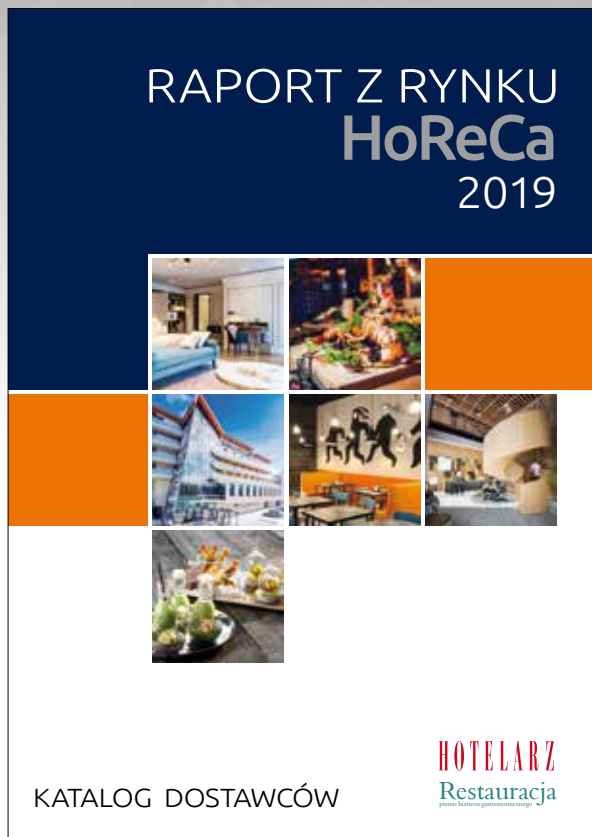


HORECA MARKET REPORT 2020

suppliers' catalogue

The most important and anticipated annual report in the market, read by **hotel and restaurant owners and managers, chefs**, bank analysts, developers, institutional and individual investors and architects.



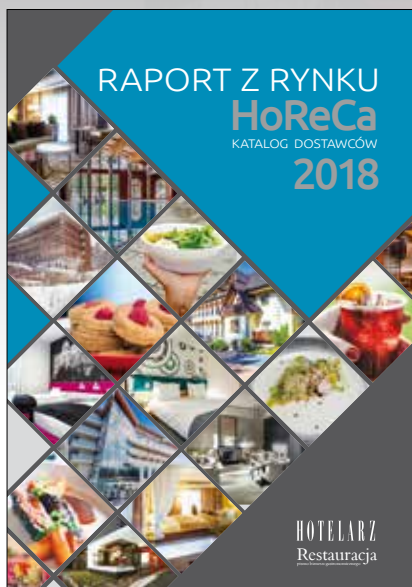
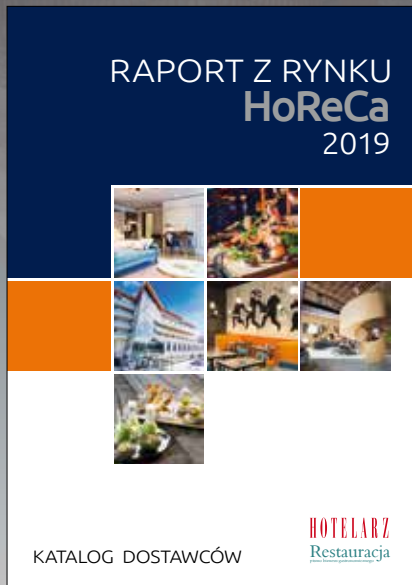
SUBSTANTIVE CONTENT OF THE CATALOGUE:

- Hotel investments in Poland
- Status and development of hotel and restaurant chains in the Polish market
- Contribution of the HoReCa industry to the economy
- Architecture of hotel establishments
- Reception and lobby
- Hotel room
- Bathroom
- Telecommunications and media
- Cleanliness at the hotel
- Wellness & SPA pools
- Conference rooms
- Catering (Restaurant, bar, kitchen)
- Forecasts for the catering market
- ABC of catering
- Restaurant facilities
- Preferences and taste trends of Poles
- Catalogue of leading suppliers for the HoReCa industry

Prepared by the editorial staff of **HOTELARZA i RESTAURACJI** - leading magazines of the industry. This is 100 pages of expert knowledge developed in cooperation with the best professionals and practitioners, as well as with the help of experts from international consulting companies.

HORECA MARKET REPORT 2020

suppliers' catalogue



Reader's profile:

The report is sent directly to the decision-makers responsible for the fit-out, equipment and supplies of hotel facilities and restaurants (owners, managers, marketing staff, chefs) as well as investors and graduates and students of tourist, hotel and catering schools.

A large group of readers are also managers of companies manufacturing and distributing products and services to hotel and catering facilities.

Specification:

Print run – 10 000 copies

Distribution model:

- **April issue of the Hotelarz monthly**
- **May-June issue of the bimonthly Restauracja**
- active distribution during the most important trade fairs
- among investors participating in the Hotelier's and Restaurateur's Academy training courses and the Hotel Trends Poland conference
- promotional mailing to a database of architects and interior decorators
- electronic version of the Report will be sent to a database of nearly 15 thousand recipients of the on-line "Hotelarz" and "Restauracja" bulletin.
- annual issue of the electronic version of the report on the home page of the most popular industry portals www.e-hotelarz.pl and www.e-restauracja.com

HORECA MARKET REPORT 2020

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COLOUR ADS

Advertising formats	Module	Net format in mm (after cutting)	Gross format in mm ("bleeds")	Price in PLN	
COVER	inside front	1A	210 x 297	218 x 305	12500
	inside back	1A	210 x 297	218 x 305	9900
	outside back	1A	210 x 297	218 x 305	14900
disassembly	R	420 x 297	428 x 305	16590	
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	22290	
1 page right to page 15	1A	210 x 297	218 x 305	10500	
1 page right	1A	210 x 297	218 x 305	7950	
1 page left	1A	210 x 297	218 x 305	6950	
junior page		132 x 200	140 x 208	5990	
1/2 page vertical	2A	100 x 297	108 x 305	4950	
1/2 page horizontal	2B	210 x 140	218 x 148	4950	
1/3 page vertical	3A	72 x 297	80 x 305	4250	
1/3 page horizontal	3B	210 x 90	218 x 98	4250	
1/3 page	3C	132 x 135	140 x 143	4250	
1/4 page vertical	4A	103 x 135	111 x 143	3750	
1/4 page horizontal	4B	210 x 63	218 x 71	3750	
1/6 page vertical	6A	73 x 135	81 x 143	3150	
1/6 page horizontal	6B	210 x 43	218 x 51	3150	

TEXTS AND GRAPHIC ELEMENTS MOVED FROM THE EDGES OF THE NET FORMAT – 6 MM.

SURCHARGES

Surcharge for choosing a place on the page - for exclusivity on the page	+20% • +20%
Loose insert up to 30 g	PLN 4950
Graphic design of colour advertisements	PLN 350

RABATES

• for subscribers – 2% • for pre-issue payment – 2% • agency – 10%

Number of publications	3	6	9	12
Discount	6%	12%	18%	24%

Surcharges and discounts apply to colour advertisements. Discounts to not add up. Custom formats are subject to individual pricing.

ATTENTION: Inserts payable prior to issue. For inserts weighing more than 30 g, an individual price calculation is used.

TECHNICAL DATA

- Delivery of materials: CD in the ISO format or e-mail; ftp.
- Format: EPS vector files (fonts converted to curves), EPS bitmap files, TIF – CMYK, min. 300 dpi;
- It is possible to pack the advertisement with a zip. All material **must have an accurate net and gross format**, electronic files **must have printing registration** and net formatted characters. **Texts and graphics moved from the edges of the net format – 6 mm.**
- All materials should be accompanied by **cromalin** or **matchprint**.

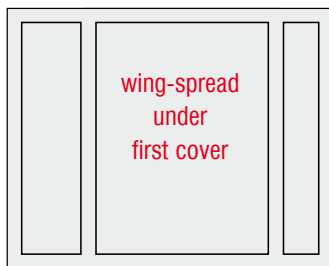
PAYMENT TERMS

Account number: 60 1160 2202 0000 0000 3948 2022. Orders processed subject to the signing of a contract.

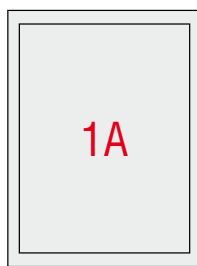
PRICELIST OF ADVERTISEMENTS 2020

HORECA MARKET REPORT 2019

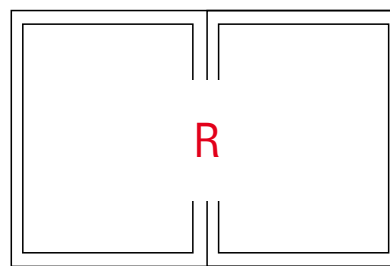
suppliers' catalogue



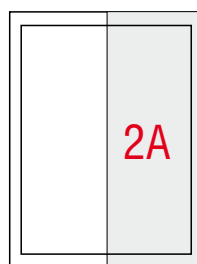
Format brutto (bleeds 5 mm):
451 mm x 307 mm



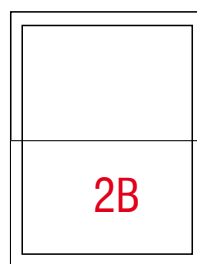
1 page (210x297)
Bleeds (218x305)



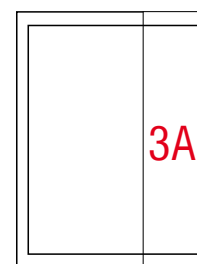
spread (420x297)
+spady (428x305)



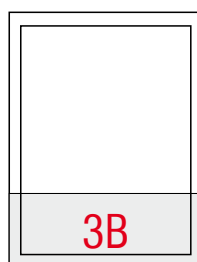
1/2 page (100x297)
Bleeds (108x305)



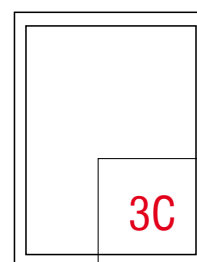
1/2 page (210x140)
Bleeds (218x148)



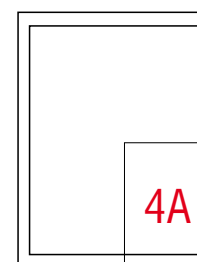
1/3 page (72x297)
Bleeds (80x305)



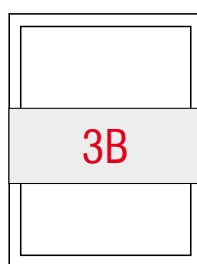
1/3 page (210x90)
Bleeds (218x98)



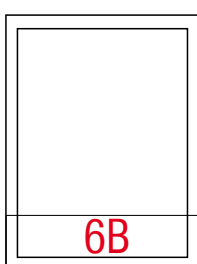
1/3 page (132x135)
Bleeds (140x143)



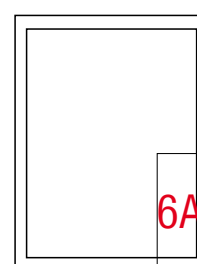
1/4 page (103x135)
Bleeds (111x143)



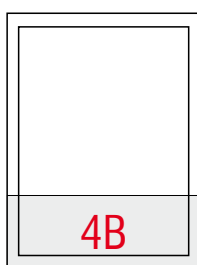
1/3 page (210x90)
Bleeds (218x98)



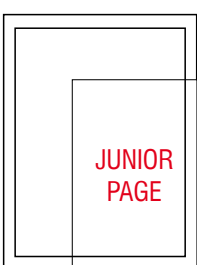
1/6 page (210x43)
Bleeds (218x51)



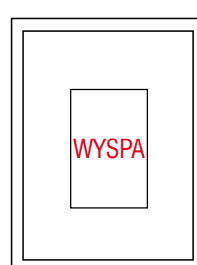
1/6 page (73x135)
Bleeds (81x143)



1/4 page (210x63)
Bleeds (218x71)

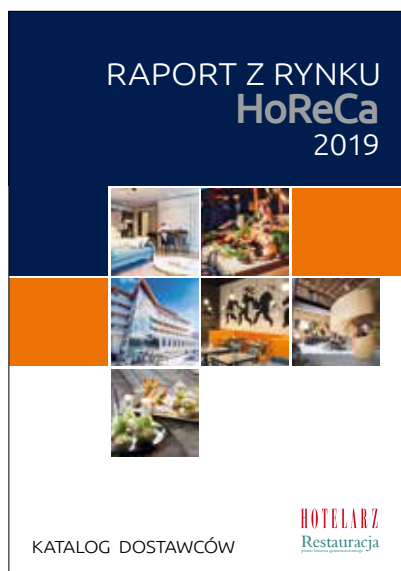


junior page (132x200)
Bleeds (140x208)



island (86x143)

advertising modules



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