given to each advertiser by our Advertising Department.

Topics:

- ★ up-to-date information about forestry
- ★ hints and guides for the forest industry contractors, owners and workers
- ★ reviews of forest industry machinery and tools
- ★ descriptions of modern technologies
- ★ information from the Association of Forest Entrepreneurs

Audience:

- ★ contractors, owners and workers of the forest industry companies
- ★ engineers of the Polish State Forest Administration
- ★ businessmen cooperating with forest industry
- ★ manufacturers of forest industry machinery
- ★ forest experts
- ★ lecturers and students of forestry colleges
- ★ people connected with forest professionally or privately

What is recommended to advertise in 'Drwal'?

- ★ wood gathering machinery and tools
- ★ equipment for arboriculture and forest protection
- ★ accessories and spare parts for the machinery and tools
- ★ service stations
- ★ banking, financial and insurance services
- ★ clothes, shoes, protective clothing for forestry workers
- ★ off-road vehicles and trucks
- ★ trade fairs and forest exhibitions



Publishing dates 2012

Issue	Month	Booking reservation	Closing date	Publishing date
01/2012	January	25.11.2011	02.12.2011	22.12.2011
02/2012	February	23.12.2011	30.12.2011	27.01.2012
03/2012	March	27.01.2012	03.02.2012	27.02.2012
04/2012	April	24.02.2012	02.03.2012	28.03.2012
05/2012	May	26.03.2012	30.03.2012	26.04.2012
06/2012	June	27.04.2012	04.05.2012	28.05.2012
07/2012	July	25.05.2012	01.06.2012	27.06.2012
08/2012	August	27.06.2012	04.07.2012	27.07.2012
09/2012*	September	27.07.2012	03.08.2012	24.08.2012
10/2012	October	24.08.2012	04.09.2012	27.09.2012
11/2012	November	28.09.2012	05.10.2012	29.10.2012
12/2012	December	26.10.2012	02.11.2012	26.11.2012
01/2013	January	23.11.2012	30.11.2012	21.12.2012

* the number on the biggest Forest Exhibition in Poland

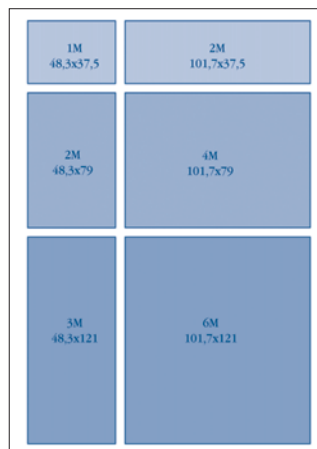
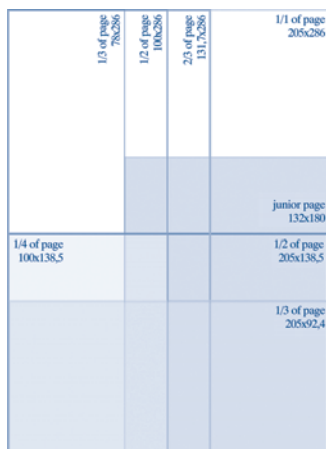
Advertising formats and rates 'DRWAL'

Format	Module	Position	Measurements [mm]	Price [PLN]*
centerfold			410 x 286 (+ trim)	6500
IV cover page			205 x 286 (+ trim)	4100
II and III cover page			205 x 286 (+ trim)	3500
page inside magazine			205 x 286 (+ trim)	3350
2/3 of page		vertically	131,7 x 286 (+ trim)	2250
1/2 of page		vertically (with trim)	100 x 286 (+ trim)	1750
		horizontally (with trim)	205 x 138,5 (+ trim)	
		vertically	74 x 244	
		horizontally	155 x 120	
junior page			132 x 180 (+ trim)	1800
1/3 of page		vertically (with trim)	78 x 286 (+ trim)	1200
		horizontally (with trim)	205 x 92,4 (+ trim)	
		vertically	48,3 x 244	
1/4 of page		horizontally	155 x 48,3	950
		vertically (with trim)	100 x 138,5 (+ trim)	
		vertically	74 x 122	
6M	6		101,7 x 121	1100
4M	4		101,7 x 79	750
3M	3		48,3 x 121	600
2M	2	vertically	48,3 x 79	380
		horizontally	101,7 x 37,5	
1M	1		48,3 x 37,5	200
promotional article	1 page		1 page	3200
insert		for the place (additional cost related to the weight)		2500
samples				for negotiation

*23% VAT is not included in price

Additional cost – 15-25% if you want to choose the exact space on the page or in the magazine.

Exemplary advertising formats





Topics:

- ★ up-to-date information about forestry
- ★ information about forest education and nature protection
- ★ hints and guides for the forest industry contractors, owners and workers
- ★ descriptions of modern technologies

Audience:

- ★ employees of the Polish State Forest Administration, including those making decisions over expenditures – Polish State Forest Administration directors, chief forest inspectors and forest rangers, national parks directors
- ★ forest industry contractors
- ★ employees of the district environment protection departments
- ★ lecturers and also students of forestry colleges
- ★ owners of private forests
- ★ forest experts
- ★ people connected with forest professionally or privately

What is recommended to advertise in 'Las Polski'?

- ★ forest machinery and tools
- ★ machinery and services for building forest roads
- ★ articles for forest workers
- ★ clothes, shoes, protective equipment
- ★ off-road vehicles and trucks
- ★ banking, financial and insurance services
- ★ computer, IT equipment
- ★ trade fairs and forest exhibitions
- ★ optics

Publishing dates 2012

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01/2012	January	02.12.2011	09.12.2011	27.12.2011
02/2012	January	16.12.2011	21.12.2011	10.01.2012
03/2012	February	30.12.2011	05.01.2012	27.01.2012
04/2012	February	13.01.2012	20.01.2012	10.02.2012
05/2012	March	27.01.2012	03.02.2012	23.02.2012
06/2012	March	10.02.2012	17.02.2012	09.03.2012
07/2012	April	24.02.2012	02.03.2012	26.03.2012
08/2012	April	09.03.2012	16.03.2012	06.04.2012
09/2012	May	30.03.2012	06.04.2012	26.04.2012
10/2012	May	13.04.2012	20.04.2012	11.05.2012
11/2012	June	27.04.2012	04.05.2012	28.05.2012
12/2012	June	11.05.2012	18.05.2012	11.06.2012
13–14/2012	July	25.05.2012	01.06.2012	28.06.2012
15–16/2012	August	29.06.2012	06.07.2012	27.07.2012
17/2012*	September	27.07.2012	03.08.2012	24.08.2012
18/2012	September	10.08.2012	17.08.2012	13.09.2012
19/2012	October	24.08.2012	31.08.2012	27.09.2012
20/2012	October	07.09.2012	14.09.2012	11.10.2012
21/2012	November	28.09.2012	05.10.2012	25.10.2012
22/2012	November	12.10.2012	19.10.2012	09.11.2012
23/2012	December	26.10.2012	02.11.2012	26.11.2012
24/2012	December	09.11.2012	16.11.2012	10.12.2012
01/2013	January	23.11.2012	30.11.2012	28.12.2012
02/2013	January	07.12.2012	14.12.2012	10.01.2013

* the number on the biggest Forest Exhibition in Poland

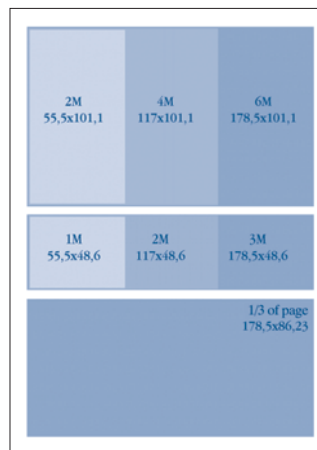
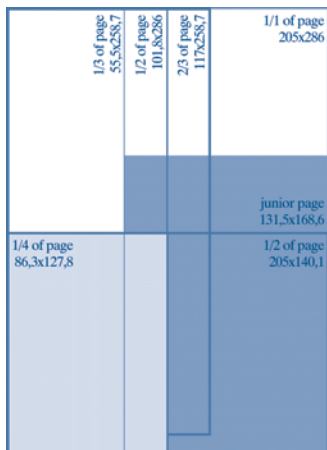
Advertising formats and rates 'LAS POLSKI'

Format	Module	Position	Measurements [mm]	Price [PLN]*
centerfold			410 x 286 (+trim)	6500
IV cover page			205 x 286 (+trim)	4100
II and III cover page			205 x 286 (+trim)	3500
page inside magazine			205 x 286 (+trim)	3350
2/3 of page		vertically	117 x 258,7	2250
1/2 of page		vertically (with trim)	101,8 x 286 (+trim)	1750
		horizontally (with trim)	205 x 140,1 (+trim)	
		vertically	87,3 x 258,7	
		horizontally	178,5 x 127,8	
junior page			131,5 x 168,6 (+trim)	1800
1/3 of page		vertically (with trim)	70 x 286 (+trim)	1200
		horizontally (with trim)	205 x 103,5 (+trim)	
		vertically	55,5 x 258,7	
		horizontally	178,5 x 86,2	
1/4 of page		vertically (with trim)	100,8 x 143 (+trim)	950
		vertically	86,3 x 127,8	
6M	6	3 x 2	178,5 x 101,1	1300
4M	4	2 x 2	117 x 101,1	950
3M	3	3 x 1	178,5 x 48,6	680
2M	2	1 x 2 vertically	55,5 x 101,1	450
		2 x 1 horizontally	117 x 48,6	
1M	1	1 x 1	55,5 x 48,6	250
promotional article	1 page		1 page	3200
insert		for the place (additional cost related to the weight)		2500
samples				for negotiation

*23% VAT is not included in price

Additional cost – 15-25% if you want to choose the exact space on the page or in the magazine.

Exemplary advertising formats



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Publisher

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www.oikos.net.pl