

media kit 2011

# Svět balení www.svetbaleni.cz

THE BI-MONTHLY MAGAZINE FOR PROFESSIONALS  
IN THE PACKAGING INDUSTRY



PROFESSIONAL INFORMATION FROM ALL SIDES

# Periodicity

- bi-monthly / 6 issues
- 12 years on the market

# Structure

- Events, news and data from home and abroad
- Analyses, statistics, comparative studies
- Up-to-date subject
- The main subject
- Producers and suppliers
- Packaging and printing technologies
- 100% packaging
- Legislation
- Logistics
- Packaging of dangerous objects
- Packaging design
- Packaging in trade
- New products and technologies
- Education
- Congresses and fairs

# Print run

- printed circulation on an average 7 000

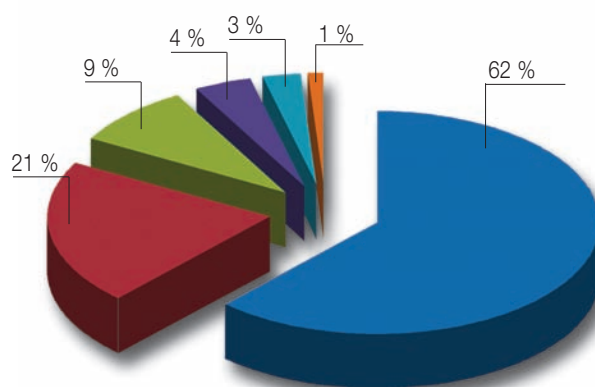
# Readers

Managers with decision-making powers in key positions from the ranks of:

- users of all types of packaging in all industrial branches
- producers and suppliers of packaging, packaging materials, machines and technologies
- professional institutions and associations
- construction and graphic design studios
- schools and other

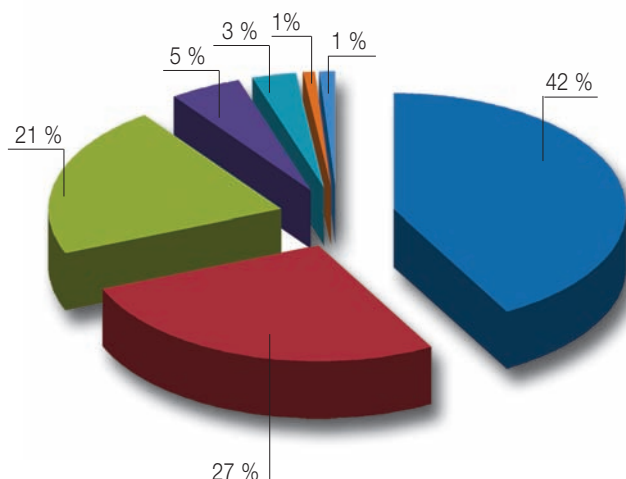
## Structure of readers

- packers & fillers
- packaging producers and suppliers
- packaging machines producers and suppliers
- printing / design
- logistics
- marking, identification and traceability suppliers



## Packers & Fillers according to industrial branches

- food
- beverages
- consumer industry
- automotive
- pharmacy & cosmetics
- retail & wholesalers
- machine-building



Source: České a slovenské odborné nakladatelství 2010.

## Partnership

The Svět balení magazine is a medial partner of all professional packaging conferences and fairs in the Czech Republic and selected events abroad. It is a media partner of the Czech national competition for the most interesting packaging solution Obal roku (Packaging of the Year).

The magazine's representative is a member of the professional panel for assessing the registered exhibits and co-participates in awarding the prizes.



## SB News



- an e-mail be-weekly newsletter for packaging industry
- current news for those who are interested
- number of subscribers: 1 600
- more detailed information about advertising opportunities can be obtained from the Advertising Department

## Terms

Closing dates for advertising - for the year of 2011

| Issue | Publication day | Closing dates for orders | Closing dates for ads |
|-------|-----------------|--------------------------|-----------------------|
| 1     | 28. 2. 2011     | 3. 2. 2011               | 14. 2. 2011           |
| 2     | 22. 4. 2011     | 28. 3. 2011              | 11. 4. 2011           |
| 3     | 24. 6. 2011     | 30. 5. 2011              | 13. 6. 2011           |
| 4     | 26. 8. 2011     | 1. 8. 2011               | 15. 8. 2011           |
| 5     | 26. 10. 2011    | 29. 9. 2011              | 13. 10. 2011          |
| 6     | 22. 12. 2011    | 25. 11. 2011             | 9. 12. 2011           |

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# Portfolio of titles published



is the only monthly in B2B. Titles specialising in textile and clothing, footwear and leather production.

- Provides information about fashion trends, events in the world of fashion, production and retail.
- Readers are owners and managers of shops, textile firms and production, representatives of the clothing, leather and footwear industry.

■ Periodicity: monthly



reports on the latest trends in the technology of the processing of meat and meat products, new sources of raw materials and also on the current situation in the sphere of food safety.

- Its readers are leading workers and entrepreneurs in the production sphere, processors, traders and suppliers of technology in the sphere of meat and meat products.

■ Periodicity: bimonthly



is the first B2B periodical with a verified run in the HoReKa (Hotels, Restaurants, Cafes) segment. It carries specialised information from the hotel business, gastronomy and special-purpose catering. Part of each issue is "Minutka" - pages on modern gastronomy for cooks and confectioners.

- It is read by leading workers and entrepreneurs in the fields of hotel industry, gastronomy and special-purpose catering, manufacturers and sellers of gastro technology, equipment for hotels and restaurants, producers and suppliers of foodstuffs, drinks and services for the HoReKa segment.

■ Periodicity: monthly



The first professional monthly magazine for Czech and Slovak trade. It contains current information on what is happening in the world of production, logistics and marketing.

- Its readers are people with decisive authority in the central offices of commercial chains, independent traders, the management of manufacturers of FMCG and the non-food segment. The magazine Moderní obchod is audited by ABC Czech Republic.

■ Periodicity: monthly

## Slovakia is "in"

We are the only B2B magazines reporting on and from Slovakia as well as the Czech Republic. Beyond that, we increased the distribution in Slovakia.



## International support



České a slovenské odborné nakladatelství is a subsidiary company of the publishing house Deutscher Fachverlag (dfv) registered in Frankfurt on the Main. With a turnover of Euro 128,5 million, Verlagsgruppe Deutscher Fachverlag is one of the largest independent professional information providers in Germany and Europe. Subsidiary companies in many countries publish almost 90 different titles for 14 different business fields and achieve an annual print output of almost 18 million copies.

