



MEDIA KIT 2021



Małgorzata Kosińska
chief editor

- ***rynekelektryczny.pl*** is an information channel intended for the industry participants (manufacturers, distributors, and contractors) and related segments. Its goal is providing pivotal information, which have an impact on electrotechnical business functioning.
- ***rynekelektryczny.pl*** consists of industry reports, products overview, segment analysis, fairs and meetings coverage, information from the country and the world, interviews with entrepreneurs, readers opinions, and also presentations of company offers.
- ***rynekelektryczny.pl*** is a valuable source for management staff, sales representatives, employees of trade and marketing departments, designers, contractors, developers, housing association, power companies, city halls, and municipal offices – namely for everyone interested in electrical industry.

Characteristic *paper edition / e-edition*

On the market since: 2007

Size: 205 x 290 mm

Circulation: 6000 copies.

Number of issues: 5 per year

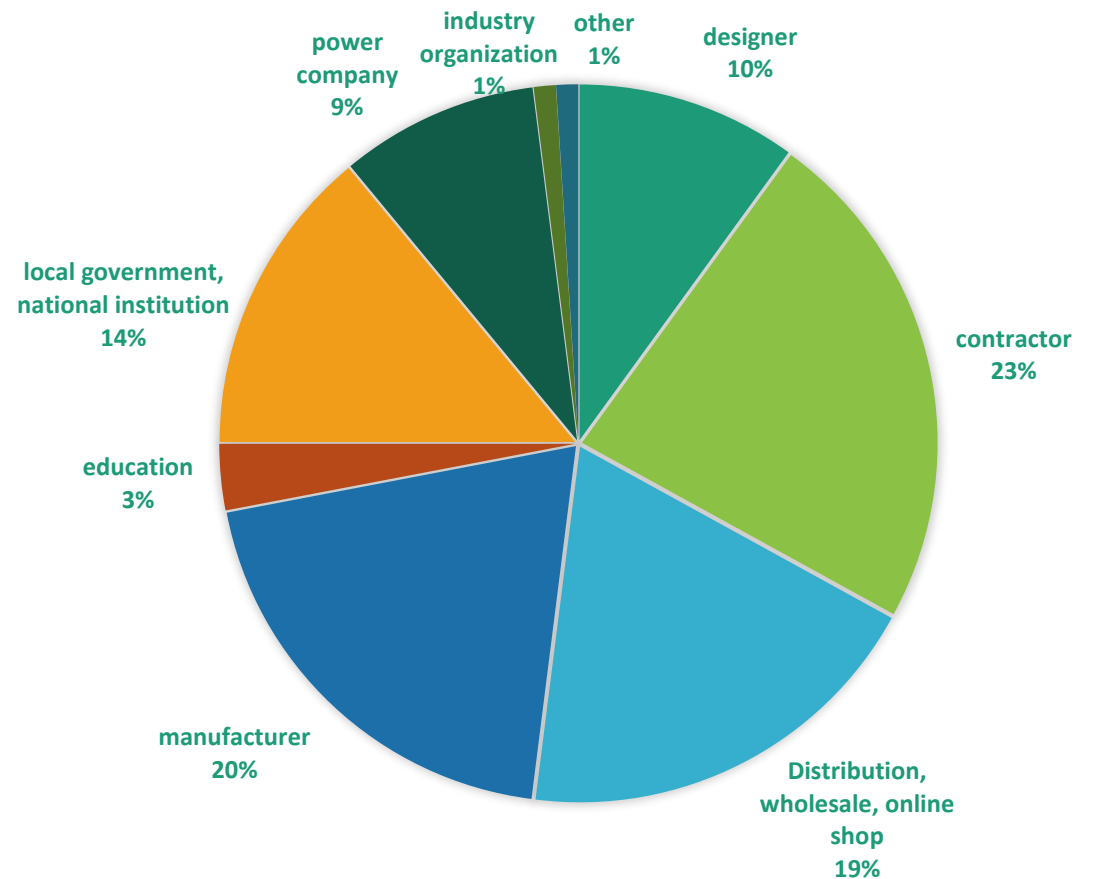
Reach: nationwide

Distribution: subscription, fairs, seminars, industry meetings,
Ruch, Garmond

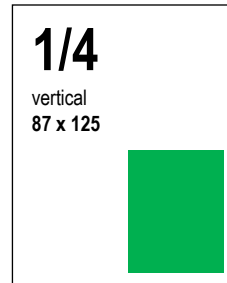
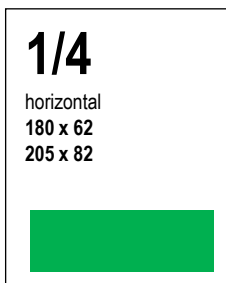
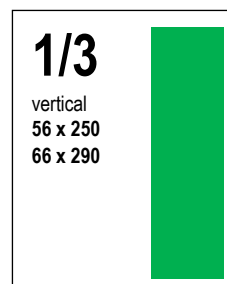
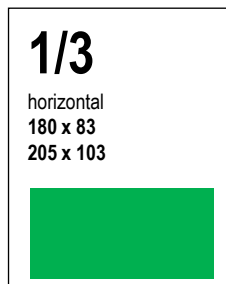
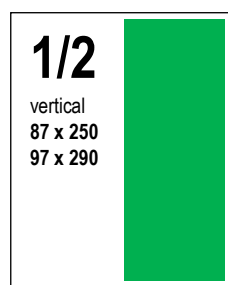
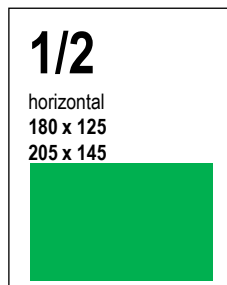
Subscription: 100 PLN gross

Supplements: Electrotechnical wholesalers catalog (Katalog Hurtownie elektrotechniczne), Switchgears and enclosures catalog (Katalog Rozdzielnic i obudowy), Lighting Market (Rynek Oświetleniowy), Solar Market (Rynek Fotowoltaiczny), Cable Market (Rynek Kablowy), Electrical installation Market (Rynek Elektroinstalacyjny)

Reader structure



Advertising price list *paper edition / e-edition*



*Prices are valid from January 1, 2021
23% VAT should be added to the given prices*

2. cover	5490 PLN
3. cover	5290 PLN
4. cover	5890 PLN
foldout	8290 PLN
1 page	5270 PLN
1/2 page	3130 PLN
1/3 page	2740 PLN
1/4 page	2080 PLN
Sponsored article (one page)	1350 PLN

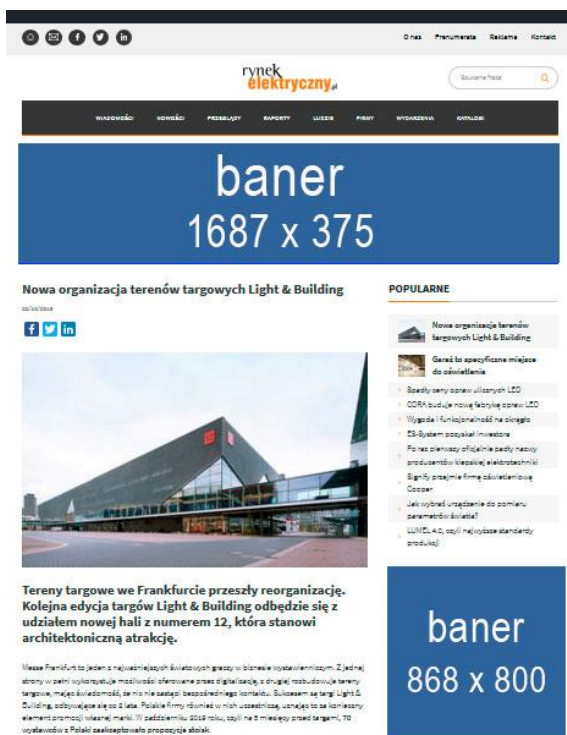
Release schedule *paper edition / e-edition*

Issue number	Date of publication	Main topics	Material delivery date
1	February 15	Kables and Wires, Industry, Companies, Products RES	January 29
2	April 16	LED Lighting, Lighting Projects, Industry, Lighting Market, Products Photovoltaics, Wind Energy	March 31
3	June 15	Electrical Wholesalers, Companies Companies on the WSE (Warsaw Stock Exchange)	May 30
4	1 September	Electrical Power Energy Distribution	July 31
5	November 15	emobility Green Energy	October 30

Advert Internet

Banners

Articles



Horizontal banner

Size: 1687 x max 375 px

Location: home page and all subpages

Display time: 30 days

Price: 1290 PLN net

Vertical banner

Size: 868 x max 800

Location: right column on the home page and the subpages with articles

Display time: 30 days

Price: 590 PLN net



Article to 1500 characters including spaces

Display time: 12 months

Price: 990 PLN net

Article to 2500 characters including spaces

Display time: 12 months

Price: 1350 PLN net

Advert Internet

Newsletter RE

Rynek Elektryczny Cała branża w jednym miejscu Newsletter 25.10.2019

rynek
elektryczny.pl

Treść newslettera:
Serwis elektryczny.pl
Dziękujemy za dotychczasową współpracę
Serwis elektryczny.pl
Dziękujemy za dotychczasową współpracę

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Dedicated mailing



- Over 19k receivers
- Mailing segmentation
- Statistics

PUBLIKATECH M.Kozińska sj
Bogumińska 12/12
03-619 Warszawa

T: 22 743 00 71

M: 508 584 270

E: re@rynekelektryczny.pl

W: www.rynekelektryczny.pl

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PUBLIKATECH M.Kozińska sj, ul. Bogumińska 12/12, 03-619 Warszawa
NIP 113 264 38 47, REGON 140770264, KRS 0000268242