

CityInvestPoland

September 2009

2010

Publishing Calendar

BiznesPolska's reports | Business Guides

February

1% od serca ✓

March

Top Office Buildings ✓

April

Telekomunikacja biznesowa
Luksusowe auta

May

100 projektów inwestycyjnych samorządów
WindEnergy ✓

June

BPO i outsourcing ✓
Biznes Profile 2009

July

Luksusowe Lato
Research/ThinkTanks Poland

August

Luksusowe domy i apartamenty

September

City Invest Poland

October

Usługi medyczne i pakiety socjalne
Energy in Poland

November

Telekomunikacja biznesowa
Top Shopping Centres in Poland

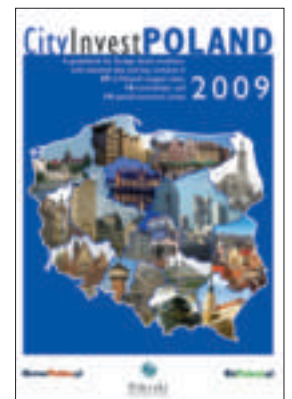
December

Bankowość i Leasing dla MŚP
Top business Hotels in Poland

What/Concept:

This annual publication [2009 edition] targets foreign investors considering investment in Poland, particularly in the BPO/outsourcing, greenfield manufacturing, and real estate sectors.

CityInvestPoland is a handbook for direct investors, and provides essential data and key contacts in Poland's major cities and regions, and special economic zones – all in a standardized format so that investors can compare and contrast regions.



Content:

Content: (English only)

- Profiles of all Voivods in Poland (1 page each):
 - Key governmental decisionmakers
 - Demographics and population
 - Key advantages to invest in this region and government's strategy
 - List of largest investors in the region
 - Major upcoming tenders or investment projects
 - Summary of key infrastructure developments
- Profiles of largest city in each region (2 pages each):
 - Key governmental decisionmakers
 - Demographics and population
 - Key advantages to invest in this city and government's strategy
 - List of largest investors in the city
 - Major upcoming tenders or investment projects
 - Summary of key infrastructure developments
- List of Distribution and Warehouse centers (4 pages)
- Map of Poland, (2-page fold-out inside back page) providing details of:
 - Road and Rail Network
 - Airports across Poland
 - Distribution and warehouse centers (largest)
- List of all Special Economic Zones, key contacts, and largest investors (one page each) (16 pages)
- Pictures and profiles of planned Sports Stadiums in Poland (6 pages)
- BPO/Outsourcing Projects in Poland (2 pages) – Top 25

Advertisers:

- City Promotion Offices across Poland
- Special Economic Zones
- Owners of real estate and buildings, including raw land.
- BPO/outsourcing sector investors and advisors
- Personnel Recruitment
- Office Space
- Banking and Financial services; Leasing of business equipment and Cars; Office equipment, such as copiers, telecom equipment; Accounting and book-keeping services; Office Supplies; Legal, Tax, and Consulting advice; Business Insurance; Computer hardware and software; Telecoms; Internet

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PolandBusinessNetwork is a publisher:
internet portals:

BiznesPolska.pl
BizPoland.pl

Business Guides:



monthlies:



CityInvestPoland

2010

Target Audience:

Readers:

- International Investors considering relocation of Outsourcing or Manufacturing to Poland
- Commercial Real Estate investors seeking to buy land, or other properties currently owned by City-authorities throughout Poland
- Global corporations considering direct FDI investment options worldwide, from Asia, India, South America or eastern Europe.
- Infrastructure investors

Distribution Details:

Total print run – **8,000** copies

3,000 – Distribution at International Real Estate and Investment Fairs, including **ExpoReal in Munich** in October 2009

2,000 – Inserted into subscription copies of *BizPoland Magazine*.

2,000 – Distributed with Polish cities and investment promotion directly through their offices, as well as Foreign Chambers of Commerce and PAIIZ.

1000 – **CEE Retail Awards**, February 2010, Warsaw

On-line Internet distribution via free PDF distribution through these websites. (PDF versions in languages German, Japanese, Korean, or Spanish can be prepared on an individual fee basis):

BizPoland.pl (**2,000** daily users)

BiznesPolska.pl (**12,000** daily users)

Layout, Design, and Print Details:

Page count: 80–96 pages (full color);

A4; Cover glossy with high-quality glossy paper;

Full-color throughout

Advertising Prices*:

Main Sponsorship: 24,500 pln (includes: Back Page; One Inside Page; Logo on cover and all editorial pages)

2-page spread (rozkładówka) 19,500 pln

Full Page: 12,500 pln

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Page three: 16,500 pln

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* All prices VAT-exclusive

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420 mm x 297 mm
(+ 5 mm bleed)

Full Page:

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(+ 5 mm bleed)

Half Page:

190 mm x 133 mm
(NB no bleed!)

Tech Specs

CMYK only

Files saved as .eps
(with fonts converted to outlines),
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Note: We do not accept neither
of .doc, .cdr, .ppt!

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