

Largest Plastic title published in Czech Republic distributed on professional fairs

Media partner of Fair PLASTEX-MSV Brno 2021 (13. - 17.9.)

Media partner of Conference PLASTKO Zlin 2021 (April)

Media partner of Conference FORMY-PLASTY Brno 2021 (May)

Distributed also on Chemplast-MSV Nitra 2021 (25. - 28.5. Slovakia)

Kolin, November, 2020

Dear long-time partners, business friends,

lean on medial partnership, professionalism, largest volume and sophisticated distribution in your field of operation and multiply commercial impact of your presentation via its location in title the World of Plastic – a professional magazine well-established in the Czech Plastic segment.

Simply advertise there, where your competition does – other way does not make sense.
[HERE](#) preview the World of Plastic No.22 – November 2020

No.1/2021 – PLASTKO Zlin, FORMY-PLASTY Brno, CHEMPLAST-MSV Nitra goes out on 17.5. (deadline 16.4.) active distribution of this issue on all Plastic Fairs and Conferences, at the same time possibility of insertion or individual distribution of your corporate materials.

No.2/2021 – PLASTEX-MSV Brno goes out on 30.8. (deadline 9.8.) as a Special and Media Partner of the Fair in uncontested volume of 10000 issues, together with unmatched massive Pre – Fair distribution throughout all Czech Republic and during the MSV Brno Fair course on the Fairground to all Exhibitors - all that with support of BVV. Timed in a way to provide you with a possibility of well timed announcement and invitation to your Fair stand.

The World of Plastic is distributed in folio packet together with renowned technical title „T+T Technika a trh“ in frame of its whole distribution and abonent net. As a part of the packet it creates the most efficient way how to get presentation of your Company in a big volume to major number of your potential customers.

The World of Plastic offers to you space not only for your advertising presentation however also provides you with **FREE space for your professional text**. The World of Plastics co-operates, concerning professional parts, with **Plastic cluster** (www.plastr.cz).

Eventual order kindly send on address:
mach agency s.r.o., Petr MACH, Vrchlickeho 951, 280 00 Kolin 4, Czech Republic

I am fully at your disposal for any eventual questions on phone No: 00420 777 615 330 and on mail: mach@machagency.cz I am looking forward to fair and pragmatic co-operation.
 MACH Petr – on behalf of the World of Plastic and TECHnews Publisher - mach agency s.r.o.



Advertising Price List 2021

The World of Plastics - Ad size (mm), price (CZK)

1/1 whole page
190 x 270



colour
39 000,-
 black/white
31 000,-

1/2 page
190 x 132



colour
24 000,-
 black/white
20 000,-

1/4 page *)
92 x 132



colour
17 000,-
 black/white
14 000,-

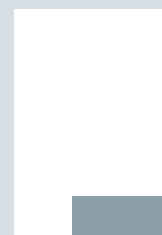
*) minimal possible size

The World of Plastic's NEWSLETTER - Ad size (mm), price (CZK)

- part of the publisher's service of the World of Plastic
- distribution on-line in pdf format
- periodicity – 1x per three weeks
- distribution on approx. 1500 addresses

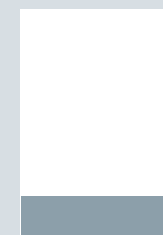
Link to your corporate web is automatic part of your presentation

2 columns
128 x 30
base



3 500,-

3 columns
193 x 30
base



5 000,-

3 columns
193 x 40
base



5 500,-

1 column
58 x 60
square



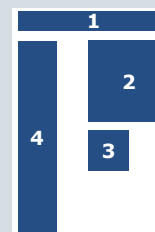
2 200,-

2 columns
120 x 60
square



4 400,-

The World of Plastic's – web banner – www.svetplastu.eu



1/ Full Banner 468x60 px
CZK 7000,-/ month

2/ Square 250x250 px
CZK 6000,-/month

3/ Square button 125x125 px
CZK 5000,-/month

4/ Skycraper 120x600 px
CZK 7000,-/month