

Media information

„Hotelarz” magazine, or Hotelier is a quality publication providing information on key issues relevant to the Hotel branch.

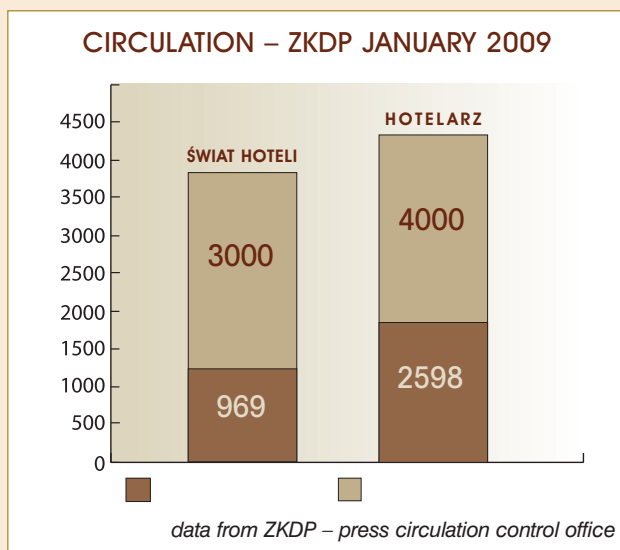
Hotelarz earns its reputation as the most established publication for the Hotel branch in Poland since 1962.

Hotelarz magazine provides the information package needed to manage hotels in respect of the Polish legal context, it is also offering focus and analysis of successful sales and operation strategies. It is giving its various audiences the news on the latest hotel technologies and services.

Hotelarz magazine is the best read publication by the Polish hoteliers, investors, buyers and specifiers for hotel products and services.

Our circulation is verified by the the Polish ABC – „Press Circulation Control Office” and reaches 4000/4500. **Today, Hotelarz still enjoys being the Nr 1 Hotel branch magazine in Poland.**

Hotelarz magazine is an authoritative environment for your advertising. We will work with you to create a tailor-made package, our advertising tariffs are functions of the quantity and size. Moreover, you can be placing a logo link on our website – e-hotelarz.pl – and become a lecturer at our Hotel Investment Academymeetings.



Basic Data

Distribution: national

Frequency: monthly

Issue Date: 15 th of every month

Closing date (space & material): one week prior to issue date

Language: Polish

Target Audience: Polish Hotel Branch.

HOTELARZ

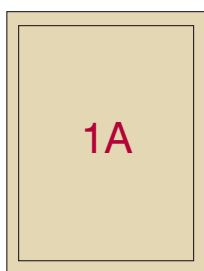
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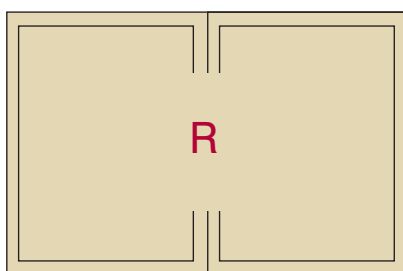
Okrzei 1A Str., 03-715 Warsaw, fax (+48 22) 333 88 89

Advertising dept.: phone (+48 22) 333 88 02, e-mail: reklama@pws-promedia.pl

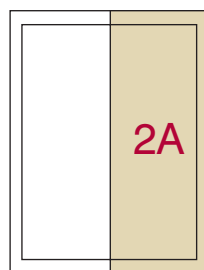
Technical Specifications



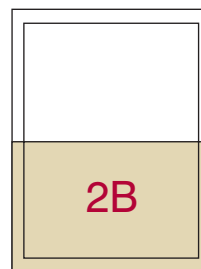
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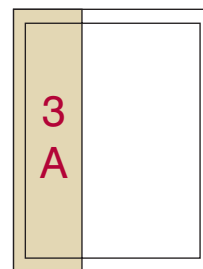
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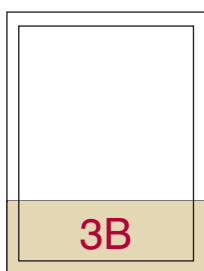
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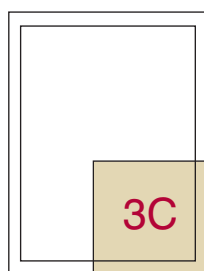
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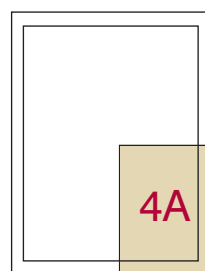
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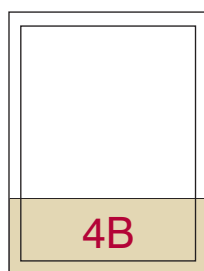
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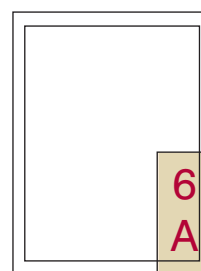
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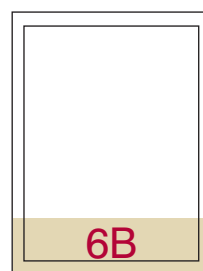
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+bleed (103x143)



1/4 page (203x63)
+bleed (211x71)



1/6 page (67x135)
+bleed (75x143)



1/6 page (203x43)
+bleed (211x51)

Format	Module	Trim sizes (mm)	Bleed sizes (mm)	EUR	
COVERS	inside front	1A	203 x 275	211 x 283	1780
	inside back	1A	203 x 275	211 x 283	1580
	outside back	1A	203 x 275	211 x 283	1780
spread	R	406 x 275	414 x 283	2380	
1 page right logation on first 15	1A	203 x 275	211 x 283	1780	
1 page right	1A	203 x 275	211 x 283	1580	
1 page left	1A	203 x 275	211 x 283	1380	
junior page		135 x 197	an inside frame	1340	
1/2 page vertical	2A	95 x 275	103 x 283	900	
1/2 page horizontal	2B	203 x 135	211 x 143	900	
1/3 page vertical	3A	67 x 275	75 x 283	740	
1/3 page horizontal	3B	203 x 90	211 x 98	740	
1/3 page	3C	125 x 135	133 x 143	740	
1/4 page vertical	4A	95 x 135	103 x 143	580	
1/4 page horizontal	4B	203 x 63	211 x 71	580	
1/6 page vertical	6A	67 x 135	75 x 143	580	
1/6 page horizontal	6B	203 x 43	211 x 51	580	

TECHNICAL DATA

Frequency: monthly, issue day: 15th each month, deadline for materials: 1 weeks before publication

Data for printing materials: Open files or PDF files. CD ROM + proof in MacOS format, ZIP 100–250 MB + proof

For ads:

- PDF format: (the highest quality – PressOptimized, without compression)
- Adobe Illustrator 6.0 – 8.0 (EPS file) – all fonts as outlines (curves), Adobe Photoshop (EPS or TIF CMYK file) – minimum 300 dpi

ACCOUNT NUMBER

Nr konta: 26 1140 1010 0000 2808 8000 1001