

Largest Plastic title published in Czech Republic distributed on professional fairs

Media partner of Fair MSV Brno 2017 (9.- 13.10.2017)

Media partner of conference FORMY Brno (17.-18.5.2017)

Distributed also on Chemplast-MSV Nitra (23.-26.5. Slovakia)  
 and Plastpol Kielce (23.-26.5. Poland)

Kolin, November 2016

Dear long-time partners, business friends,

lean on medial partnership, professionalism, largest volume and sophisticated distribution in your field of operation and multiply commercial impact of your presentation via its location in title the World of Plastic – a professional magazine well-established in the Czech Plastic segment.

**Simply advertise there, where your competition does – other way does not make sense.**  
**HERE preview the World of Plastic Special PLASTEX-MSV Brno 2016.**

**No.1/2017 – FORMY Brno, CHEMPLAST-MSV Nitra, PLASTPOL Kielce goes out on 15.5. (deadline 11.4.)** active distribution of this issue on all Plastic Fairs and Conferencies, at the same time possibility of insertion or individual distribution of your corporate materials.

**No.2/2017 – MSV Brno goes out on 25.9. (deadline 1.9.)** as a Special and Media Partner of the Fair in uncontested volume of 10000 issues, together with unmatched massive Pre – Fair distribution throughout all Czech Republic and during the MSV Brno Fair course on the Fairground to all Exhibitors - all that with support of BVV. Timed in a way to provide you with a possibility of well timed announcement and invitation to your Fair stand.

The World of Plastic is distributed in folio packet together with renomous technical title „T+T Technika a trh“ in frame of its whole distribution and abonent net. As a part of the packet it creates the most efficient way how to get presentation of your Company in a big volume to major number of your potential customers.

The World of Plastic offers to you space not only for your advertising presentation however also provides you with **FREE space for your professional text**. The World of Plastics co-operates, concerning professional parts, with **Plastic cluster** ([www.plastr.cz](http://www.plastr.cz)).

**Eventual order kindly send on address:**  
**mach agency s.r.o., Petr MACH, Vrchlickeho 951, 280 00 Kolin 4, Czech Republic**

I am fully at your disposal for any eventual questions on phone No: 00420 777 615 330 and on mail: [mach@machagency.cz](mailto:mach@machagency.cz)

I am looking forward to fair and pragmatic co-operation.

MACH Petr – on behalf of the World of Plastic and TECHnews Publisher - mach agency s.r.o.



# Advertising Price List 2017

## The World of Plastics - Ad size (mm), price (CZK)

**1/1 whole page**  
190 x 270



colour  
**39 000,-**  
 black/white  
**31 000,-**

**1/2 page**  
190 x 132



colour  
**24 000,-**  
 black/white  
**20 000,-**

**1/4 page \*)**  
92 x 132



colour  
**17 000,-**  
 black/white  
**14 000,-**

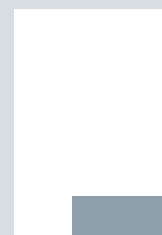
\*) minimal possible size

## The World of Plastic's NEWSLETTER - Ad size (mm), price (CZK)

- part of the publisher's service of the World of Plastic
- distribution on-line in pdf format
- periodicity – 1x per three weeks
- distribution on approx. 1500 addresses

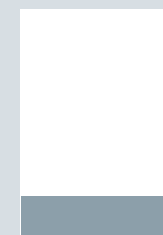
Link to your corporate web is automatic part of your presentation

**2 columns**  
128 x 30  
base



**3 500,-**

**3 columns**  
193 x 30  
base



**5 000,-**

**3 columns**  
193 x 40  
base



**5 500,-**

**1 column**  
58 x 60  
square



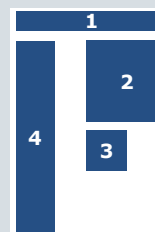
**2 200,-**

**2 columns**  
120 x 60  
square



**4 400,-**

## The World of Plastic's – web banner – [www.svetplastu.eu](http://www.svetplastu.eu)



**1/ Full Banner** 468x60 px  
**CZK 7000,-/ month**

**2/ Square** 250x250 px  
**CZK 6000,-/month**

**3/ Square button** 125x125 px  
**CZK 5000,-/month**

**4/ Skycraper** 120x600 px  
**CZK 7000,-/month**