

# Tourism Market



**LEADER  
OF TRAVEL TRADE PRESS.**



# Tourism Market



Dear Sir, Dear Madame,

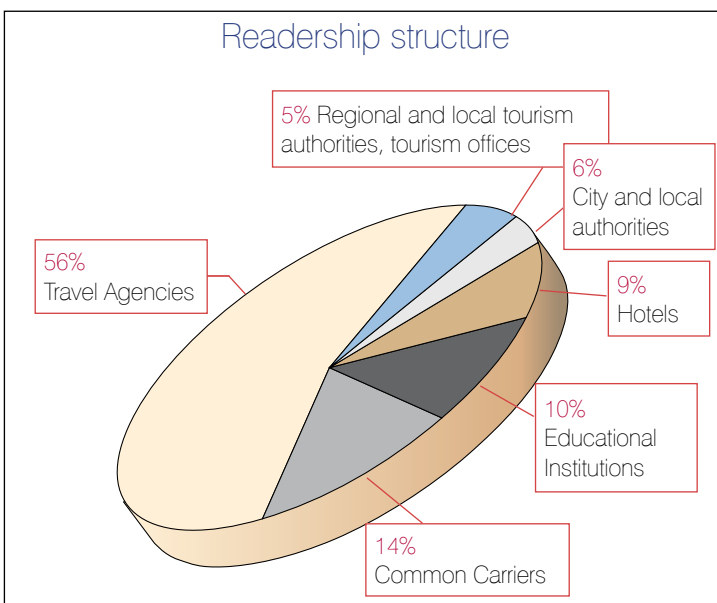
**Rynek Turystyczny** – (Tourism Market) is monthly magazine which existing on market since 20 years. Magazine provides specialist knowledge in the management of tourism business. Editorial content emphasizes on good advices, informations and analyses.

Our publication is proactive in the branch development, it aims at supporting, broadening and integrating the tourism sector.

Rynek Turystyczny earned its reputation as the

leader of travel trade press. Our readers are mainly owners, managers, directors and officers in the travel business, travel agencies, hotels, air and coach carriers, cruise lines, travel associations, coach manufacturers, local authorities professionals, representants from tourism authorities, hotel and tourism schools and other companies and institutions in the sector.

Rynek Turystyczny also is a multimedia portal [www.rynekturystyczny.pl](http://www.rynekturystyczny.pl), hosting daily about 9000 visitors.



**Prinrun:** 4000

**Circulation:** Poland

**Periodicity:** monthly

**Distribution:** subscriptions, EMPIK press outlets, travel fairs, conferences, workshops, seminars

Complete details are available from the sales office:

[reklama@pws-promedia.pl](mailto:reklama@pws-promedia.pl)

tel. +48 (22) 333 88 02,

Paca 37 Str., 04-386 Warsaw

Małgorzata Grenda

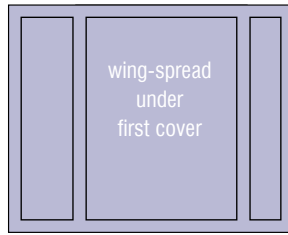
tel. +48 (022) 333 88 02,

333 88 04, 333 88 06

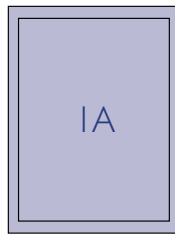
[reklama@pws-promedia.pl](mailto:reklama@pws-promedia.pl)

[a.sienkiewicz@pws-promedia.pl](mailto:a.sienkiewicz@pws-promedia.pl)

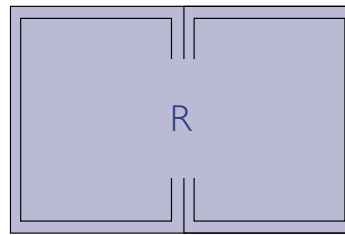
# Advertising Rates and Specifications



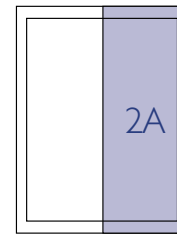
Size brutto (bleeds 5 mm):  
451 mm x 307 mm



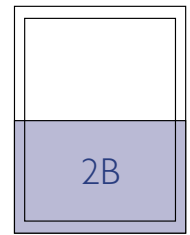
1 page (210x297)  
+ bleed (218x305)



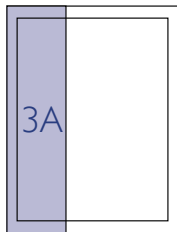
spread (420x297)  
+ bleed (428x305)



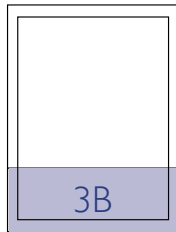
1/2 page (100x297)  
+ bleed (108x305)



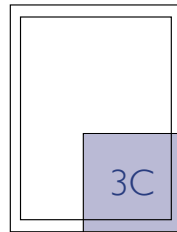
1/2 page (210x140)  
+ bleed (218x148)



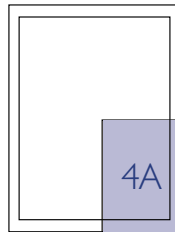
1/3 page (72x297)  
+ bleed (80x305)



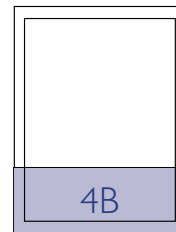
1/3 page (210x90)  
+ bleed (218x98)



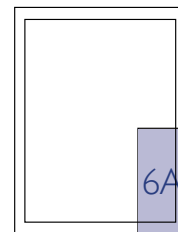
1/3 page (132x135)  
+ bleed (140x143)



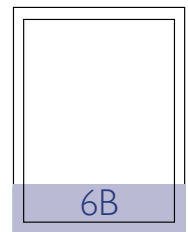
1/4 page (103x135)  
+ bleed (112x143)



1/4 page (210x63)  
+ bleed (218x71)



1/6 page (67x135)  
+ bleed (75x143)



1/6 page (210x43)  
+ bleed (218x51)

Format	Module	format in bleed (mm)	format no bleed (mm)	EUR
second	1A	210 x 297	218 x 305	1800
Covers	1A	210 x 297	218 x 305	1580
back	1A	210 x 297	218 x 305	1800
wing-spread under first cover		441 x 297	451 x 307 (bleeds 5 mm)	3680
Full Page	R	420 x 297	428 x 305	2200
1 page right – 15 premieres pages	1A	210 x 297	218 x 305	1580
1 page right	1A	210 x 297	218 x 305	1450
1 page left	1A	210 x 297	218 x 305	1340
format junior page		132 x 200	ad inside frame	1260
1/2 page vertical	2A	100 x 297	108 x 305	900
1/2 page horizontal	2B	210 x 140	218 x 148	900
1/3 page vertical	3A	72 x 297	80 x 305	740
1/3 page horizontal	3B	210 x 90	218 x 98	740
1/3 page	3C	132 x 135	140 x 143	740
1/4 page vertical	4A	103 x 135	111 x 143	600
1/4 page horizontal	4B	210 x 63	218 x 71	600
1/6 page vertical	6A	73 x 135	81 x 143	450
1/6 page horizontal	6B	210 x 43	218 x 51	450

Graphic design of colour advertisements

EURO 100

Bank account nr: 60 1160 2202 0000 0000 3948 2022. All payments transactions are subject to an order agreement signature.

## 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

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