

**The
oldest** and
the best known magazine in
the hotel industry
in Poland,
since 1962

HOTELARZ



www.e-hotelarz.pl

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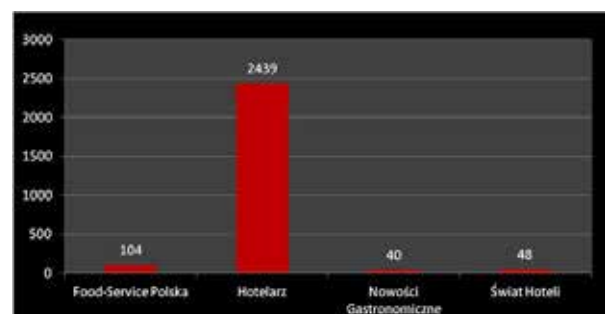
HOTELARZ (Hotelier) is not only the oldest and the best known magazine in the hotel industry in Poland, but it is also most frequently purchased one.

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"

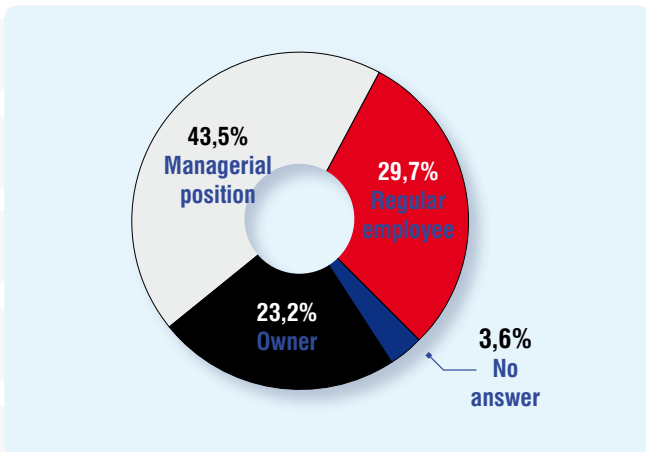
It is very important that as many as 97% of the respondents declared going back to the materials read in Hotelarz, which means that the effectiveness of the published advertisement lasts much longer than the period of the timeliness of the edition.



HOTELARZ

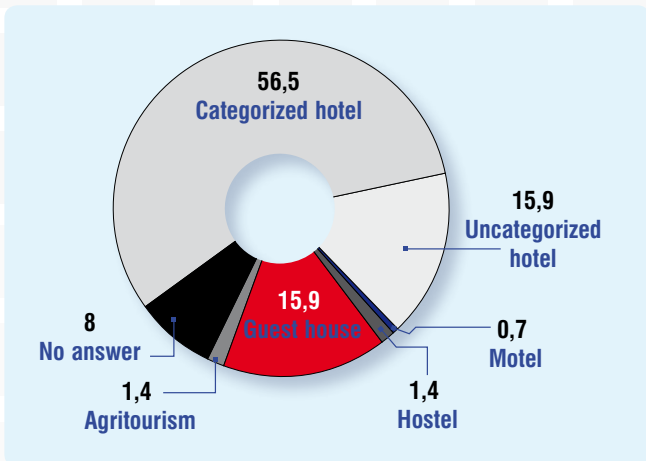
READER'S PROFILE

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.

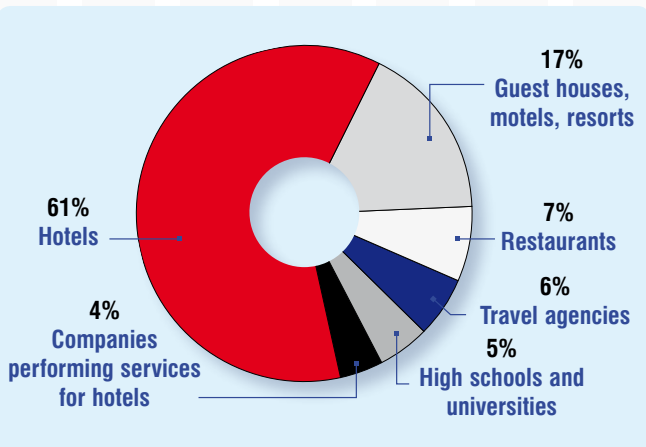


READERS' STRUKTURE

(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

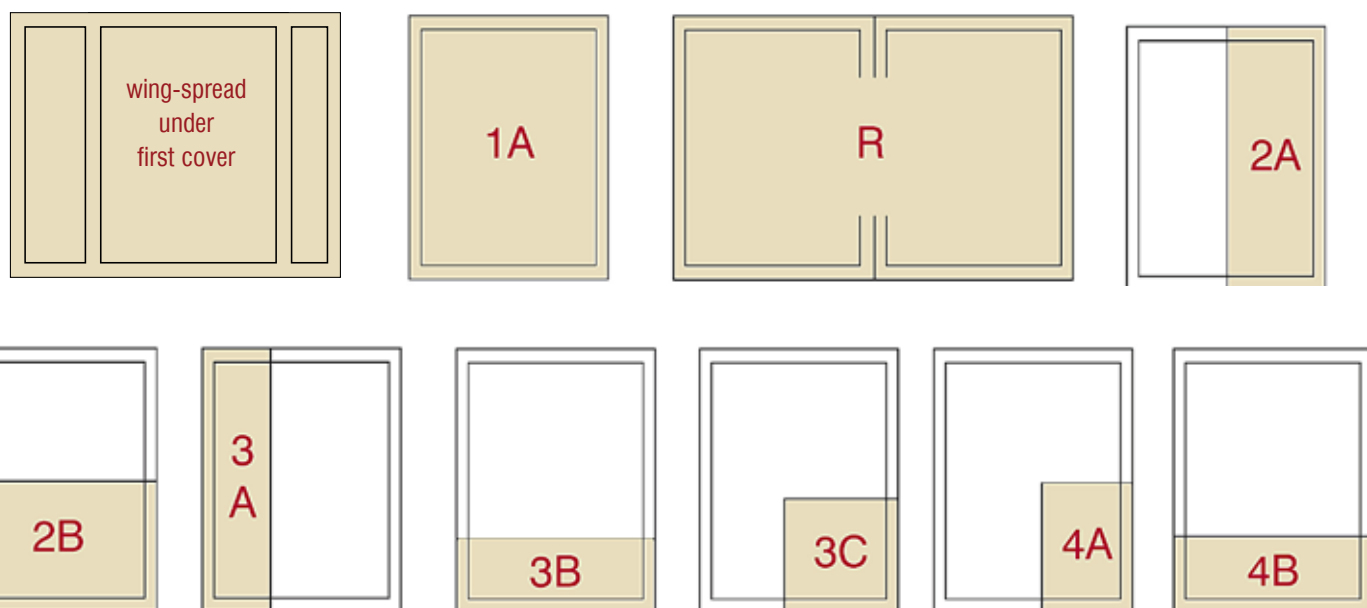
HOTELARZ also stands out among the competitors with the lowest cost of reaching a single recipient with the advertisement thanks to such high sales.

*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
COVER	inside front	1A	210 x 297	2990
	inside back	1A	210 x 297	2100
	outside back	1A	210 x 297	3190
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	4690
spread	R	420 x 297	428 x 305	4190
1 page right location on first 15	1A	210 x 297	218 x 305	2100
1 page right	1A	210 x 297	218 x 305	1980
1 page left	1A	210 x 297	218 x 305	1750
junior page		132 x 200		1690
1/2 page vertical*	2A	100 x 297	108 x 305	1250
1/2 page horizontal	2B	210 x 140	218 x 148	1250
1/3 page vertical	3A	72 x 297	80 x 305	980
1/3 page horizontal	3B	210 x 90	218 x 98	980
1/3 page	3C	132 x 135	140 x 143	980
1/4 page vertical	4A	103 x 135	111 x 143	750
1/4 page horizontal	4B	210 x 63	218 x 71	750

Graphic design of colour advertisements

EURO 100

TECHNICAL DATA

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

60 1160 2202 0000 0000 3948 2022