

HOTELARZ

Hotel media

leader

in Poland since 1962



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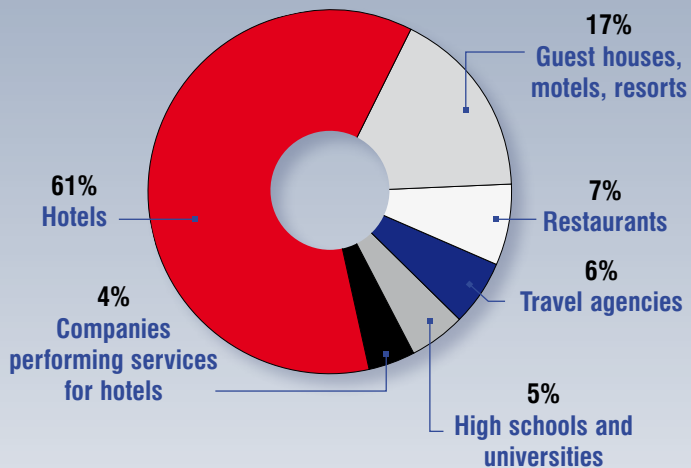
Circulation: 4000 copies.

Frequency: monthly.

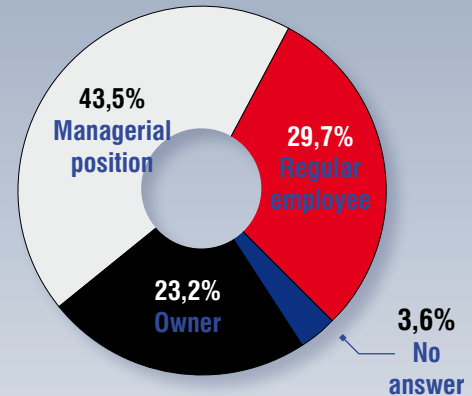
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Readers: decision-persons, responsible for equipment, devices and supplies for hotel facilities (owners, managers, marketing department employees, chefs) and investors, employees of companies producing and distributing products and services for the hotel industry as well as graduates and students of hospitality and catering schools.

HOTELARZ

BASED ON THE SUBSCRIBERS
STRUCTURE

READER'S PROFILE



TECHNICAL SPECIFICATIONS

Format	Module	Trim size (mm)	Bleed size (mm)	PLN	
COVER	inside front	1A	210 x 297	218 x 305	11 200
	inside back	1A	210 x 297	218 x 305	9240
	outside back	1A	210 x 297	218 x 305	13 200
flap on the cover		185 x 297	195 x 307 (bleeds 5 mm)	20 600	
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	20 600	
opening spread	1R	420 x 297	428 x 305	16 450	
spread	R	420 x 297	428 x 305	14 300	
1 page right location on first 15	1A	210 x 297	218 x 305	7600	
1 page right	1A	210 x 297	218 x 305	6880	
1 page left	1A	210 x 297	218 x 305	6550	
junior page		132 x 200	140 x 208	5800	
1/2 page vertical	2A	100 x 297	108 x 305	4850	
1/2 page horizontal	2B	210 x 140	218 x 148	4850	
1/3 page vertical	3A	72 x 297	80 x 305	3980	
1/3 page horizontal	3B	210 x 90	218 x 98	3980	
1/3 page	3C	132 x 135	140 x 143	3980	
1/4 page vertical	4A	103 x 135	111 x 143	3250	
1/4 page horizontal	4B	210 x 63	218 x 71	3250	
1/4 page	(wyspa)	86 x 143	86 x 143	3250	
1/6 page vertical	6A	73 x 135	81 x 143	2360	
1/6 page horizontal	6B	210 x 43	218 x 51	2360	

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

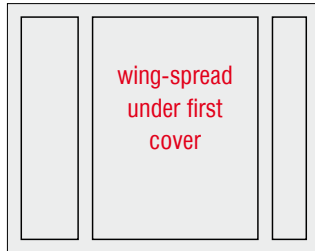
Format: EPS vector files (fonts converted to curves), EPS bitmap files, TIF – CMYK, min. 300 dpi;

GRAPHIC DESIGN OF COLOUR ADVERTISEMENTS EURO 100

AD PRICE LIST 2022

HOTEL MEDIA LEADER IN POLAND SINCE 1962

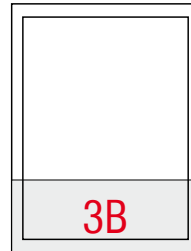
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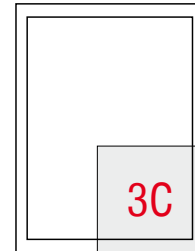
Bleed size (bleeds 5 mm):
451 mm x 307 mm



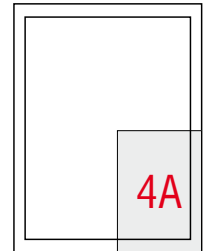
1 page (185x297)
bleeds (195x305)



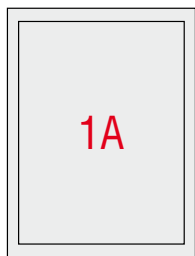
1/3 page (210x90)
bleeds (218x98)



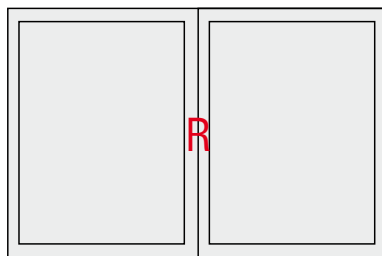
1/3 page (132x135)
bleeds (140x143)



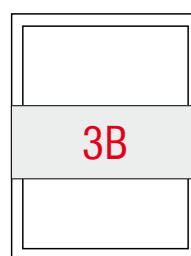
1/4 page (103x135)
bleeds (111x143)



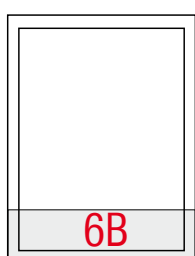
1 page (210x297)
bleeds (218x305)



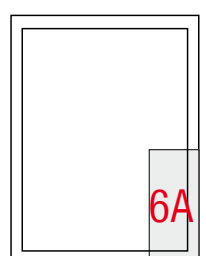
spread (420x297)
bleeds (428x305)



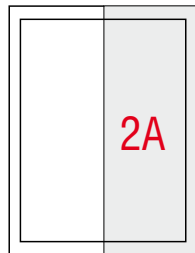
1/3 page (210x90)
bleeds (218x98)



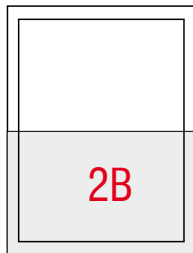
1/6 page (210x43)
bleeds (218x51)



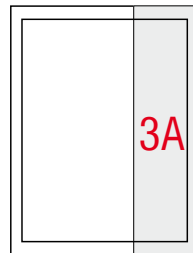
1/6 page (73x135)
bleeds (81x143)



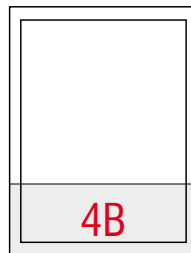
1/2 page (100x297)
bleeds (108x305)



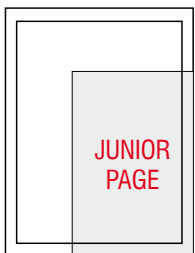
1/2 page (210x140)
bleeds (218x148)



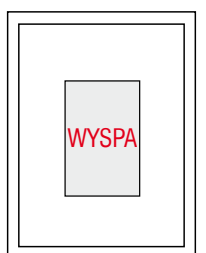
1/3 page (72x297)
bleeds (80x305)



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



junior page (132x200)
bleeds (140x208)



wyspa (86x143)

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