

Largest Plastic title published in Czech Republic distributed on professional fairs

Media partner of Fair MSV Brno 2023 (10. - 13.10.)

Media partner of Conference FORMY-PLASTY Brno 2023 (May)

Kolin, November 2022

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 2022

**No.1/2023 – conference FORMY-PLASTY Brno goes out on 9.5. (deadline 14.4.)** active distribution of this issue on all Plastic Fairs and Conferences, at the same time possibility of insertion or individual distribution of your corporate materials.

**No.2/2023 – MSV Brno goes out on 25.9. (deadline 21.8.)** 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 FREE of charge, completely separately, pressed in a foil packet throughout the Czech Republic. It is sent free of charge to companies whose activities in any way touch the plastics segment. In this package, it forms the most effective tool for getting your company's presentation in large quantities to a large 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, Vrchlického 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 2023

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

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



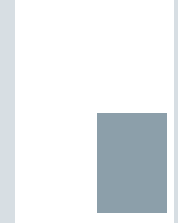
colour  
**39 000,-**  
 black/white  
**31 000,-**

**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,-**

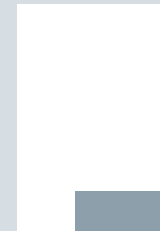
\*) minimal possible size

## 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



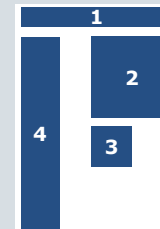
**2 200,-**

**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**