



MEDIA KIT 2023



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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

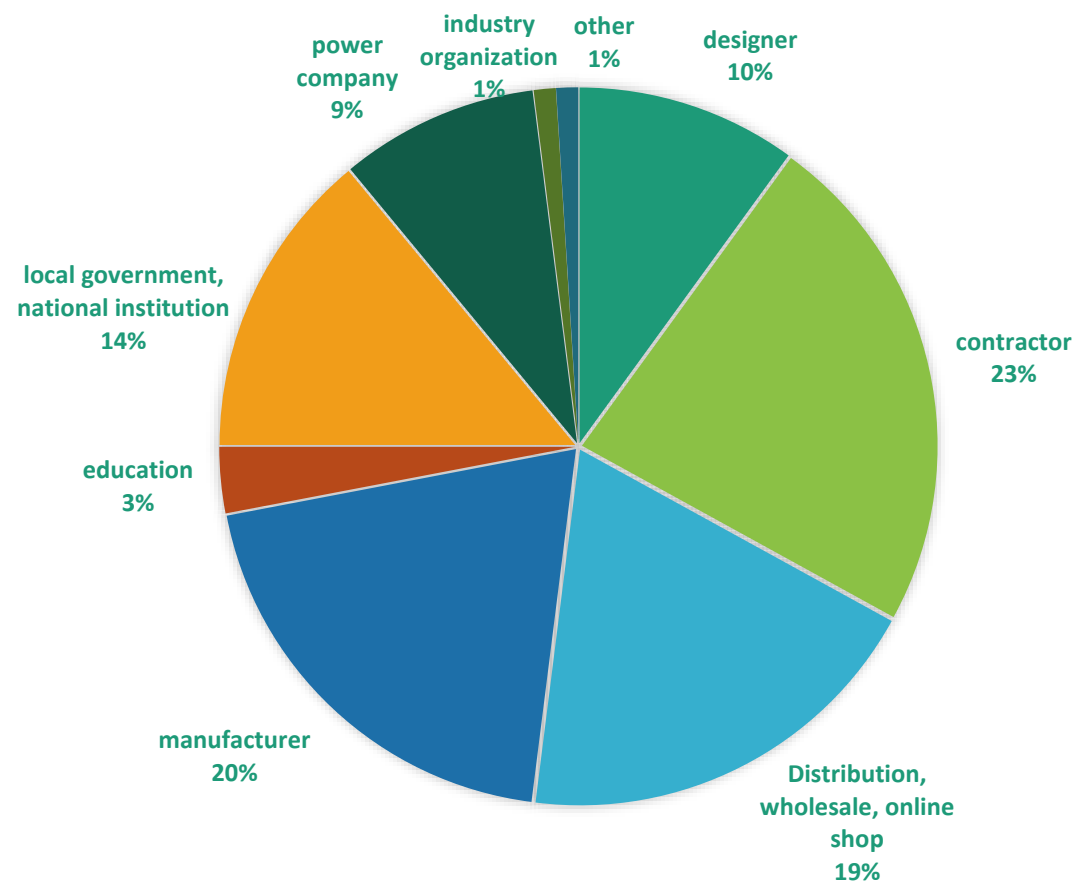
Reach: nationwide

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

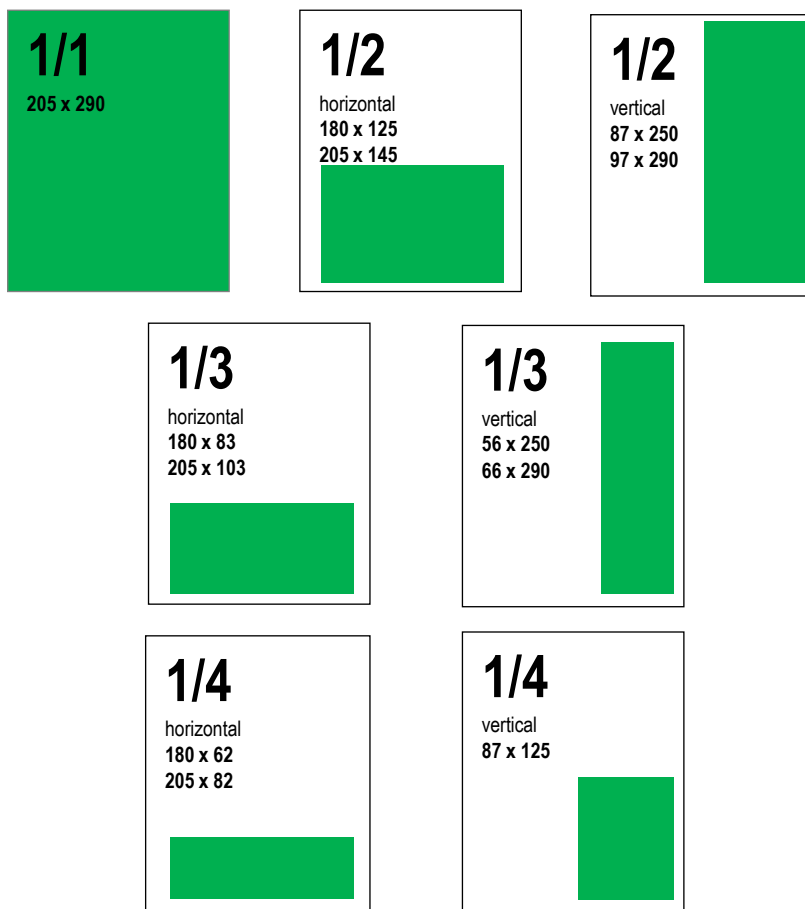
Subscription: 115 PLN

Supplements: Electrotechnical Wholesalers Market , Lighting Market (Rynek Oświetleniowy), Photovoltaics 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, 2023

2. cover	6490 PLN
3. cover	6190 PLN
4. cover	6890 PLN
foldout	9690 PLN
1 page	6160 PLN
1/2 page	3650 PLN
1/3 page	3205 PLN
1/4 page	2440 PLN
Sponsored article (one page)	2070 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	31 August	Electrical Power Energy Distribution	July 31
5	November 15	emobility Green Energy	October 30

Advert Internet

Banners



Horizontal banner

Size: 1687 x max 375 px

Location: home page and all subpages

Display time: 30 days

Price: 1580 PLN

Vertical banner

Size: 868 x max 800

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

Display time: 30 days

Price: 1510 PLN

Articles



Article

Display time: 12 months

Price: 2070 PLN

Advert *Internet*

Newsletter RE



Banner

Size: 1687 x max 375 px

Price: 1580 PLN

Article

Price: 2070 PLN

Dedicated mailing



- Over 19k receivers
- Mailing segmentation
- Statistics

Price: 2580 PLN

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