



01 / February

- Festivals & Events Marketing
- Sports marketing

- Cardboard displays
- Point of sale display

- DS in point of sale

- Gadgets for promotions
- Gadgets to 10 PLN
- Gadgets as a tool of work

- Promotional labels & packaging
- Plastics packaging

- Print on fabric
- Wallpaper print

(R) 30.01 (A) 03.02 (E) 11.02



02 / April

- Exhibition marketing
- Ambient / Airwalls

- Stands and islands
- POS Innovations

- DS Innovations

- Calendars
- Promotional textiles
- Promotional bags

- Labels & packaging for food industry
- Glass packaging

- Photobooks
- Low-input advertising printing
- print finishing

(R) 18.03 (A) 25.03 (E) 07.04



03 / September

- Creation or creature?
- Christmas marketing

- Mini POS (plexiglas, counters)
- Designing

- Screens (LEC, LCD, touch, XXL)

- Christmas gifts
- Sweets/Drinks/Alcohol/ Gifts baskets
- Promotional ceramics

- Paper & cardboard labels and packaging
- Designing

- Printing on rigid substrates
- Interior design (print & decorative materials)

(R) 30.06 (A) 18.07 (E) 18.08



04 / October

- Pharmaceutical marketing
- Prohibited marketing

- Report POS
- Luxury POS

- DS. solutions

- Luxury gadgets
- Medical gadgets

- Summary of the PACKTRENDS Conference

- Car wrapping
- Personalization

(R) 19.09 (A) 26.09 (E) 06.10

MARKETING

POS

DS

PROMO

LABELS & PACKAGING

DRUK



Deadline:

(R) editorial materials / advertisements reservations

(A) print acceptance / provide advertisements

(E) date of issue

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 www.oohmagazine.pl



An undisputed leader in the sector of trade press devoted to widely understood advertisement. OOH Magazine is addressed to an executives or managers responsible for advertising budgets of big companies, media houses, advertising agencies and representatives of advertising sector.
Sectors: OOH, visual & print, digital print, POS, digital signature, packaging, promotional products.

DISTRIBUTION

Subscription, distribution on commercial fairs and delivery to selected data base:

- Final clients' marketing department (corporations and medium size companies)
- Marketing and purchasing departments of major companies and small and medium size companies
- BTL & ATL advertising agencies, marketing and Public Relations agencies
- Manufacturers of packaging and labeling
- Outdoor advertising agencies and outdoor companies
- Printing-houses – large format printing
- Advertising producers
- Suppliers of media and machines
- Regular clients, importers, producers

Nationwide range. Circulation - 4,000 copies. Frequency - 4 issues per year.



Member of:



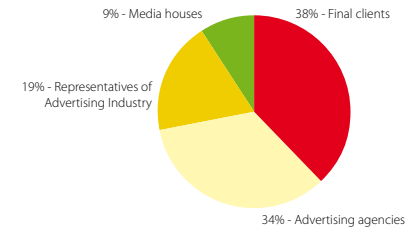
Media partner:



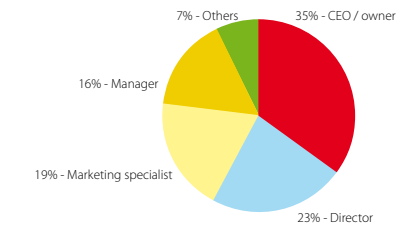
Media cooperation:



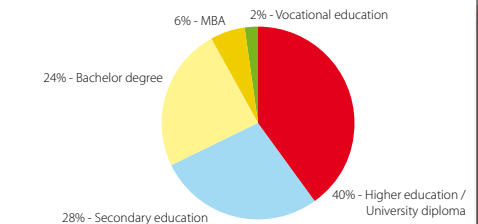
STATISTICS



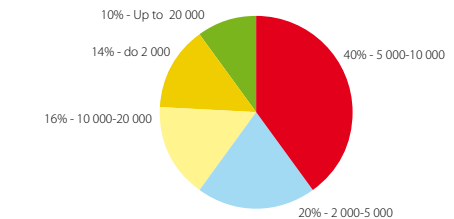
distribution



position



education



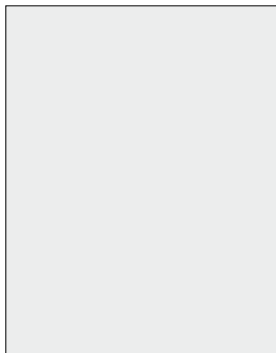
income



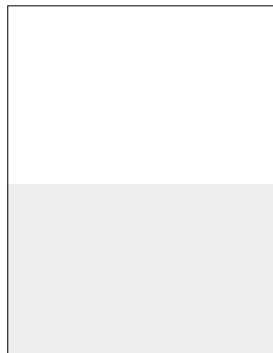
OOH magazine

1 page - 800 €
 1/2 page - 500 €
 4th cover - 1300 €

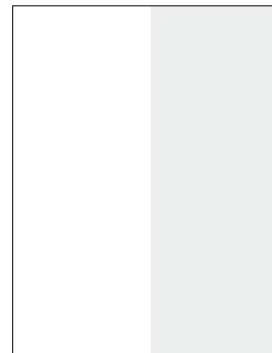
1 page / 4th cover
 205 x 265 mm



1/2 page / horizontal
 205 x 130 mm



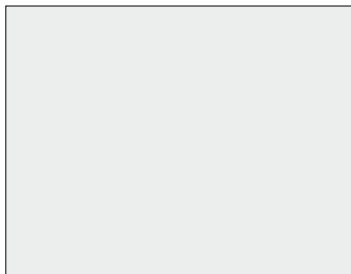
1/2 page / vertical
 100 x 265 mm



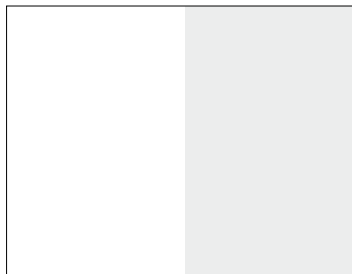
promo catalogs

1 page - 500 €
 1/2 page - 300 €
 presentation - 200 €
 4th cover - 900 €

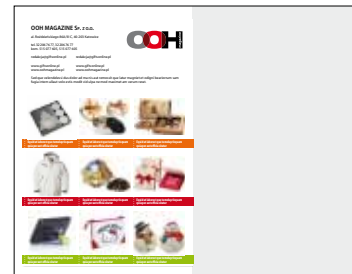
1 page / 4th cover
 265 x 205 mm



1/2 page / vertical
 130 x 205 mm



presentation AA / FC
 1/2 page / vertical



www.oohmagazine.pl
www.giftsonline.pl

banner 960 x 200 pix
 homepage - 150 € / month
 subpages - 100 € / month

newsletters

Advertising Agencies - 100 €
 Final Customers - 100 € / 5000 records

www.oohmagazine.pl
 Banner 960 x 200 pix



www.giftsonline.pl
 Banner 960 x 200 pix

