

MEDIAKIT

2017

PLASTICS AND PACKAGING **VORTAL**



WWW.PLASTECH.PL
ONLINE PLATFORM | REAL BUSINESS

1 ABOUT US



Plastech.pl is the plastics and packaging industry portal – platform that gathers the attention of plastics and packaging industry professionals looking for business opportunities and information on market trends and latest technology.

Plastech.pl includes business directory and B2B marketplace providing opportunity to promote companies and market their products taking the advantage from Plastech's popularity.

Portal homepage is also divided to theme sections: Plastics, Packaging, Machines, Recycling which represent interest of users.



2 MAIN SECTIONS



The vortal is divided into the following theme sections:



3

STATISTICS



The driving force of Plastech.pl is its high position in the Internet search engines and free access to its all sections. Vortal is devoted exclusively to the plastics and packaging industries.

Our website contains a unique content which attracts people who are interested in finding information on the market trends and the latest technology. Statistics reflect an interest in our vortal: more than 838.000 visitors and 4.3 million page views last year.

In addition we are a creator of Plastech.biz, the platform to make a business contact worldwide.

15 years
ON MARKET

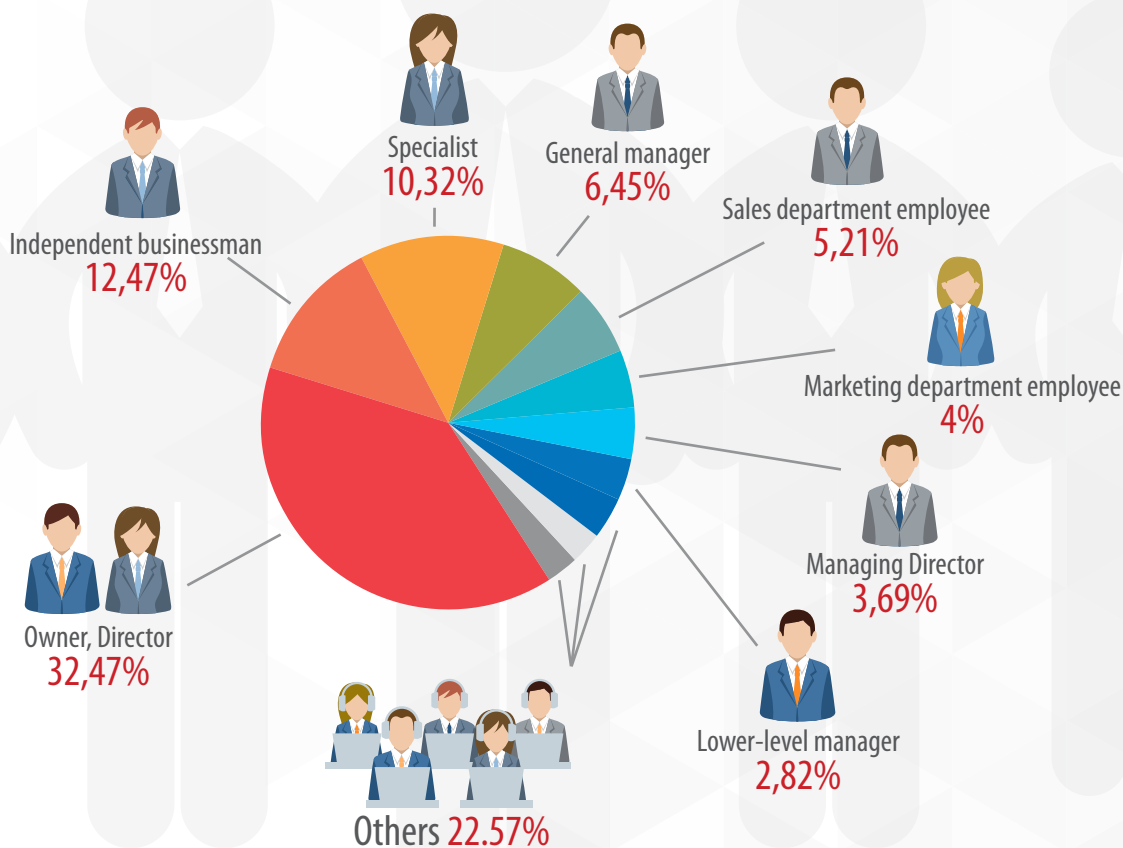
Leading plastics and packaging
vortal in Poland

4

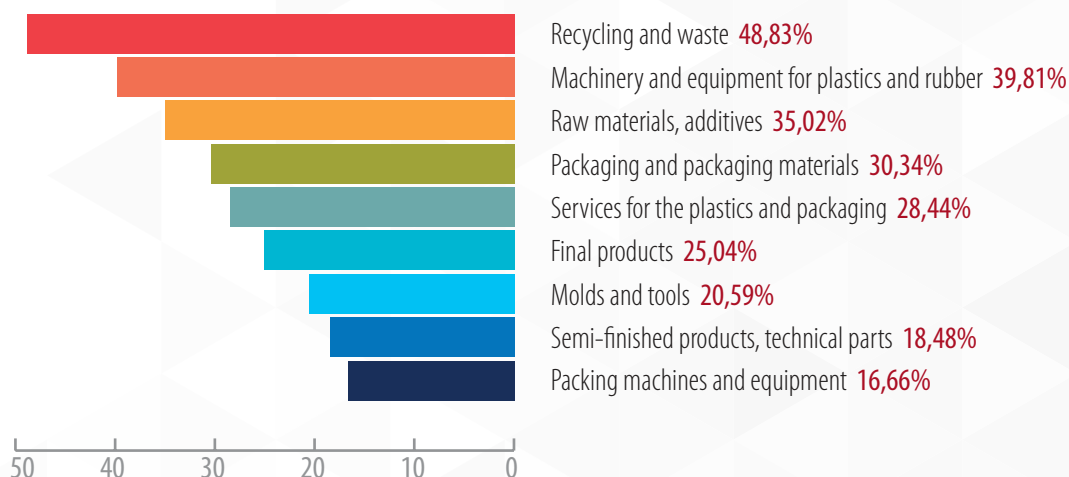
VISITORS PROFILE



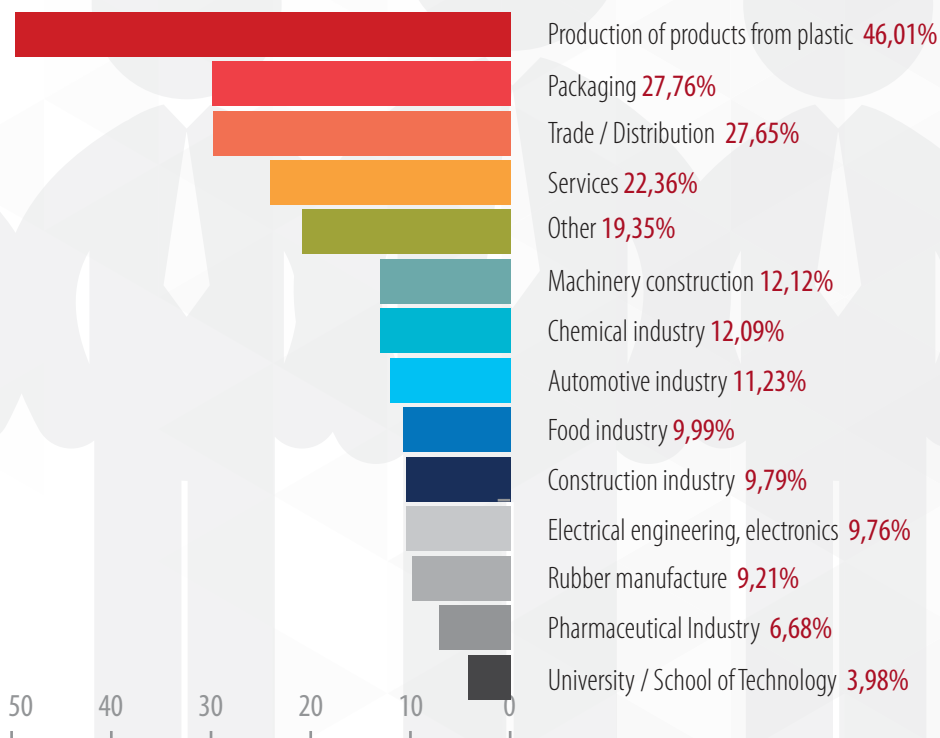
The most frequently vortal Plastech.pl is visited by Owners and Directors (~ 32%) of the companies involved in the production of plastic products (~ 45%). Below we present the details of registered users of Plastech.pl.



VISITORS – INTEREST IN PRODUCTS



VISITORS – INDUSTRY SECTORS



5 WHAT MAKE US SPECIAL



The modern market is characterized by high competitiveness. It has been often said that competition is not sleeping. Consumers using the opportunities that give them the Internet, can now easily get to the offers of many companies and proposals often choose not the best, but that which is best seen on the network.

That is why we make effort everyday to make Plastech.pl vortal and all content being displayed, the easiest to find. Our website is fully responsive and works with all devices.

Plastech.pl is a daily source of the most important information from the world of plastics and packaging. We write about raw materials, machinery, finished products, recycling and all other things related to the plastics processing industry. We are present at all most important fairs and industry events. We prepare a lot of reportages, video and photoreports.

Please find below our Editorial Calendar for 2017, together with a list of fairs, where we are planning to be. Hope the following informations will be helpful while planning your marketing activities on Polish market in the coming year.



- Professional presentation of your company
- Distinction from the competitors
- Strengthening a company logo
- Finding new business partners
- Merchant support
- Enhancing sales



6 EDITORIAL CALENDAR 2017



Vortal **Plastech.pl** is available on-line 24 h whole year. That's why it is easy to find us on the Web.

Good promotion requires a good plan. Now we invite you to read our Media Plan for the year 2017, where you will find information on the main topics that we will take during the year.

MONTH	TOPIC OF THE MONTH	FAIRS
01 JANUARY	DYES AND ADDITIVES	Interplastica, 24-27 I, Moskwa
02 FEBUARY	RECYCLING	KompozytMeeting 28 II-2 III, Sosnowiec
03 MARCH	PACKAGING MACHINES AUTOMATION 3D PRINTING	Ekotech, 1-2 III, Kielce Warsaw-Pack, 7-9 III, Nadarzyn JEC, 14-16 III, Paryż Automaticon, 14-17 III, Warszawa STOM, 28-30 III, Kielce
04 APRIL	PACKAGING MOULDS AND STANDARD PARTS	Packaging Innovations, 4-5 IV, Warszawa InnoForm, 25-27 IV, Bydgoszcz
05 MAY	PLASTICS	Interpack, 4-10 V, Düsseldorf Chinaplas, 16-19 V Guangzhou Plastpol, 23-26 V, Kielce
06 JUNE	PERIPHERAL DEVICES COOLING SYSTEMS ROBOTS	Mach-Tool, 6-9 VI, Poznań FIP solution plastique, 13-16 VI, Lyon Rosupack, 20-23 VI, Moskwa
07 JULY 08 AUGUST	RUBBER	Plastasia, 8-11 VII, New Delhi
09 SEPTEMBER	COMPOSITES	Energetab 12-14 IX, Bielsko Biała Composites Europe, 19-21 IX, Stuttgart Interplas 26-28 IX, Birmingham
10 OCTOBER	INJECTION MOULDING MACHINES INDUSTRY 4.0	Pakfood 2-5 X, Poznań Epla, 2-5 X, Poznań Toolex, 3-5 X, Sosnowiec MSV 9-13 X, Brno Kompozyt-Expo, 11-12 X, Kraków SyMas, 18-19 X, Kraków Fakuma, 17-21 X, Friedrichshafen Pol-Eco-System, 17-20 X, Poznań Euromold, 24-27 X, Monachium
11 NOVEMBER	EXTRUDERS	Eurotool, 28-30 XI, Kraków
12 DECEMBER	NEW POLYMER MATERIALS	The European Biopolymer Summit, XII, Londyn Conference on Carbon Dioxide as Feedstock for Fuels, Chemistry and Polymers, Kolonia





BUSINESS DIRECTORY



There are over 7000 reliable companies and thousands of B2B offers preset on Plastech.pl. Placing a company in the Business Directory enables its presentation all year round 24 hours a day.

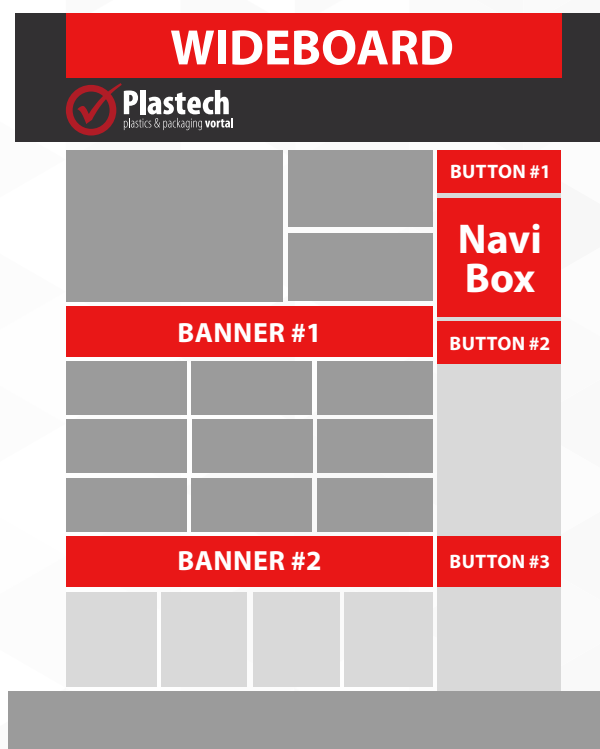
PACKAGES CAPABILITIES	BUSINESS START	BUSINESS PLUS	BUSINESS PREMIUM
Full contact details	✓	✓	✓
Company profile description	up to 300 marks	1 page	10 pages
Map of location	✗	✓	✓
Contact form	✗	✓	✓
Ability to add free B2B offers	up to 5	no limit	no limit
Ability to add free job offers	✗	✓	✓
Active link to the company's website	✗	✓	✓
Logo at the presentation of the company	✗	✓	✓
Presentation in categories matching the profile of activity	1	5	10
Ability to add B2B offers with logo	✗	✓	✓
Photos in the presentation of the company	✗	2	20
Logo rotation on the home page	✗	✓	✓
Photo and video gallery from industry events	✗	✓	✓
Preparation of the presentation by the Plastech editors	✗	✓	✓
Position in business directory, B2B offers and search results	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
The publication of press releases	✗	✓	✓
Self-presentation without commercials	✗	✗	✓
The unique www address	✗	✗	✓
Complete visitor statistics	✗	✗	✓
Annual subscription for 1 language version	€ 0,00	€ 111	€ 333
Annual subscription for 2 language versions	€ 0,00	€ 166	€ 499



BANNER ADVERTISING



Banners are the most visible form of advertising on web pages. They are located in eye-catching spots which ensure a large audience. A user is sent directly to the advertised webpage after clicking on a banner ad. Banners shape perceptions of the brand and company image. Banners are presented on the entire page on every 3rd, 6th or 12th page view. The number of page views and duration of display are set individually. Choose the best place for your company and specify an approximate period of advertisement, we prepare a special offer for you!



BANNER TYPE DISPLAY PLACE *	NET PRICE IN EURO FOR ONE MONTH BANNER EMISSION BANNER **			
	HOME PAGE +1 THEMATIC SECTION	HOME PAGE +2 THEMATIC SECTION	HOME PAGE +3 THEMATIC SECTION	WHOLE VORTAL
Wideboard (1160x150 px)	500 €	670 €	790 €	880 €
Banner #1 (850x96 px)	360 €	480 €	560 €	630 €
Banner #2 (850x96 px)	290 €	390 €	460 €	500 €
Navibox (290x260 px)	310 €	420 €	490 €	550 €
Button #1 (290x96 px)	240 €	320 €	380 €	430 €
Button #2 (290x96 px)	220 €	290 €	350 €	400 €
Button #3 (290x96 px)	190 €	250 €	300 €	340 €
Watermark	300 € / 10 days			

* You can choose following thematic sections: plastics, machinery, packaging, recycling.

** Prices are refer to displaying of the banner in the system of every 6th pageview.
In the case of display at every 3rd pageview - extra charge + 100%.

+48 56 658 15 11

OTHER ADVERTISING FORMS



E-MAILING ADVERTISING

If you want to reach potential clients in express mode or inform them about events in your company, send an invitation to trades, send Holidays wishes, the best solution is sending an electronic letter. We have a large database containing over 19.000 registered users. We will send your message to all users or to selected target groups.

€ 340 net value
unit price



ADVERTISING IN THE NEWSLETTER

The newsletter contains selected content published on the vortal. You can place your banner or text advert among the newsletter content. Thousands of subscribers are waiting for the most important information from the industry.

€ 71 net value
unit price



SPONSORED ARTICLE

This is an article written by a client on any particular topic. The article contains a logo, photos and links to the client's webpage. The article is presented on the homepage and in the newsletter.

€ 240 net value
unit price



PHRASE SPONSOR IN PLASTECHOPEDIA

Plastechopedia is a unique educational project helping users to learn on materials and technology. Join registered companies that wished to sponsor Plastechopedia entries. Make your brand or trademark a synonym of a record!

€ 170 net value
price per year



BUSINESS

B2B OFFERS



Section offers B2B (business to business) was created for companies who want to actively promote their products and services. It is a unique place in the industry, where sellers meet with buyers on-line. Here you can easily reach out to people looking for specific solutions.

For users of the service, we have prepared special filters to help you find the products according to different parameters. Information seekers do not need to log in to easily reach the contact details of all items.

Offers can be added only users with company registered in our database. This rules out the possibility of adding bids by bystanders.



DISTINGUISHED B2B OFFERS



If you care about time (and time is money, after all), then we can use the option to highlight your business offer. The distinction lies in the visibility of your offer on the home page so that it reaches more interested.

Additionally to the offer will be included in our weekly newsletter and delivered to almost 12 thousand recipients.

DISPLAY PERIOD	NET FEE
1 week	€ 21
2 weeks	€ 39
3 weeks	€ 55
4 weeks	€ 67
8 weeks	€ 122
12 weeks	€ 167

The package it even cheaper!

If you wish to post more distinguished offers, please contact us. We will prepare customized package to meet your needs.



JOB OFFERS



Plastech.pl is also a good place for companies looking for employees. Now you can add your job offers - even for free, or for a small fee highlight them on all pages of our vortal to reach out more people familiar with the plastics industry.

DISPLAY PERIOD	NET FEE
2 weeks	€ 29
4 weeks	€ 49

CONTACT US



BANNER ADVERTISING
SPONSORED ARTICLE
E-MAILING
BUSINESS DIRECTORY
B2B OFFERS

WWW.PLASTECH.PL

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US THROUGH EMAIL OR PHONE.

WE ARE AT YOUR DISPOSAL

MARKETING / CONTENT MANAGER

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