

MEPLA KIT 2026

Online & Print



Poland's No.1 plastics business portal

www.plastech.pl

Over 20 years online

Business directory

B2B marketplace

Industry news

Sponsored content

Newsletter

PLAST ECHO

Print & Digital Magazine
for the Plastics Industry

Trade journal since 2020

2,000 copies printed

Distributed in Poland

Free digital edition

Reaching key decision-makers

International edition in English

Portal profile

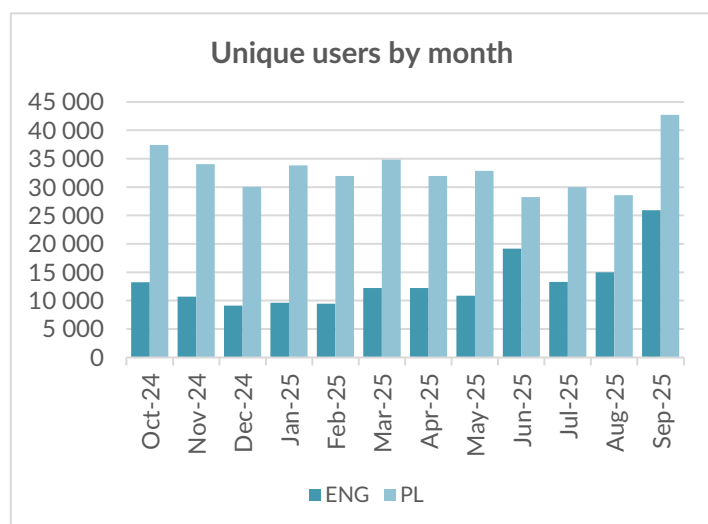
Plastech.pl is Poland's largest and most trusted online platform for the plastics and packaging industry. For over 20 years, it has delivered the widest reach in the market and remains the primary digital gateway to industry news, business opportunities and strategic partnerships.

		plastech.pl	plastech.biz
			
Online since		Dec 2002	Feb 2008
Registered companies		4,077	1,080
Published news		12,993	8,839
Registered users		12,908	3,144
Published B2B offers		~137,000	~137,000
Newsletter subscribers		9,246	-
Average unique users monthly		33,028	13,412
Average pageviews monthly		187,350	38,422

Data: October 2025

One of the portal's core features is the B2B Offers section, which provides companies with a platform to showcase products, services and technologies, and to find new partners.

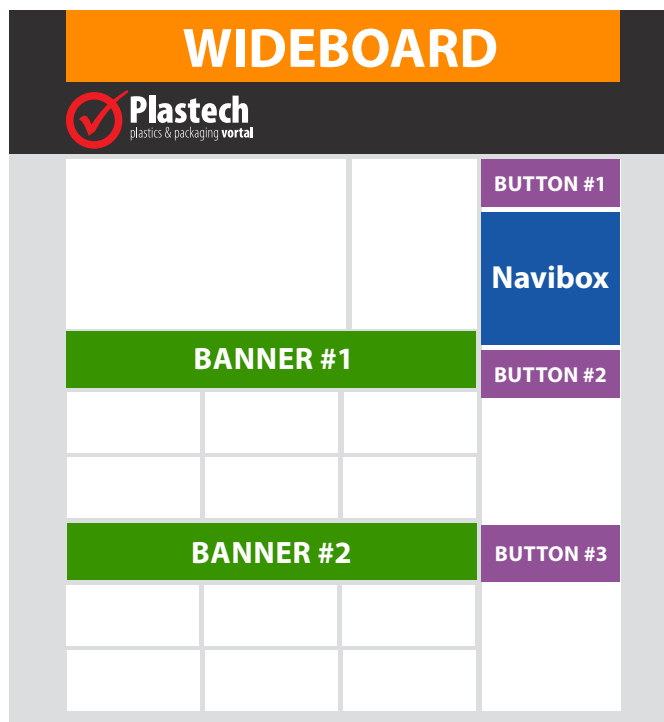
Plastech.pl is an official media partner of leading industry organisations and major trade fairs such as Plastpol and K Show, supporting innovation, sustainability and global networking.



Monthly unique users – past 12 months

Banner advertising

Banners are displayed in a rotating system (6 banners per location), ensuring regular exposure across the site. All banner positions are visible on key high-traffic pages, including the homepage and the news section.



Format	Dimensions [px] desktop/mobile	plastech.pl 	plastech.biz 
Wideboard	1304x168 524x233	1,240 EUR	621 EUR
Banner #1	974x110 524x116	890 EUR	444 EUR
Banner #2	974x110 524x116	704 EUR	352 EUR
Navibox	314x302 220x212	771 EUR	387 EUR
Button #1	314x112 220x78	605 EUR	304 EUR
Button #2	314x112 220x78	555 EUR	276 EUR
Button #3	314x112 220x78	469 EUR	235 EUR

Placement: all pages of the selected domain
 Period: 1 month
 Frequency: every 6 views

Desktop and mobile versions (mobile view displayed automatically on screens below 768 px). Accepted formats: HTML5, JPG, GIF, PNG. Creative support: animated desktop + static mobile banner – 152 EUR (free for campaigns above 915 EUR).

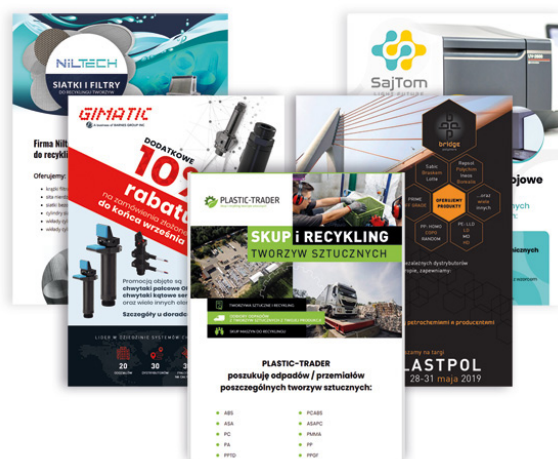
E-mail advertising

E-mailing on Plastech.pl is one of the most effective ways to reach plastics and packaging professionals directly in their inboxes. The Polish user base currently includes 12,900 recipients, regularly updated to ensure quality contacts.

Preparation and dispatch of e-mailing

428 EUR

- Direct access to industry decision-makers
- Precisely targeted communication
- Fast turnaround and measurable results
- Ideal for promoting products, news, and events



Newsletter

The Plastech.pl weekly newsletter (sent every Friday to 9,000+ subscribers) delivers the latest industry news and promotes your brand directly in subscribers' inboxes.

Banner placement in 1 newsletter

152 EUR

Top B2B offers

- Connects suppliers and buyers
- Promote products, machinery, services, waste streams
- Only verified companies
- Automatic translation into Polish and English
- Top Offers appear on homepage + newsletter (9,000+ recipients)

1 week

28 EUR

2 weeks

49 EUR

4 weeks

83 EUR

12 weeks

203 EUR

Sponsored article

A sponsored article on Plastech.pl positions your company as an expert and provides high-value content tailored to the plastics and packaging industry.

Visibility & reach:

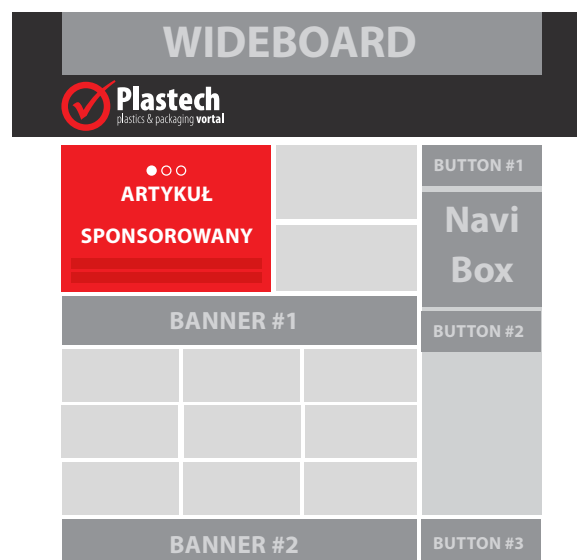
- Featured on homepage for 1 week, then archived in the News section
- Included in the weekly newsletter (9,000+ subscribers)

Publication of advertiser's article (1 week)

366 EUR

Writing & publication (1 week)

610 EUR



All rates are in €. Rates do not include VAT.

Business directory

The Plastech.pl Business Directory is a trusted database of over 5,000 verified companies in the plastics sector. Company details are regularly updated, with Polish firms verified monthly in the official REGON database, ensuring reliability and compliance.

Each company profile is integrated with articles, videos, B2B offers and events, automatically boosting visibility. Enhanced listings provide higher search positions, ad exchange opportunities and more effective promotion.

Choose from several presentation types to match your business needs and reach new customers and business partners across the plastics value chain.

	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			
Publication of press releases	✗	✓	✓
Customised presentation of your company without banner ads	✗	✗	✓
Subdomain	✗	✗	✓
Full website statistics	✗	✗	✓
Annual subscription (1 language PL or EN)	0 EUR	152 EUR	396 EUR
Annual subscription (2nd language)	0 EUR	76 EUR	198 EUR

Video – Visiting...

Video is one of the most effective ways to present your company, product or production process in a dynamic and engaging format. It allows the most important information to be showcased in a clear and attractive way, increasing audience interest and brand recognition.

Visibility & reach:

- The video (with article) is highlighted on the homepage for 1 week
- Then archived in the News section for continued visibility

The video can be produced either at a trade fair or directly at your company's premises. As part of the service, an article is also prepared and published together with the video.

Travel and accommodation costs (if required) may be added depending on the filming location.

Production and publication of video	1,219 EUR
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Job offer

A Top Job Offer highlighted for 1 week ensures maximum visibility for your recruitment campaign on Plastech.pl.

1 week	63 EUR
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Placement:

- Prominently displayed on the homepage and in key job sections
- Increased reach and stronger candidate response

All rates are in €. Rates do not include VAT.

Magazine profile

Plast Echo is the print magazine of Plastechn.pl, launched in 2020 as a natural extension of Poland's leading plastics portal. Published in Polish, it also appears once a year in English for major European trade fairs, promoting Polish companies and supporting international business contacts.

Together with Plastechn.pl, the magazine delivers reliable information, extensive advertising opportunities and strong partnerships with industry organisations. Both media are an integral part of communication strategies in the plastics sector.

Plast Echo reaches around 2,000 subscribers, representing Polish companies across the entire plastics value chain – from raw material producers and converters to packaging manufacturers and recycling leaders. This trusted readership gives advertisers direct access to key decision-makers in the industry.



Magazine advertisement

1/1 page	205 x 270	1,109 EUR
1/2 page	98 x 270 / 205 x 132	665 EUR
1/3 page	68 x 270	444 EUR
2nd/3rd cover	205 x 270	1,387 EUR
4th cover	205 x 270	1,663 EUR
Insert	leaflet, brochure, coupon, gadget, invitation, ticket.	1,384 EUR

Bleeds: + 5 mm

Range of suppliers

This section presents the business cards of leading suppliers of products and services in the plastics industry.

Business card	445 EUR
• presentation in 4 Polish editions	
Business card	223 EUR
• presentation in International Edition	



All rates are in €. Rates do not include VAT.

Partner article

A partner article is a paid editorial-style publication created in co-operation with a company. It presents its solutions, products or expertise in a professional and informative way while maintaining the magazine's tone and visual style. The content builds credibility and positions the company as an expert.

Partner article	833 EUR
• 2-page article	
• up to 6000 characters + photos	
Partner article + full-page advertisement	1,375 EUR
• 1 page: text up to 3,000 characters + photos	
• full-page advertisement	

Publishing plan

Polish Editions 2026

Language: Polish

Distribution:

- 2,000 copies – postal delivery to subscribers (each issue)
- Issue 2: +300 copies at Plastpol trade fair

Issue	Period	Circulation	Editorial deadline	Distribution date
1-2026 / 48	Jan-Mar	2,000	23 Jan	13 Feb
2-2026 / 49	Apr-Jun	2,000 + 300 at Plastpol	17 Apr	08 May
3-2026 / 50	Jul-Sep	2,000	04 Sep	25 Sep
4-2026 / 51	Oct-Dec	2,000	05 Nov	27 Nov

International Edition 2026

Language: English

Distribution:

- 100% of copies distributed at major international trade fairs

Issue	Period	Circulation	Editorial deadline	Distribution date
IE4-2026	Mar	2,000	06 Mar	27 Mar

Digital Edition (all issues)

- Extends reach across the plastics industry in Poland and abroad
- All editions are also available in digital format – free on Plastechn.pl
- Sent to 12,000+ portal users

Plast Echo combines the authority of print with the reach of Plastechn.pl, delivering a powerful multi-channel advertising platform.

Loyalty discount system

- Fair and transparent pricing based on your total spend over the past 12 months
- Add services to the cart – your discount is applied automatically
- Additional benefits available for long-term cooperation



Let's talk about your visibility in 2026!

Contact us to reserve your space and take advantage of attractive discounts and loyalty benefits.



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