

## Special Issue – of the monthly Świat Szkła (The World of Glass) for fairs FENSTERBAU FRONTALE 2020

### 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
- machines and tools used in glass and window industry

### TARGET GROUP:

- industry specialists:
  - glass industry
  - window industry
- designers
- architects
- mechanical engineers

**Circulation:** 3000 copies

### Distribution:

- by publishers and distributors subscription
- by personalised dispatch to chosen group of business recipients
- in associations and organizations connected with the business
- during the biggest business events, trainings, conferences and trade fairs
- among members of Polish Chamber of Civil Engineers



March 18-21, 2020, Nuremberg

1. **World of Glass** – the only polish monthly magazine for glass industry
2. **Information about Your products** in magazine World of Glass and on website [www.swiat-szkla.pl](http://www.swiat-szkla.pl) (60 000 unique users per month) and in Newsletter
3. **World of Glass** – recognized source of industry information
4. **World of Glass** – over 20 years on the Polish market
5. You will find a new customers in Poland with us
6. **Many customers trust us**, so believe us and You
7. For cooperation, for success, for profit – **WE ARE FOR YOU!!!**

### OFFER:

1. Advertisement full page + presentation of your company (as in the example) – **980 €**
2. Advertisement half page + presentations of your company (as in the example) – **650 €**
3. Only presentation of your company – **400 €**



## WELCOME TO COOPERATE

CONTACT

Agnieszka Roguska  
Marketing Department

mobile: (+48) 698 455 355  
a.roguska@swiat-szkla.pl

Agata Kostrzewa  
Marketing Department

mobile: (+48) 881 068 847  
a.kostrzewa@swiat-szkla.pl

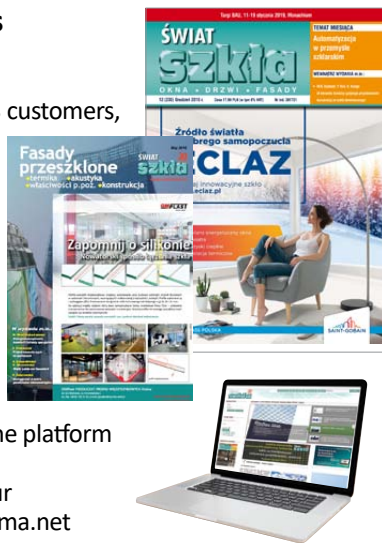


# Ad activities of monthly „Świat Szkła” („World of Glass”)

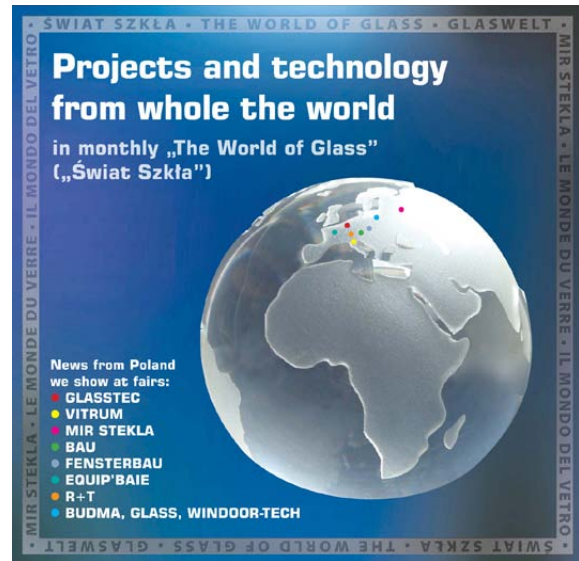
We use multi-ways to reach the industry – every professional can choose the most appropriate form of communication to him

## Monthly 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](http://www.czasopisma-online.pl), printed version are sold in our online store [www.e-czasopisma.net](http://www.e-czasopisma.net)



## Industry portal [www.swiat-szkla.pl](http://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



## Newsletter

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



## Catalogue of Glass and Window Industry

- Presenting current offer and contact details of companies,
- Every year a thorough verification of data,
- Catalog is available ON-LINE at [www.katalog.swiat-szkla.pl](http://www.katalog.swiat-szkla.pl) and in printed version,
- Currently available is 17 edition of the Catalogue.



## 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 (already held 30 conferences).

