



Largest Plastic title published in Czech Republic distributed on professional events

Media partner of Conference PLASTKO Zlin 2026 (22. - 23.4.)

Media partner of Conference FORMY-PLASTY Brno 2026 (14. - 15.5)

Media partner of Fair PLASTEX - MSV Brno 2026 (6. - 9.10.)

Kolin, November 2025

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 Special MSV Brno 2025

No.1/2026 – conference FORMY-PLASTY Brno, PLASTKO Zlin - possibility of inserted advertising only!, goes out on 11.5. (deadline 13.4.) active distribution of this issue on all Plastic Fairs and Conferencies, at the same time possibility of insertion or individual distribution of your corporate materials.

No.2/2026 – PLASTEX - MSV Brno goes out on 21.9. (deadline 24.8.) as a Special and Media Partner of the Fair in uncontested volume of 8000 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 FREE of charge, completely separately, pressed in a foil packet throughout the Czech Republic. It is sent free of charge to companies whose activities in any way touch the plastics segment. In this package, it forms the most effective tool for getting your company's presentation in large quantities to a large 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 2026

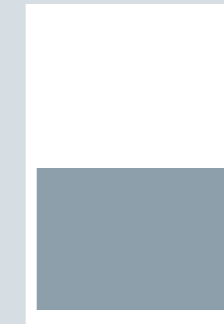
The World of Plastics - Ad size (mm), price (CZK)

1/1 whole page
190 x 270



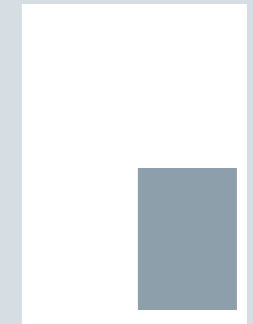
colour
45 000,-
black/white
36 000,-

1/2 page
190 x 132



colour
28 000,-
black/white
23 000,-

1/4 page *)
92 x 132



colour
20 000,-
black/white
16 000,-

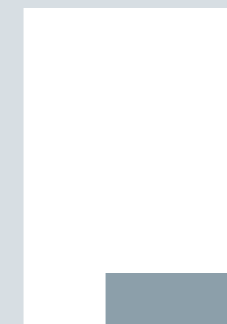
*) minimal possible size

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

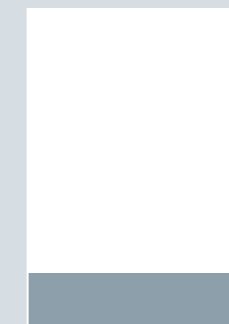
Link to your corporate web is automatic part of your presentation

2 columns
128 x 30
base



4 000,-

3 columns
193 x 30
base



5 800,-

3 columns
193 x 40
base



6 500,-

1 column
58 x 60
square



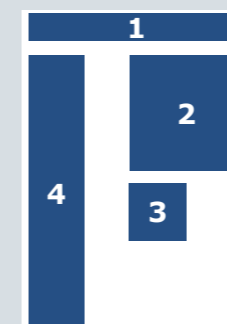
2 500,-

2 columns
120 x 60
square



5 000,-

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



1/ Full Banner 468x60 px
CZK 8000,-/ month

2/ Square 250x250 px
CZK 7000,-/ month

3/ Square button 125x125 px
CZK 5800,-/ month

4/ Skycraper 120x600 px
CZK 8000,-/ month