

Media information

Rynek Turystyczny – Tourism Market in english – is the most popular and most purchased publication of the tourism branch in Poland*

Rynek Turystyczny provides specialist knowledge in the management of tourism businesses.

Editorial content emphasizes on good advices, informations and analyses.

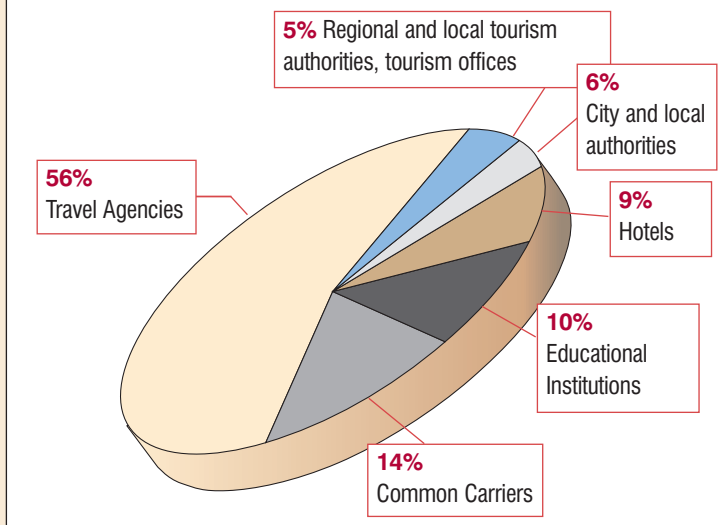
Our publication is proactive in the branch development, it aims at supporting, broadening and integrating the tourism sector. Rynek Turystyczny earned its reputation as the leader of travel trade press.

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 state-of-the-art, multimedia portal www.rynekturystyczny.pl, hosting daily about 1500 visitors.



Readership structure



Prinrun: 3000*

Circulation: Poland

Periodicity: monthly

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

Rynek Turystyczny is the only travel trade magazine registered to ZKDP circulation certification. Our certificate delivers credibility to advertisers and agencies and shows our compliance with the strict industry agreed standards.

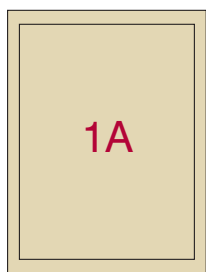
* data from ZKDP – press circulation control office

**RYNEK
TURYSTYCZNY**

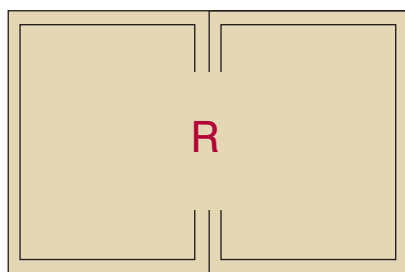
Okrzei 1A Str., 03-715 Warsaw, fax (+48 22) 333 88 89

Advertising dept.: phone (+48 22) 333 88 02, e-mail: reklama@pws-promedia.pl

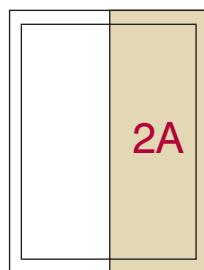
Technical Specifications



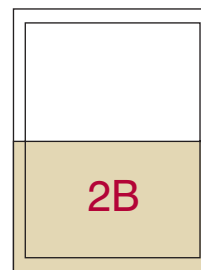
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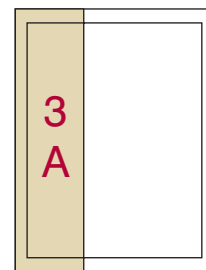
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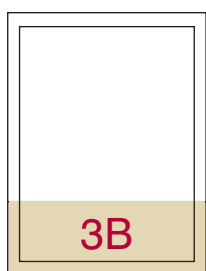
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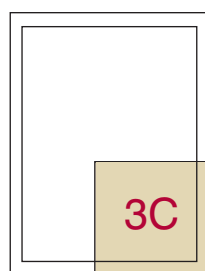
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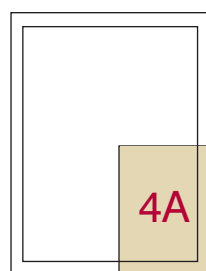
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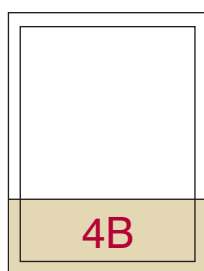
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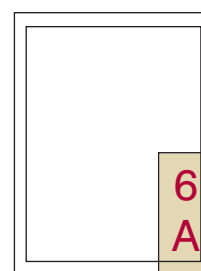
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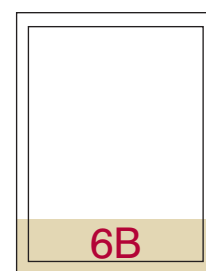
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1/4 page (203x63)
+bleed (211x71)



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



1/6 page (203x43)
+bleed (211x51)

Format	Module	Trim sizes (mm)	Bleed sizes (mm)	EUR	
COVERS	inside front	1A	203 x 275	211 x 283	1640
	inside back	1A	203 x 275	211 x 283	1440
	outside back	1A	203 x 275	211 x 283	1640
spread	R	406 x 275	414 x 283	2200	
1 page right location on first 15	1A	203 x 275	211 x 283	1560	
1 page right	1A	203 x 275	211 x 283	1380	
1 page left	1A	203 x 275	211 x 283	1200	
junior page		135 x 197	an inside frame	1160	
1/2 page vertical	2A	95 x 275	103 x 283	800	
1/2 page horizontal	2B	203 x 135	211 x 143	800	
1/3 page vertical	3A	67 x 275	75 x 283	480	
1/3 page horizontal	3B	203 x 90	211 x 98	480	
1/3 page	3C	125 x 135	133 x 143	480	
1/4 page vertical	4A	95 x 135	103 x 143	400	
1/4 page horizontal	4B	203 x 63	211 x 71	400	
1/6 page vertical	6A	67 x 135	75 x 143	320	
1/6 page horizontal	6B	203 x 43	211 x 51	320	

TECHNICAL DATA

Frequency: monthly, issue day: 15th each month, deadline for materials: 1 weeks before publication

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

ACCOUNT NUMBER

Nr konta: 26 1140 1010 0000 2808 8000 1001