

HOTELARZ

Hotel media

leader

in Poland since 1962



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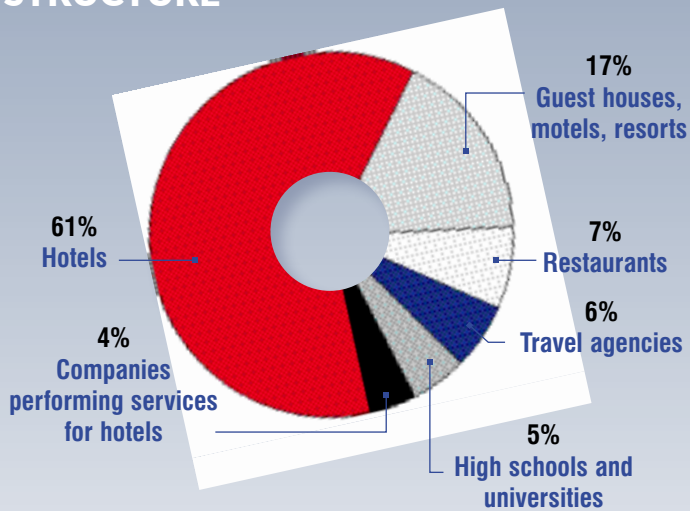
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Frequency: monthly.

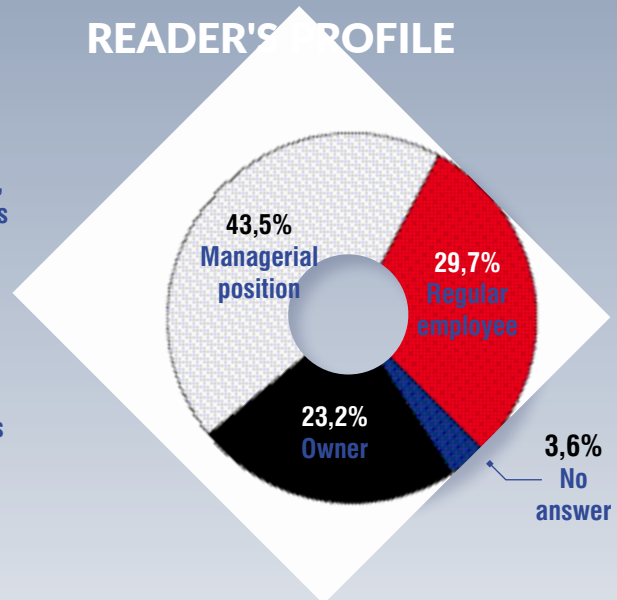
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Readers: decision-persons, responsible for equipment, devices and supplies for hotel facilities (owners, managers, marketing department employees, chefs) and investors, employees of companies producing and distributing products and services for the 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	14 500
	inside back	1A	210 x 297	218 x 305	11 900
	outside back	1A	210 x 297	218 x 305	17 500
flap on the cover		185 x 297	195 x 307 (bleeds 5 mm)	27 200	
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	27 200	
opening spread	1R	420 x 297	428 x 305	21 600	
spread	R	420 x 297	428 x 305	18 700	
1 page right location on first 15	1A	210 x 297	218 x 305	10 800	
1 page right	1A	210 x 297	218 x 305	10 300	
1 page left	1A	210 x 297	218 x 305	8 200	
junior page		132 x 200	140 x 208	7 500	
1/2 page vertical	2A	100 x 297	108 x 305	6 400	
1/2 page horizontal	2B	210 x 140	218 x 148	6 400	
1/3 page vertical	3A	72 x 297	80 x 305	5 300	
1/3 page horizontal	3B	210 x 90	218 x 98	5 300	
1/3 page	3C	132 x 135	140 x 143	5 300	
1/4 page vertical	4A	103 x 135	111 x 143	3 900	
1/4 page horizontal	4B	210 x 63	218 x 71	3 900	
1/4 page	(wyspa)	86 x 143	86 x 143	3 900	

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;

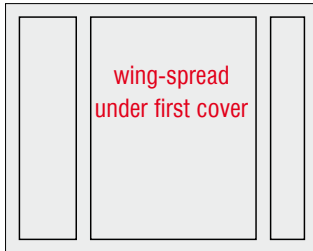
GRAPHIC DESIGN OF COLOUR ADVERTISEMENTS

500

AD PRICE LIST 2026

HOTEL MEDIA LEADER IN POLAND SINCE 1962

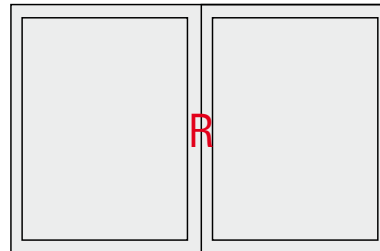
HOTELARZ



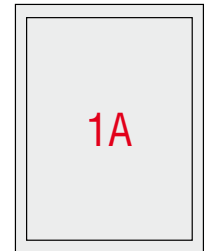
Bleed size (bleeds 5 mm):
451 mm x 307 mm



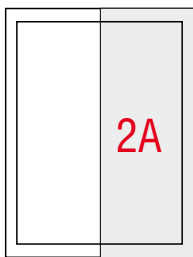
1 page (185x297)
bleeds (195x305)



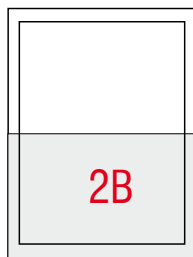
spread (420x297)
bleeds (428x305)



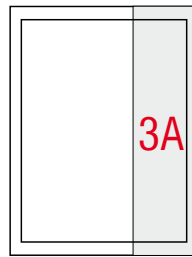
1 page (210x297)
bleeds (218x305)



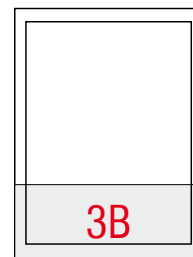
1/2 page (100x297)
bleeds (108x305)



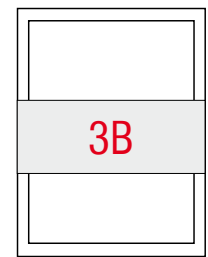
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bleeds (218x148)



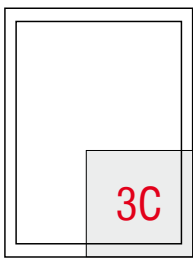
1/3 page (72x297)
bleeds (80x305)



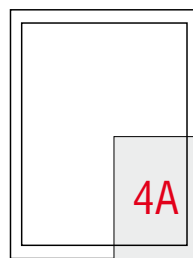
1/3 page (210x90)
bleeds (218x98)



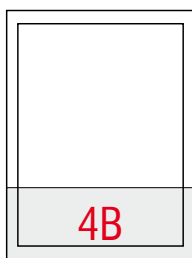
1/3 page (210x90)
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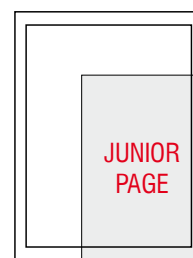
1/3 page (132x135)
bleeds (140x143)



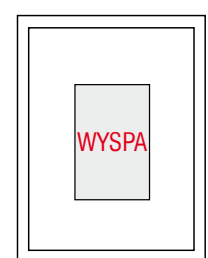
1/4 page (103x135)
bleeds (111x143)



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



junior page (132x200)
bleeds (140x208)



wyspa (86x143)

ADVERTISING DEPARTMENT

Małgorzata Grenda:
m.grenda@pws-promedia.pl
tel. +48 (22) 333 88 02

Wioleta Wiater:
w.wiater@pws-promedia.pl
tel. +48 (22) 333 88 10

e-mail: reklama@pws-promedia.pl

