


**ŚWIAT
SZKŁA**

MEDIA KIT of ŚWIAT SZKŁA

2023

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 www.swiat-szkla.pl



Świat Szkła (The World of Glass) magazine presents practical information as regards glass structures, production of windows, construction of glass facades and application of glass indoor. It provides necessary information, starting from selection of materials, technologies, through assembly and design works, to finished products and structures. It has been on the market from 1996.

What does distinguish this magazine from other professional magazines?

- „Świat Szkła” monthly magazine organizes **Technical Seminars**: cyclical meetings – attended by manufacturers, contractors, designers connected with this industry. The lecturers are from research institutes, technical universities and governmental agencies;
- high factual level of this magazine, as well as amount of delivered information allows us to ensure effective promotion for companies which decide to publish their promotion materials in our magazine;
- **The Catalogue of Glass and Window Industry** is published annually. It presents a current offer and address data of companies. This catalogue is also available on-line under address: www.katalog.swiat-szkla.pl
- Internet service www.swiat-szkla.pl – information platform for companies related to this market segment The magazine’s Internet site include practical information from industry, dates of trainings, conferences and fairs.

Materials published in our magazine acquired large group of our loyal readers:

- Departments: commercial, technical and marketing in production companies, processing companies and companies selling glass and its components for its production and processing.
- Companies which manufacture, sell and assemble windows and their equipment, facades, doors, furniture, companies distributing components for their production.
- Companies which manufacture and sell machines and tools used in glass and window industry.
- Architects, artists and interior designers.
- Building designers and contractors and personnel in construction company procurement departments.
- Institutional and individual investors – deciding on choice of designs and contractors
- Members of industry associations and technical corporations.
- Lecturers in technical universities and students.

Circulation do 3000 copies
Size 205x285 mm
Periodicity: monthly magazine
Publishing house:
Mediafachowe Sp. z o. o.

Range of subjects:
glass in architecture, windows and doors, facades, glass indoor, skylights, roofs and winter gardens, glass stairs and floor, glass furniture, roller blinds, shutters, awning, hardware and drives for windows and doors

Target group:
Industry specialists: Glass and window Industry, designers, architects, mechanical engineers, building contractors





We use multi-ways to reach the industry
- every professional can choose the most appropriate
form of communication to him...

Monthly Świat Szkła (The World of Glass)

- Printed and digital version,
- Circulation 3000 copies,
- Single copy reads approx. 3 customers,
- Wide range of topics,
- Special editions details of selected issues (reaching up to 9,000 recipients).

Digital version available on the platform www.czasopisma-online.pl,
printed version are sold in our online store www.czasopisma.net



Industry portal www.swiat-szkla.pl

- The main industry web portal,
- Rich library of professional articles,
- Daily inserted latest news,
- Up to 60 000 unique users monthly,
- High quality of web-site – value of Page Rank 4
- web page Industry Trends – presents company offers in form of fairs ONLINE <https://trendy-branzowe.swiat-szkla.pl>



Catalogue of Glass and Window Industry

- Presenting current offer and contact details of companies ,
- thorough verification of data,
- Catalog is available ON-LINE at www.katalog.swiat-szkla.pl

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- every professional can choose the most appropriate form of communication to him...



Newsletter

- The main industry newsletter,
- Sent once a month,
- The most recent information about events industry, new products, introduced regulations and opinions about economic situation,
- Base of customers constantly enlarged and updated.



WORLD
glass
Congress



Technical Conferences

- Wide range of substantive,
- Subjects adjusted, current needs of industry,
- Lecturers by representatives of technical universities and research institutes,
- Additional exhibition and company presentations,
- Up to 150 participants,
- Organized regularly



DOM KOMFORTOWY




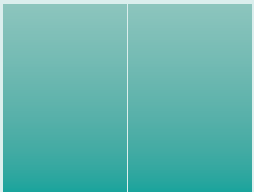
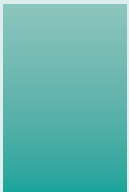
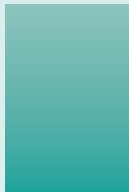
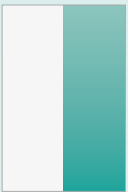
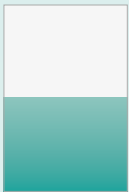
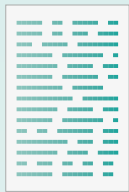
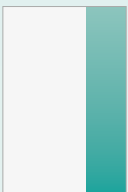
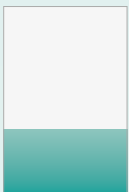
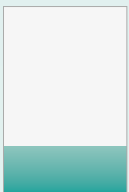
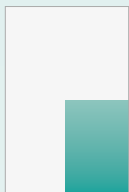
Educational action – Comfort House

- dissemination of knowledge about possibilities technological and usability of the "comfort house" and about the products possible in it.
- stages: Home without barriers, Smart home, Safe home, Healthy home

Number of issue	Date of publishing	Trade Fair 2023, technical conferences	Technical articles – topics	The ranges of products overview
1 2023	16.01	BUDMA, Poznań, 31.01–03.02 Win-DoorTech, Poznań, 31.01–03.02	<ul style="list-style-type: none"> ● Energy-efficient glass facades ● Glazed anti-burglary partitions ● Curved glass in architecture ● Glass stairs – requirements, construction solutions ● Structures using tempered glass ● Glazing for comfort in interiors 	<ol style="list-style-type: none"> 1. Sealants for production and assembly of windows and doors 2. Aluminum profiles for the production of windows, doors and facades
2 2023	10.02	Home Decor, Poznań, 21–24.02	<ul style="list-style-type: none"> ● Facades with structural glazing ● Design of structures with large glazing ● Defects of glass on facades ● Coatings that regulate the thermal properties of glass ● Energy gains and losses in conservatories ● Automatic drives and controls for windows, doors and blinds 	<ol style="list-style-type: none"> 1. Fittings for windows and doors 2. PVC profiles for the production of windows, doors and facades
3 2023	10.03	Mir Stekla, Moskwa, 28.02–03.03 WindoShow, Belgrad, 8–11.03	<ul style="list-style-type: none"> ● Design of point-fixed glass structures ● Innovative types of glass facades ● Windows and doors and a home without architectural barriers ● Drives for glass doors ● Glazed structures and smoke extraction ● Glass facades operated in extreme conditions 	<ol style="list-style-type: none"> 1. Machines for the production of wooden, aluminum and PVC windows 2. Glass constructions – glass fittings, point mounted glass 3. Paints for glass
4 2023	10.04	CHINA GLASS, Shanghai, 13–16.04.2023 Bau, Monachium, 17–22.04 Technical Conference Świata Szkła 27.04 (Thursday)	<ul style="list-style-type: none"> ● Fittings for glass doors and walls ● Aspects of the mechanical strength of insulating glass units ● Glass partitions and safe evacuation in case of fire ● Installation of windows – and thermal and acoustic insulation ● Glass elements used in thermo-modernization ● Problems of designing motorized doors 	<ol style="list-style-type: none"> 1. UV-curing adhesives 2. Vans (to carriage windows, glass and teams assembly)
5 2023	10.05		<ul style="list-style-type: none"> ● Intelligent glass – glass facades with adjustable transparency ● Structural glass ribs – design and manufacturing ● Films for laminated glass production ● All-glass balustrades ● Lightweight partition walls – design and fabrication ● Solar elements in architecture 	<ol style="list-style-type: none"> 1. Sun protection systems (blinds and shutters, light breakers) 2. Laminated glass
6 2023	9.06	GPD, Tampere, 14–16.06 Sacroexpo, Kielce, 19–21.06	<ul style="list-style-type: none"> ● Glazed bullet-proof partitions ● Supporting elements of glass structures ● How to improve the quality of insulating glass units ● Window installation – verification by thermal imaging method ● Skylights, smoke flaps and smoke ventilation windows ● New ideas for providing solar protection in insulating glass units 	<ol style="list-style-type: none"> 1. Automatic Door 2. Thermal imaging cameras

Number of issue	Date of publishing	Trade Fair 2023, technical conferences	Technical articles – topics	The ranges of products overview
7–8 2023	14.07		<ul style="list-style-type: none"> ● Glazed partitions and fire protection ● Façade elements that protect against interior overheating (blinds, shutters, awnings) ● Glass balustrades – innovative design solutions ● Automatic doors – requirements and technical solutions ● Multimedia and high-tech facades ● Use of thin glass in construction 	<ol style="list-style-type: none"> 1. Insulating glass 2. Masses for insulating glass 3. Spacers for insulating glass 4. Molecular sieve (absorbent moisture) 5. Gases for insulating glass
9 2023	11.09	Vitrum, Mediolan, 05-08.09 EQUIPBAIE, Paryż, 21-24.09	<ul style="list-style-type: none"> ● Design and implementation of interiors with glass elements ● Window and door hardware – new solutions ● Thermal properties of insulating glass units ● Glass doors as a functional element of a modern interior ● Fire resistance assessment of aluminum-glass partition walls ● Solar elements in architecture 	<ol style="list-style-type: none"> 1. Fire-resistant glass 2. Machines for thermal and mechanical processing of glass 3. Mechanical processing of glass (cutting, grinding, polishing) 4. Waterjet technology
10 2023	10.10	SAIE, Bari, 7-9.10	<ul style="list-style-type: none"> ● Automatic doors – the role in fire and evacuation conditions ● Glass facades – requirements and tests ● Aluminum windows – manufacturing and installation defects ● Safety glass in architecture ● Glass roofs, landings and floors ● Problems of designing glass balustrades 	<ol style="list-style-type: none"> 1. Roof skylights, smoke exhaust windows 2. Software for glass and window industry
11 2023	10.11	MADExpo, Mediolan, 15-18.11 Technical Conference Świata Szkła 23.11 (Thursday)	<ul style="list-style-type: none"> ● Comfort and convenience – functional glass in architecture ● Thermally or chemically strengthened glass – application ● Verification of facade insulation with thermal imaging tests ● Glass components in a closed loop economy ● Tempered glass in architecture ● Automatic components in the entrance area of buildings 	<ol style="list-style-type: none"> 1. Functional coatings on glass (Low-E glass, solar protection glass) 2. Automatic opening windows, blinds, shutters and awnings
12 2023	11.12	Catalog with Glass and Window Industry Companies	<ul style="list-style-type: none"> ● Facades as a system for comfort and security ● Automatic doors – new technical solutions ● The role of glass in interior design ● Glass decoration (silk-screening, etching, sandblasting) ● Waterjet technique for glass cutting ● Decarbonization – and the production and use of glass 	<ol style="list-style-type: none"> 1. Equipment and machines for storage and transportation of glass 2. Fittings for glass furniture

PRICE LIST OF ADS

 <p>1st cover 205 x 200 mm</p>	 <p>Two-page spread 2 x (205 x 285 mm)</p>	 <p>The covers 205 x 285 mm</p>	 <p>Full page 205 x 285 mm</p>	 <p>1/2 page (vertical) 102 x 285 mm</p>	 <p>1/2 page (horizontal) 205 x 140 mm</p>	 <p>Advertorial, one page</p>
<p>Price 1800 €</p>	<p>Price 2100 €</p>	<p>II – 1400 € III – 1350 € IV – 1500 €</p>	<p>Price 1300 €</p>	<p>Price 850 €</p>	<p>Price 850 €</p>	<p>Price 1300 €</p>
 <p>1/3 page (vertical) 72 x 285 mm</p>	 <p>1/3 page (horizontal) 205 x 92 mm</p>	 <p>1/4 page (horizontal) 205 x 71 mm</p>	 <p>1/4 page (vertical) 102 x 140 mm</p>	<p>SPECIAL ADVERTISEMENTS: The insert to the entire circulation in size 190 x 280 mm and weight till 20 g: 1100 €</p> <p>It is possible to book offset space (non-bleed Ads) and oversized form of advertising, such as banner, flap, paste, label and supplements like booklet or CD/DVD. Their prices are determined individually.</p>		
<p>Price 650 €</p>	<p>Price 650 €</p>	<p>Price 550 €</p>	<p>Price 550 €</p>			

The materials for printing should be prepared in .PDF, .TIF, .JPG, .GIF, .PSD, .TGA, .EPS
And the files should not be down sampled below 300 DPI.

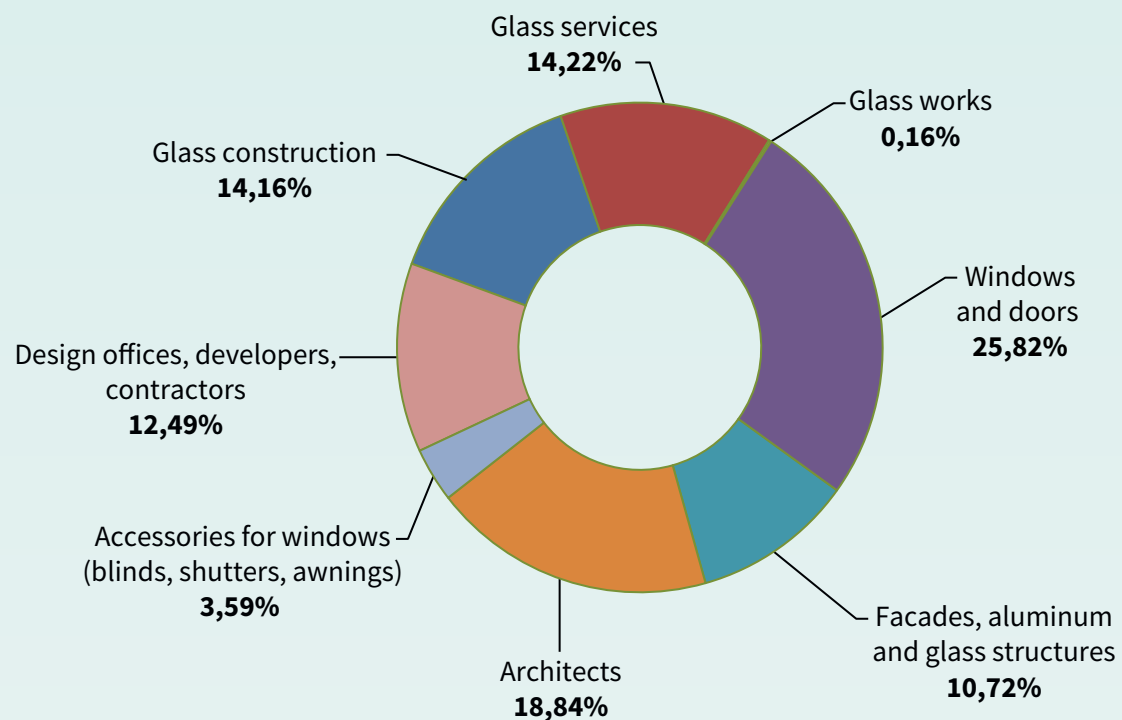
Description	Size [pixel]	Price in € per monthly edition [zł]
Slider	-	2 900
Article in the News section	-	500
Partner of the Thematic Page	-	1 800
Baner 1	1400x150	2 900
Baner 2	650x150	1 800
Baner 3	450x150	1 500
Baner 4	250x150	900
Baner 5	350x500	1 300
Baner 6	1000x150	2 500
Baner 7	1000x150	2 500
Baner 8	500x120	1 700
Baner 9	350x700	2 500

- banner format on website: GIF and JPG, in Newsletter: JPG
- banner size max. 200 kB

The prices of baners in newsletter	
BANER size 550 x 120 px	One-time edition newsletter with company banner – 150 €
	Edition one month – 200 € (2 times)
	Edition three months – 600 € (6 times)
	Edition six months – 750 € (12 times)
	Edition 12 months – 1000 € (24 times)

Ads on the home page

Ads on subpages



I. Terms for sale advertisement surface

1. The advertisements and announcements in magazines published by Mediafachowe publishing house are included on the base of “contract-order” form, signed by the authorized representative of the payer. The “contract order” form specifies type of advertisement, its size, publishing date and terms of payments. When order is submitted by the payer’s representative, a written authorization must be attached to the contract-order.
2. Prices specified in the price-list are provided as net prices, to which VAT tax shall be added.
3. Deadlines for surface booking, order submitting and delivery of materials are specified in the publishing plan.
4. The Buyer is obliged to deliver, on its own cost, advertisements in electronic form, according to technical requirements for advertising materials.
5. The Publisher is not responsible for color saturation in advertisement when the Buyer will not deliver cromalin or match print.
6. If the Buyer wishes to use the prepared and developed advertisement (announcement), not owned by the Buyer, in other publications, and such advertisement (announcement) has been developed by Mediafachowe, it shall obtain Publisher’s approval for using the advertisement design.
7. The rates published in the price-list do not include development of design and graphical development of advertisement (announcement). The Publisher will charge the Buyer for graphical services – design and typography, e.g. embedded photos, processing of materials delivered for advertisement – by current rates in force in the Publishing House.
8. Any modifications in content or form of announcement accepted for completion by the Announcement Office and prepared by the Announcement Office, shall be submitted in the written form not later than 21 days prior such announcement is published. The buyer can not make any modifications after this date.
9. Discounts apply in case of actually sold surface. The modifications of terms of order result in necessary modification of discount. Mediafachowe company in such case will issue immediately the correcting invoices to the issued already invoices.
10. The Publisher does not guarantee the Buyer that the advertisement will be published on the specific page and the Publisher does not guarantee that advertisement of the competitive company is not published next to the Buyer’s advertisement unless the interested parties conclude the relevant agreement specifying these issues otherwise.
11. Mediafachowe publishing company will make any efforts to provide the highest content and graphic quality for advertisements.
12. In case of failure to fulfill contract or undue fulfillment of contract for reasons on the Publisher side, the Publisher undertakes to place advertisement (announcement) again on date agreed with the Buyer, and when it is impossible – to reimburse price paid by the Buyer.

13. If the customer books surface for advertisement, which it shall deliver as “ready”, and the customer does not deliver it within deadline indicated in the publishing plan or the customer resigns from its printing, the customer will be charged with contractual penalty amounting to 100% of the ordered services.
14. The text of the sponsored article advertisement (announcement) must be clearly marked, according to requirements provided in the press law.
15. The editorial office is not responsible for content of the published advertisements (announcements) and it is authorized to reject publication of advertisement, announcement, insert or inset which content or form is contrary to the law, publishing line and character of the magazine.
16. If materials delivered by the Buyer shall be returned after using, the Buyer shall reserve it in the “contract-order”.
17. The possible claims shall be submitted in the written form within 14 days from publication of the advertisement, providing the detailed description of the claimed issue. The claims submitted after such date will be not considered. The advertisements, which designs were delivered without cromalin or match print, can not be claimed.

II. Payment terms

1. The invoices are issued on the base of the fact that announcement is printed according to the order.
2. The Buyer shall make payments on the base of invoice within 14 days on the Publisher’s bank account.
3. In case the Buyer delays in payment for the completed service, the Publisher will be authorized to charge interests on the legal rates, accruing from delay starting date. the Editorial Office reserves the right to suspend printing of the ordered announcements and advertisements if previous ones are not paid.

III. The ordering of announcement or advertisement indicates approval of the above terms of sales.

IV. The provisions of press law and the Civil Code apply in all cases not governed in the provided above terms.

Katarzyna Polesińska
Chairman of the Publishing Group
Mediafachowe sp. z o. o. and EURO-MEDIA Sp. z o. o.



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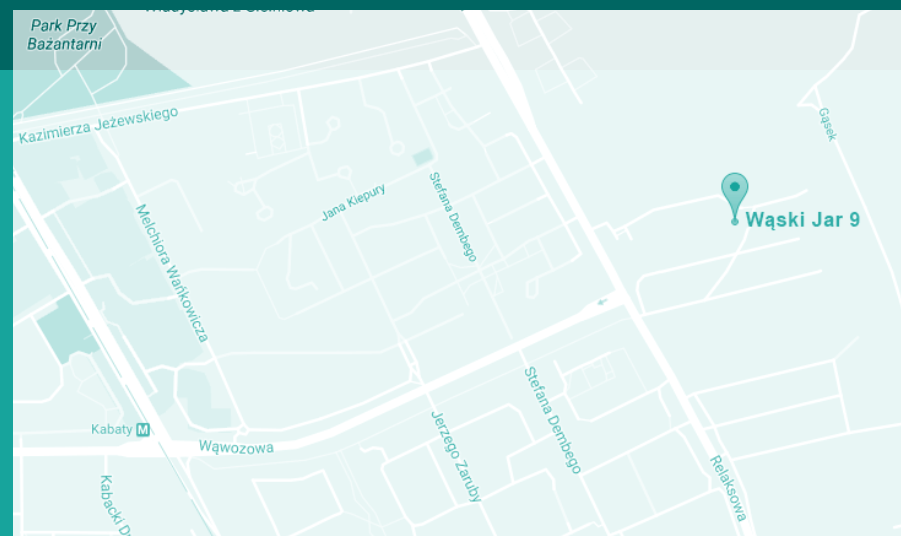
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