

HOTELARZ

Hotel media

leader

in Poland since 1962



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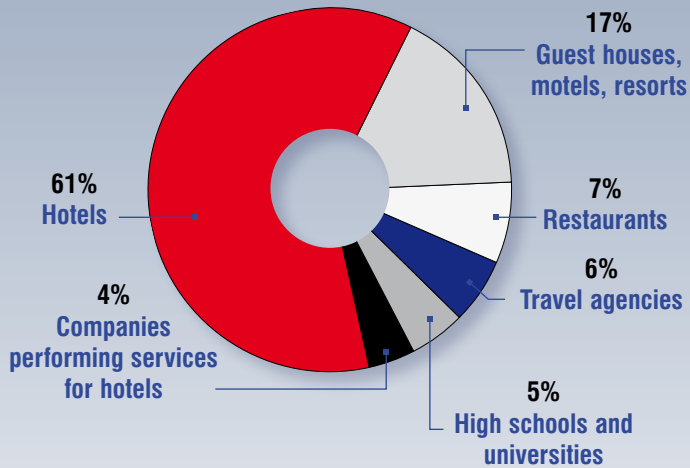
Circulation: 4500 copies.

Frequency: monthly.

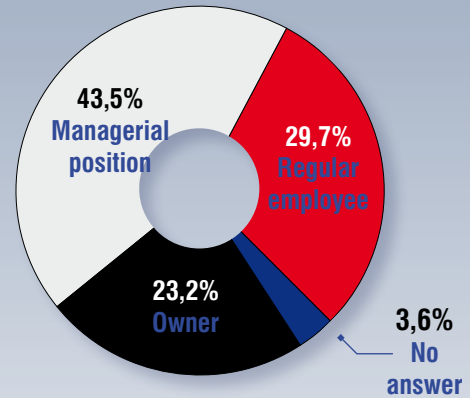
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HOTELARZ

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	12 300
	inside back	1A	210 x 297	218 x 305	9920
	outside back	1A	210 x 297	218 x 305	14 500
flap on the cover		185 x 297	195 x 307 (bleeds 5 mm)	22 600	
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	22 600	
opening spread	1R	420 x 297	428 x 305	18 100	
spread	R	420 x 297	428 x 305	15 700	
1 page right location on first 15	1A	210 x 297	218 x 305	8900	
1 page right	1A	210 x 297	218 x 305	8300	
1 page left	1A	210 x 297	218 x 305	7000	
junior page		132 x 200	140 x 208	6350	
1/2 page vertical	2A	100 x 297	108 x 305	5330	
1/2 page horizontal	2B	210 x 140	218 x 148	5330	
1/3 page vertical	3A	72 x 297	80 x 305	4380	
1/3 page horizontal	3B	210 x 90	218 x 98	4380	
1/3 page	3C	132 x 135	140 x 143	4380	
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	

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

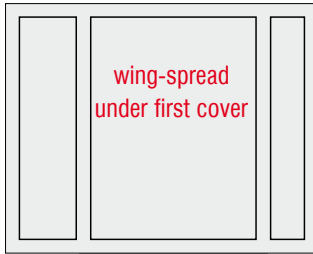
Format: EPS vector files (fonts converted to curves), EPS bitmap files, TIF – CMYK, min. 300 dpi;

GRAPHIC DESIGN OF COLOUR ADVERTISEMENTS

450

AD PRICE LIST 2024

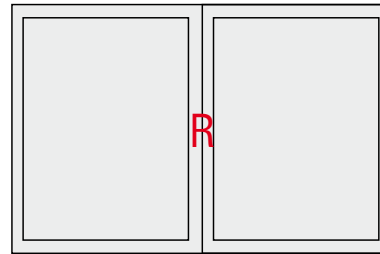
HOTELARZ



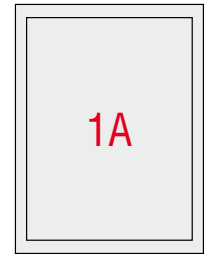
Bleed size (bleeds 5 mm):
451 mm x 307 mm



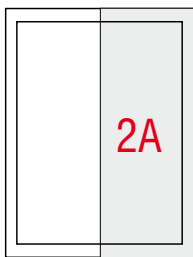
1 page (185x297)
bleeds (195x305)



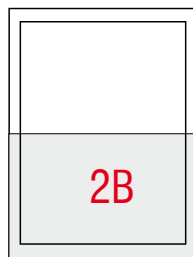
spread (420x297)
bleeds (428x305)



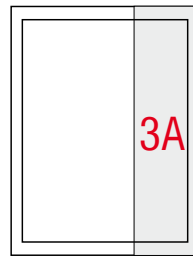
1 page (210x297)
bleeds (218x305)



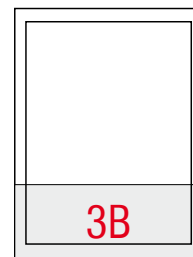
1/2 page (100x297)
bleeds (108x305)



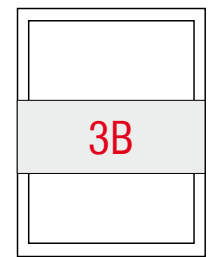
1/2 page (210x140)
bleeds (218x148)



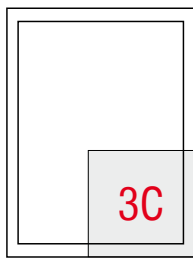
1/3 page (72x297)
bleeds (80x305)



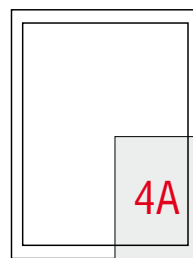
1/3 page (210x90)
bleeds (218x98)



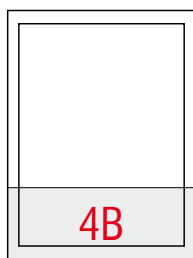
1/3 page (210x90)
bleeds (218x98)



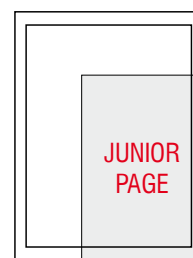
1/3 page (132x135)
bleeds (140x143)



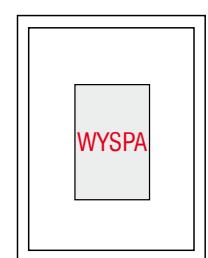
1/4 page (103x135)
bleeds (111x143)



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



junior page (132x200)
bleeds (140x208)



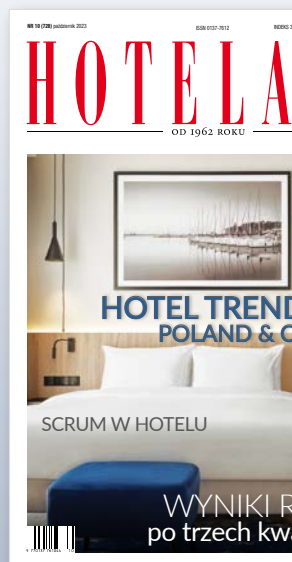
wyspa (86x143)

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HOTELARZ

OD 1962 ROKU

W POSZUKIWANIU ZYSKÓW
- walka o cenę, walka o gości

TAJEMNICZY GOŚĆ
W HOTELU

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vs. opakowania jednorazowe