

# HOTELARZ

OD 1962 ROKU



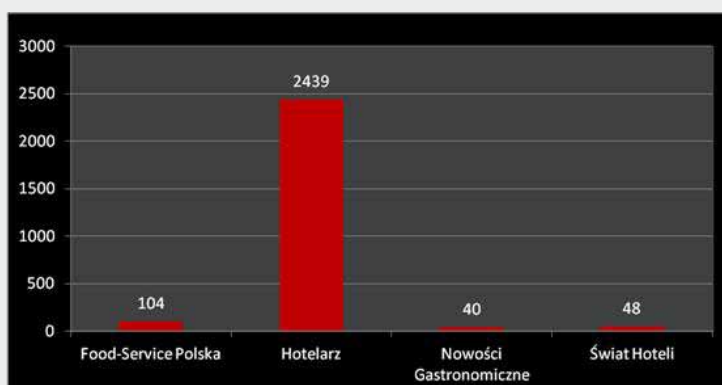
**H**OTELARZ (Hotelier) is not only the oldest and the best known magazine in the hotel industry in Poland, but it is also most frequently purchased one.

HOTELARZ is read by 8 thousand people every month, and over 30 thousand people related to the hotel market in Poland have contact with the magazine\*.

According to the Press Distribution Control Union data, the monthly has been the absolute leader in sales in the hotel industry press in Poland for years\*\*.

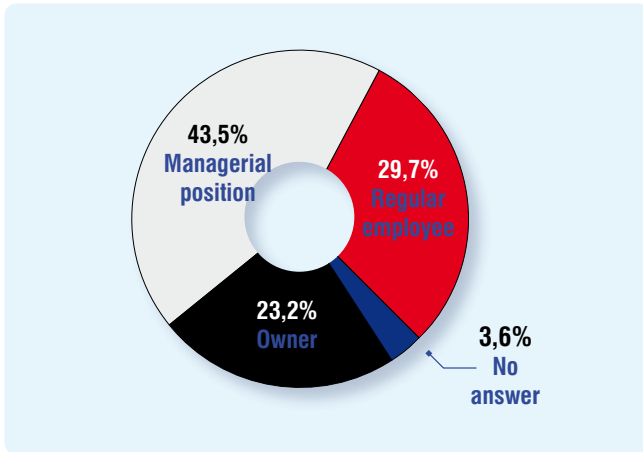
From the research conducted in 2010 by the Press Research Centre of the Jagiellonian University on the basis of a self-return questionnaire\* it follows that 64% of the respondents confirm reading the magazine regularly or almost regularly. Nearly 70% of the Readers spend at least two hours or more reading an average edition of "Hotelarz"

It is very important that as many as 97% of the respondents declared going back to the materials read in Hotelarz, which means that the effectiveness of the published advertisement lasts much longer than the period of the timeliness of the edition.



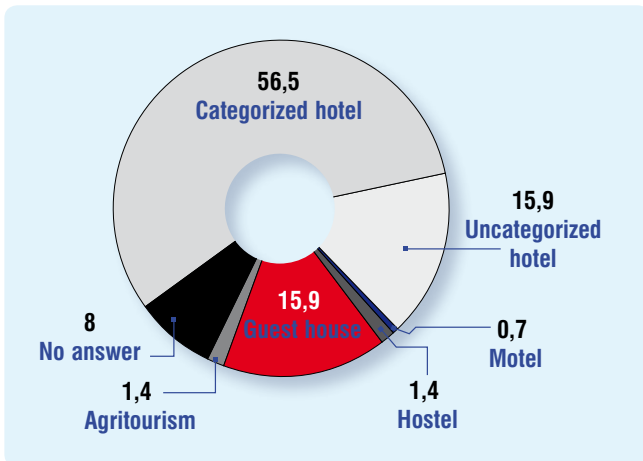
## READER'S PROFILE

Hotelarz is read, above all, by the management staff and hotel owners, marketing department staff, investors as well as travel agents, restaurant owners or graduates of tourism and hotel industry schools. Management staff of companies that manufacture and distribute their products and services to hotels are also a considerable group.

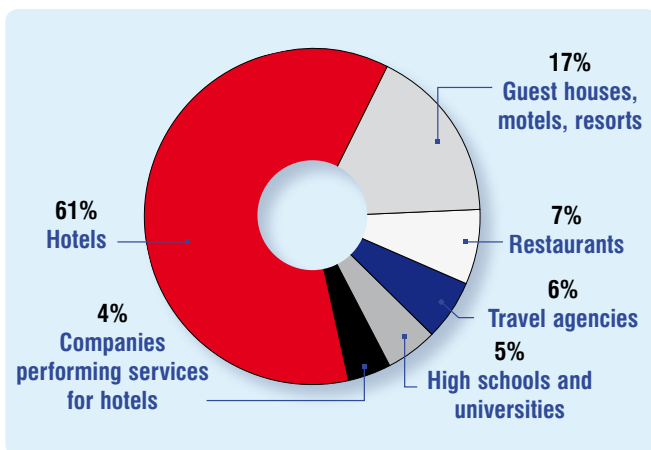


## READERS' STRUKTURE

(pie chart)



## BASED ON THE SUBSCRIBERS' STRUCTURE\*\*\*



**Circulation:** 4100 copies\*\*

**Paid distribution** 2,700 copies\*\*

**Coverage:** whole Poland

**Frequency:** monthly

**Distribution:** Paid subscription, EMPIK stores, fairs, Hotelier Academy conferences and trainings

### ADVERTISEMENT IN JOURNAL

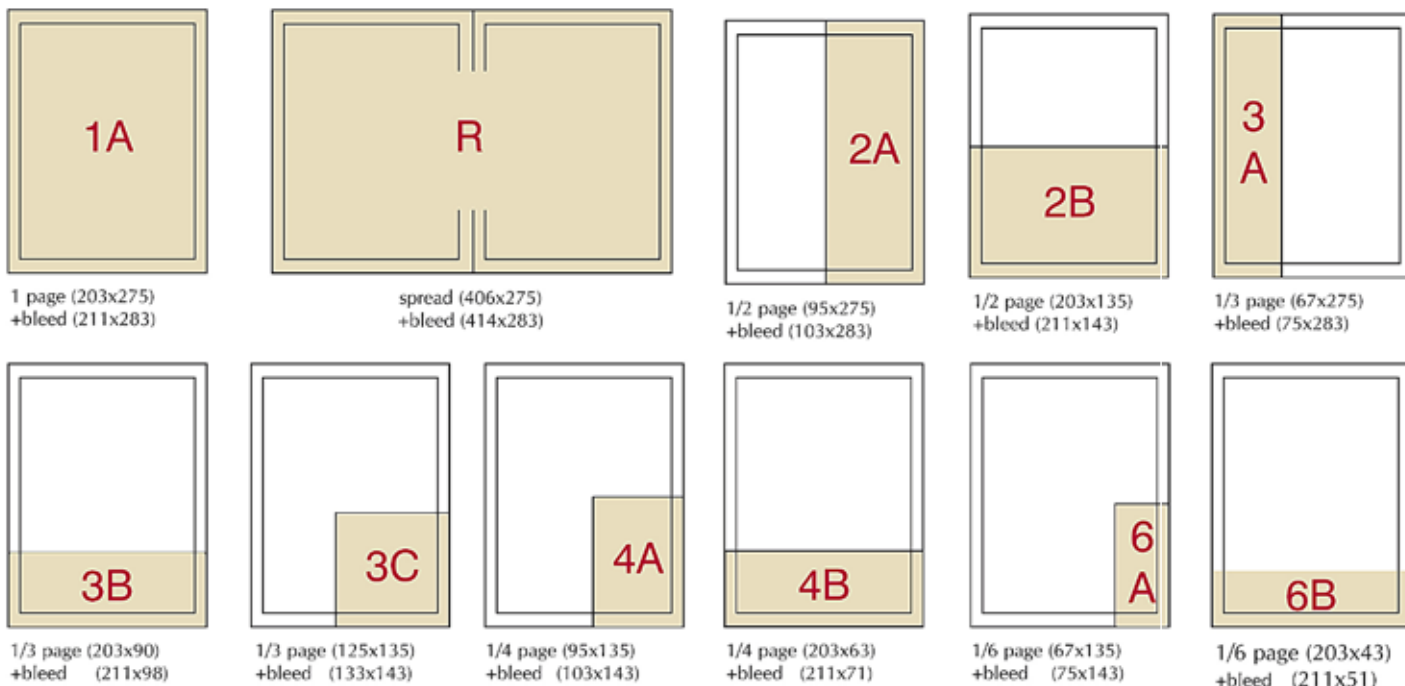
**HOTELARZ** also stands out among the competitors with the lowest cost of reaching a single recipient with the advertisement thanks to such high sales.

\*the research was conducted on the basis of 138 self-return questionnaires

\*\*the data regarding the distribution of the magazine are monitored by the Press Distribution Control Union. This means that the parameters such as circulation, sales or distribution are subject to control and audit, thus, are fully reliable. For more information go to the ZDKP website

\*\*\* elaborated on the basis of the structure of the editorial subscription of the magazine.

## TECHNICAL SPECIFICATIONS



Format	Module	Trim size (mm)	Bleed size (mm)	EUR
inside front	1A	203 x 275	211 x 283	2150
COVER	inside back	1A	203 x 275	1890
	outside back	1A	203 x 275	2150
spread	R	406 x 275	414 x 283	2850
1 page right location on first 15	1A	203 x 275	211 x 283	1980
1 page right	1A	203 x 275	211 x 283	1890
1 page left	1A	203 x 275	211 x 283	1650
junior page		135 x 197		1600
1/2 page vertical*	2A	95 x 275	103 x 283	1150
1/2 page horizontal	2B	203 x 135	211 x 143	1150
1/3 page vertical	3A	67 x 275	75 x 283	900
1/3 page horizontal	3B	203 x 90	211 x 98	900
1/3 page	3C	125 x 135	133 x 143	900
1/4 page vertical	4A	95 x 135	103 x 143	700
1/4 page horizontal	4B	203 x 63	211 x 71	700

### 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