

Leading media of the plastics industry in Poland
Your advertising wherever your customers are



Media Kit
2025



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WWW.PLASTECH.PL

Plastech.pl is a modern web portal that has been connecting specialists in the plastics, machinery, processing and recycling industries for over two decades. The portal was launched in 2002 and since then it has been developing dynamically, becoming one of the most recognised and valued sources of information in the Polish plastics sector. Plastech.pl provides professionals not only with the latest news from the industry, but also enables them to establish business contacts, exchange experiences and promote products and services.

Registered companies		4679
Published news		19 800
Registered users		22 742
Published B2B offers		135 000

One of the key elements of Plastech.pl is the extensive B2B Offers section, which is an extremely important platform for exchange between companies in the plastics industry. It is a space where companies can present their products, services and technological solutions. Thanks to an intuitive search system and a wide range of offers, the B2B section attracts companies looking for innovative solutions and business partners.

Plastech.pl actively cooperates with numerous industry organisations and associations, both at national and international level. The website is a regular media partner for trade fairs and industry conferences, and supports initiatives related to innovation, sustainability and industry education. Thanks to this cooperation, Plastech.pl plays an important role in promoting the latest technological solutions and initiatives related to the circular economy.



WWW.PLASTECHO.COM

“Plast Echo”, which is a natural extension of Plastech.pl, is a printed magazine dedicated to professionals in the plastics sector, first published in 2020. “Plast Echo” is published in Polish, but once a year an English version

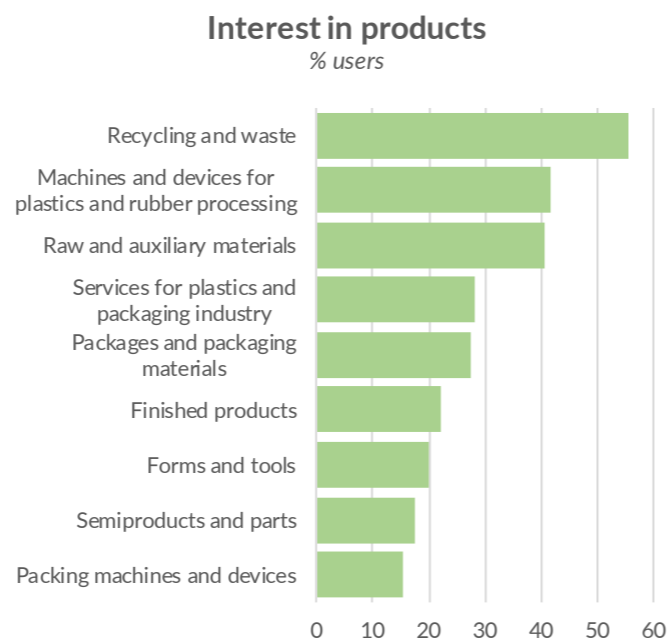
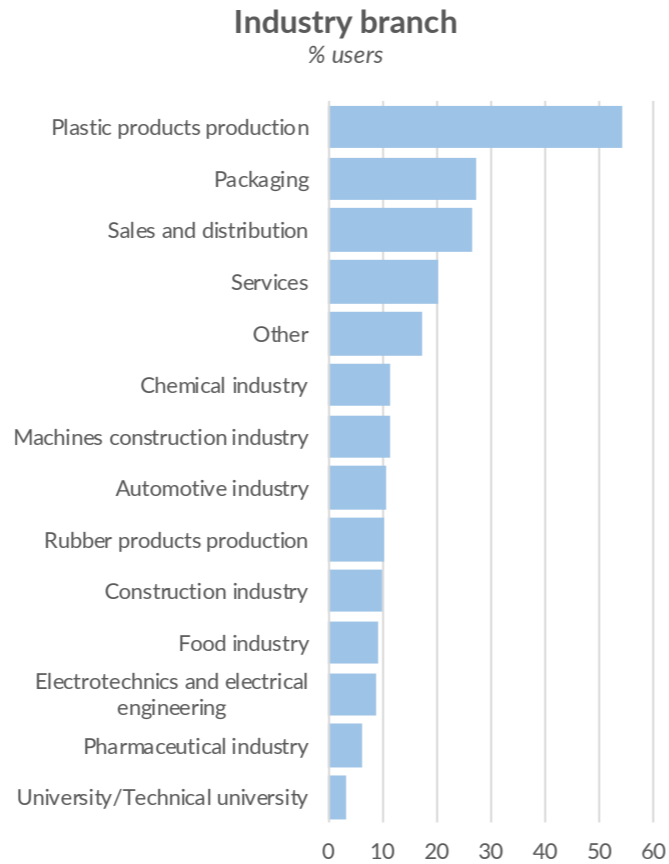
is prepared, adapted to the largest European trade fairs and industry events, such as Fakuma or K-Messe. This version supports the promotion of Polish companies on international markets, enabling them to establish contacts with global industry leaders.

In 2025, both media will continue their mission, supporting the development of the plastics industry by providing reliable information. Thanks to extensive advertising opportunities, partnerships with industry organisations and participation in key events, Plastech.pl and “Plast Echo” are an indispensable part of the communication strategies of companies operating in the plastics market.

We invite you to cooperate with us!

Plastech user profile

The largest user group is made up of people involved in the production of plastic products. This shows that the portal mainly attracts professionals and companies directly related to production in this industry. Users’ interests mainly focus on developments in recycling, machinery and technology and raw materials.

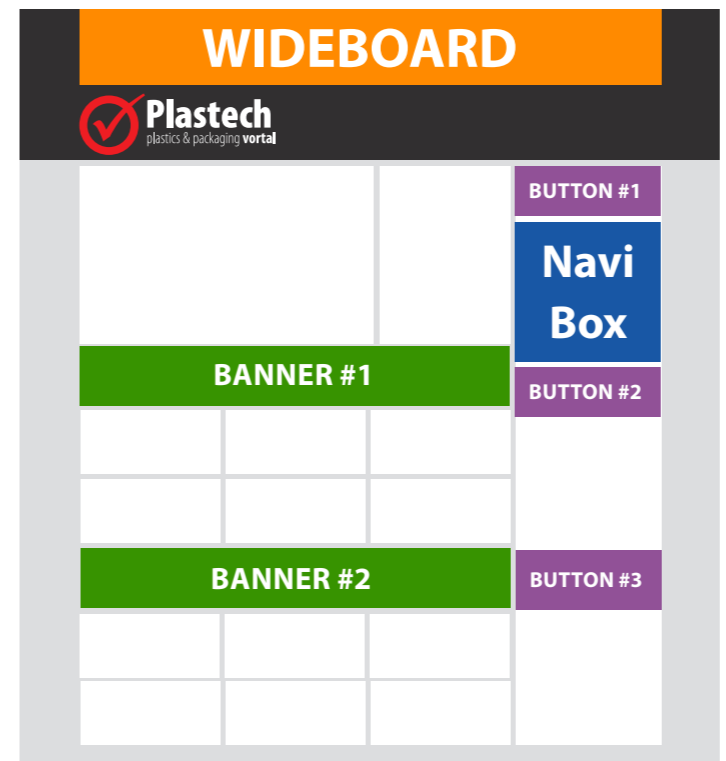


Survey: multiple choice fields, sample of 16,678 users

Banner advertising

Banner advertising on the Plastech.pl website is an effective promotional tool that attracts the attention of plastics and packaging professionals. Thanks to the precisely matched target group, advertising is ideal for building brand recognition and creating a positive image among key audiences. The service is highly popular, which translates into a wide advertising reach and low costs for reaching potential customers.

The banners are displayed in a rotating system, looping 6 banners in each advertising location to ensure regular visibility across multiple areas of the site. All banners are available in 2 versions – desktop and mobile – to ensure optimal adaptation to any device. The mobile version is automatically displayed on devices with a screen width of less than 768 pixels to reach users using phones and tablets. Banners are prepared in HTML5, JPG, GIF or PNG formats, allowing a flexible approach to creating visually appealing content.



Banner layout on the website

The cost of an advertising campaign depends on the length of broadcast, and Plastech offers favourable conditions for long-term collaborations, including discounts and priority access to the most attractive advertising spaces. If you would like to find out more about banner advertising opportunities, please contact us to check the availability of advertising space and tailor an offer to your needs.

Creation of an animated desktop banner and a static mobile version: **152,00 EUR**. The creation of banners is free of charge for banner campaigns with a value above **915,00 EUR**.



	plastech.pl	plastech.biz
Wideboard	1240,00 EUR	621,00 EUR
Banner #1	890,00 EUR	444,00 EUR
Banner #2	704,00 EUR	352,00 EUR
Navibox	771,00 EUR	387,00 EUR
Button #1	605,00 EUR	304,00 EUR
Button #2	555,00 EUR	276,00 EUR
Button #3	469,00 EUR	235,00 EUR

Place: all pages in chosen domain
 Period: 1 month
 Frequency: every 6 views

E-mail advertising



Advertising e-mailing is one of the most effective marketing tools, allowing you to quickly reach a wide audience. At Plastech.pl, electronic messages go directly to the inboxes of registered portal users, which ensures high effectiveness of the message. Thanks to a well-defined target group, mailing makes it possible to precisely reach people who are genuinely interested in products and services related to the plastics and packaging industry.

The regularly updated user base of the Polish version of Plastech currently amounts to 19,000 recipients, which guarantees reaching key decision-makers in the industry.

Mailing campaigns are characterised by fast turnaround times and immediate measurement of results, which enables ongoing monitoring of campaign effectiveness and message optimisation. This makes mailing an excellent tool for the rapid promotion of news, products and industry events.

Preparation and dispatch of e-mailing	428,00 EUR
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Business directory

The Plastech.pl Business directory is one of the most important tools available for companies operating in the plastics processing industry. It currently includes nearly 5,000 business cards of companies, which regularly update their data, allowing users to access the most reliable and up-to-date information. Company data is updated at least once a year, and the status of each company from Poland is verified monthly in the REGON database maintained by the Central Statistical Office. As a result, the catalogue only includes companies operating in accordance with the law, which builds confidence in the information presented.

Each company's business card is integrated with other content published on Plastech.pl, such as articles, videos, B2B offers and industry events. This structure allows the company's presentation to be automatically enriched with additional materials, increasing its visibility and attractiveness to potential business partners.

The presentations available in the Business directory differ not only in appearance, but also in the benefits offered. Companies have the opportunity to gain access to an ad exchange and benefit from a higher position in search results, which can significantly increase their reach and visibility in the industry.

Depending on your needs, the Plastech service offers different types of presentation, allowing companies to choose the best solution to promote their business. Contact us to choose the option best suited to your needs!

Top B2B offers

The B2B offers section was created for companies wishing to actively promote their products and services. It is a unique place in the industry where sellers meet buyers online.

It is this section that allows you to immediately reach people looking for specific solutions. The B2B offers section is divided into clear categories so that companies offering plastics, waste, machinery and equipment, finished products or services can add their ads.

	BIZNES START	BIZNES PLUS	BIZNES PREMIUM
Full contact details	✓	✓	✓
Company profile description	up to 300 char.	1 page	10 pages
Map of location	✗	✓	✓
Contact form	✗	✓	✓
Ability to add free B2B offers	5	no limit	no limit
Ability to add free job offers	✗	✓	✓
Active link to the company's website	✗	✓	✓
Logo display in the company's business card	✗	✓	✓
Presentation in categories matching the profile of activity	1	5	10
Logo display in B2B offers	✗	✓	✓
Photos in the presentation of the company	✗	2	20
Logo rotation on the homepage	✗	✓	✓
Photo and video gallery from industry events	✗	✓	✓
Preparation of the presentation by the Plastech editors	✗	✓	✓
Position in business directory, B2B offers & search results	Progress bar	Progress bar	Progress bar
Publication of press releases	✗	✓	✓
Customised presentation of your company without banner ads	✗	✗	✓
Subdomain	✗	✗	✓
Full website statistics	✗	✗	✓
Annual subscription for 1 language version (PL, EN, DE)	0,00 EUR	152,00 EUR	396,00 EUR
Annual subscription for each additional language version	0,00 EUR	76,00 EUR	198,00 EUR

1 week	28,00 EUR
2 weeks	49,00 EUR
4 weeks	83,00 EUR
12 weeks	203,00 EUR

In addition, all offers are translated into English and German, which significantly increases the reach of the exchange, which is also indexed by search engines in these languages. Advertisements can only be added by users who have a company registered in our directory, which means that only

verified and reliable offers are published on the site.

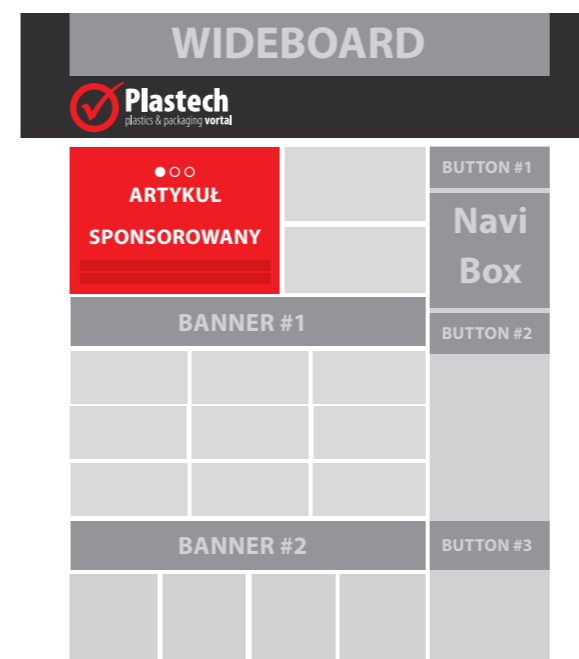
Highlighting your offer will significantly increase its visibility and help you find an interested business partner more quickly. The Top Offer will be prominently displayed on the vortal's homepage, thereby significantly expanding its reach. In addition, featured adverts are included in a weekly newsletter which reaches over 12,000 recipients. The section is an ideal tool for promoting products in the industry, enabling business contacts to be established quickly and effectively on a wide scale.

Sponsored article

A sponsored article on Plastech is an excellent way to promote your products, services or company through content tailored to the expectations of the plastics and packaging industry. An article can take one of three forms:

- Thematic article – discusses a specific industry issue with a subtle reference to the client's product, allowing the promotional content to blend in naturally.
- Expert/technical article – describes selected technical issues in detail, providing reliable knowledge and reinforcing the company's authority in the area.
- Advertising article – directly promoting a product, company or service, giving an immediate marketing message.

Each sponsored article will be highlighted on the homepage of the website for one week, giving it high visibility among users. It will then be moved to the News section, where it will be available to readers on a long-term basis.



In addition, the article (Polish version) will be included in the weekly newsletter, which reaches over 12,000 subscribers. This will bring your message directly to those interested in the plastics industry, increasing the reach and effectiveness of the campaign.

Publication of an article supplied by the advertiser – 1 issue week	366,00 EUR
Writing and publishing a sponsored article – 1 issue week	610,00 EUR

Contact us to find out more about the possibilities of promotion through sponsored articles and choose the form best suited to your marketing strategy!

Advertising in the newsletter

Each newsletter of the Plastech.pl vortal, sent every Friday to over 12,000 subscribers, contains the latest and most important news from the industry. There is a possibility to place an advertisement in it in the form of a banner, which guarantees a direct advertising message to a selected group of recipients.

A banner ad in the newsletter is the ideal option to highlight your company or product in the context of the latest industry news, thereby gaining visibility with decision-makers and professionals.

Would you like to take advantage of this opportunity? Contact us to find out more about the options available!

Including a banner in 1 newsletter	152,00 EUR
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Job offer

Top Job Offer highlighted for 1 week is a great opportunity to ensure maximum visibility for your recruitment offer on Plastech.pl. By being highlighted, your job offer will be placed in key positions on the homepage, increasing its reach and attracting more candidates.

1 week	63,00 EUR
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Video – Visiting...

Making a short video to promote a company, product or production process is an effective way to quickly present the key strengths of an offer to potential customers. Such a video allows the most important information to be presented in an attractive and dynamic way, helping to increase audience engagement.

The video can be produced either at a trade fair event or directly on the company's premises, giving flexibility in terms of the location of the video. Additionally, as part of the service, an article is prepared which, together with the video, will be highlighted on the homepage of the website for a period of one week, which significantly increases the visibility of the offer.

The price of the service does not include possible travel and accommodation costs, which may be added depending on the location of the video. This is an excellent opportunity to effectively present your company and offer to a wide audience.

Contact us to find out more about making a video and how you can promote your company!

Production and publication of video	1219,00 EUR
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All provided prices are net prices, not including VAT.



“Plast Echo” is an industry magazine dedicated to specialists in the plastics sector. It has been published since 2020 by the Plastech.pl portal, which has been providing reliable information and market analysis for the plastics and packaging industry for years. The magazine is a compendium of technical and business knowledge, presenting the latest trends, innovations and analyses concerning both the production and recycling of plastics.

Each issue of “Plast Echo” contains technical articles, industry reports, interviews with experts

and descriptions of the latest technologies and products. It is aimed at engineers, managers, business owners and people involved in the plastics processing and recycling sector. The published content helps entrepreneurs make strategic decisions, strengthen their market position and succeed in a dynamically changing industry.

“Plast Echo” magazine is recognised as a source of credible and reliable information, offering advertisers an excellent space to promote themselves to leaders and decision-makers in the plastics industry.

Publishing plan

Issue	Circulation	Distribution of the paper version	Issue closure	Distribution date
1/2025 January–February Innoform 2025	2300 copies 	direct mailing to subscribers distribution at Innoform trade fair, Bydgoszcz	31.01.2025	21.02.2025
2/2025 March–April	2000 copies 	direct mailing to subscribers	7.03.2025	27.03.2025
3/2025 May–June Plastpol 2025	2300 copies 	direct mailing to subscribers distribution at Plastpol trade fair, Kielce	11.04.2025	5.05.2025
4/2025 July–August	2000 copies 	direct mailing to subscribers	11.07.2025	1.08.2025
International Edition 2025 K 2025	2000 copies 	distribution at international trade fairs, like: K-Messe Dusseldorf	5.09.2025	26.09.2025
5/2025 September–October	2000 copies 	direct mailing to subscribers	3.10.2025	24.10.2025
6/2025 November–December	2000 copies 	direct mailing to subscribers	14.11.2025	5.12.2025

Full-page advertisement 1/1

Advertisement dimensions: 205 × 270 mm
Bleeds: + 5 mm



Inside issue	1109,00 EUR
Second/third cover	1387,00 EUR
Last cover	1663,00 EUR

1/2 page advertisement

Advertisement dimensions: 98 × 270 mm or 205 × 132 mm
Bleeds: + 5 mm



1/2 page advertisement	665,00 EUR
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1/3 page advertisement

Advertisement dimensions: 68 × 270 mm
Bleeds: + 5 mm



1/3 page advertisement	444,00 EUR
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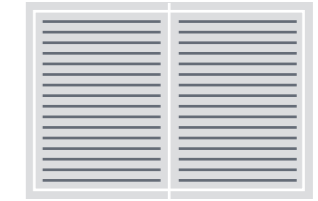
Insert

An advertising insert placed in the magazine: leaflet, brochure, coupon, gadget, invitation, ticket.

The entire print run	1384,00 EUR
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Partner's material

A section designed for companies wishing to share information about their latest solutions. It is a place where the reader can learn about important innovations introduced to the market by Polish and global entrepreneurs.



Partner's material	833,00 EUR
• 2 pages article	
• text up to 6000 characters + photos	

Advertising package



Partner's material + full-page advertisement	1375,00 EUR
• 1 page: text up to 3000 characters + photos	
• full-page advertisement	

Range of suppliers

An important element of the magazine presenting the business cards of leading suppliers of products and services from the plastics industry.

Business card	665,00 EUR
• presentation in 6 Polish editions	
Business card	223,00 EUR
• International Edition	



All provided prices are net prices, not including VAT.

I Technical standards for the preparation of advertisements

- Colour space: CMYK
- Image resolution: 300 ppi
- Preferred file format: PDF conforming to PDF/X-1a:2001 standard
- Full-page ad dimensions: 205 × 270 mm
- Bleed: 5 mm symmetrical. The bleed is the area extending beyond the boundaries of the final printed image, which is removed during cutting. The bleed should contain extensions of the colours and graphics used in the advertisement. The bleed prevents white stripes from appearing on the edges of the design when the printer's cut is not perfect.
- Text: for black text, please use only one colour component K=100; adding other components may blur the letters and create a "shadow" effect
- Safe margin: 5 mm from the edge of the page. We recommend that important elements (text, logos) are set away from the edge of the page for a safe guillotine cut; wider margins of 10–15 mm allow for great readability and design aesthetics
- Maximum total ink limit of large areas: 280% – for adverts on a black background, to achieve deep black, we recommend colour: C=62 M=52 Y=51 K=100

I How to prepare materials for the offer review?

- text volume for a single entry Standard: max. 800 characters including spaces, photo, company name, stand number
- the text must be written in the 3rd person singular ("the company offers"), not in the 1st person plural ("we offer")
- the text must be about a specific, recent product offering, not about the company's history etc.
- the editors reserve the right to edit and correct submitted texts in terms of language, style, logic, spelling and punctuation, as well as to shorten texts that exceed the required length
- the text should be accompanied by 1 photograph of the product(s) to which the text refers, with a minimum quality of 300 ppi
- preferred photo format: .jpg/.png/.tiff; photos pasted into Word and submitted as .doc files will not be accepted due to poor quality
- the photo must not be a reduced version of the advertisement or contain the company logo; the editor reserves the right to remove the company logo from the photo if it is present