

maszyny budowlane, drogowe, komunalne

atb

aktualności
techniki budowlanej



Machinery and equipment for civil engineering, road-building and earth-moving, parks, gardens, landscaping and municipal applications

New – the construction machinery magazine for Poland

Media Data 2008

The magazine „atb – aktualności techniki budowlanej“ addresses themes concerned with building construction, road-building and municipal applications.

Topics in focus include innovations in construction plant, construction machinery engineering with market overviews, construction machinery in practical use, equipment, tools, fuels and lubricants, construction vehicles, formwork, construction methods and business management. News from the construction machinery branch, features and interviews, as well as user surveys round off the editorial programme.

The „Classified ads“ sector with new and used machines for sale and wanted, machine hire, spare parts, business contacts, as well as situations vacant and job seekers enhance the topicality and attractiveness of each issue.

The monthly magazine in Poland for

- Construction machinery dealers, importers and manufacturers
- Used machine dealers
- Construction machinery hire firms
- Spare parts and accessories trade
- Civil engineering
- Road-building
- Gravel pits
- Quarries
- Park and garden landscaping
- Building construction firms
- Building yards
- Road maintenance depots

Regular sections in atb:

- Management, law and financing in the building trade
- Topics in focus (see Editorial Programme)
- Innovations – machines, vehicles, equipment
- Reports from construction sites
- Interviews
- User surveys
- Market overviews of relevant product groups

Advertising section:

- New and used machines for sale and wanted
- Construction machinery for hire
- Spare parts
- Business contacts
- Situations vacant
- Jobs wanted

Circulation: 10,000 copies – free distribution by post to the target groups.

Publisher, editor and editorial staff: Boomgaarden Medien Sp. z o.o.

62-604 Kościelec, Rusków II 62 (Polen)

Telephone 0048-63-261 60 83, 261 63 84, 261 63 85

Telefax 0048-63-272 54 17

E-mail: atb@atrexpress.com.pl

Representative in Western Europe:

Eilbote Boomgaarden Verlag GmbH

Postfach 1263 · D-21412 Winsen/Luhe

Telephone 00 49-(0) 41 71-78 35-0 · Telefax 00 49-(0) 41 71-78 35 35

E-Mail: verlag@eilbote-online.de

Publisher's representatives:

France: J.-P. Houpert · 45, rue de l'Épargne · F-94600 Choisy-le-Roi
Tel. 00 33-(0) 6 63 97 36 66 · jphoupert@aol.com

Italy: H. Niedler · Troyesstraße 38a · D-64297 Darmstadt
Tel. 00 49-(0) 61 51-5 70 41 · horst.niedler@t-online.de

Austria: M. Schachinger · Haslingergasse 20 · A-1170 Wien
Tel. + Fax 00 43-(0) 1-4 89 64 46 · schachingerwien@utanet.at



Magazine format: DIN A4 (297 mm high x 210 mm wide)

Type area: 270 mm high, 192 mm wide

One page comprises 1080 mm

Column width: 45 mm

Number of columns: 4

Our service:

Translation into Polish is included in the advertising rate.

Advertising rates:	Format	Basic price b/w	2-colour	3-colour	4-colour
	1/1 page:	2.278,80	2.408,40	2.538,00	2.667,60
	3/4 page:	1.709,10	1.806,30	1.903,50	2.000,70
	1/2 page:	1.139,40	1.204,20	1.269,00	1.333,80
	1/3 page:	759,60	802,80	846,00	889,20
	1/4 page:	569,70	602,10	634,50	666,90
	1/8 page:	284,85	301,05	317,25	333,45

Basic price euro 2,11 (b/w) pro 1-column millimetre

Prices for preferred position – front page (4-colour)

Format 210 mm wide x 220 mm high

plus 3 mm trim on right € 2.520,- (eligible for discount)

Other preferred positions 10% surcharge

Discounts: For bookings within twelve months

Frequency discount E	3x	6x	12x	24x
	5%	10%	15%	20%

Volume discount	500 mm	1.000 mm	3.000 mm	6.000 mm	9.000 mm	12.000 mm
	3 %	5 %	10 %	15 %	20 %	25 %

Basic price for occasional advertisement: (type size: 2 mm)

For Sale, Wanted, Exchanges

Minimum price

Situations vacant*, Representations*, Business contacts*

Situations wanted*

*publication 2-, 3- or 4-columns

mm-price

€ 1,75

€ 27,-

€ 1,75

Box number € 13,- per advertisement incl. postage

Frequency discount G: for repeat insertions of the same occasional advert

(see under Basic prices for occasional advertisements)

for at least 2 publications 10 % · 3 publications 15%

Prices and value added tax: all prices in euro plus the applicable statutory value added tax (VAT)

Bleed surcharges: 10 % of basic price (discountable):

size of page plus 3 mm trim per bleed side

Surcharge will be billed for bleed on just one side too.

Advertisements across gutter: 10 % surcharge on basic price

Printing method: sheet-fed offset

Binding method: wire-stitched

Printing copy: digital (please ask for our leaflet)

Loose and bound inserts: loose and bound inserts are possible.

Information and prices on request.

Advertisement combination with Eilbote 10% Advertisement combination with Eilbote.