

ambalaža REGprint

MEDIA KIT



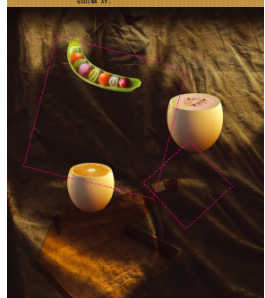
ambalaža



ambalaža



ambalaža



Trade journal AMBALAŽA/REGprint is the first and the only trade journal for the packaging, graphic arts and printing industry in Croatia. For more than twenty years, it has been covering the trends and main topics of the industries in Croatia and regional countries (Bosnia and Herzegovina, Macedonia, Montenegro, Serbia and Slovenia), and has been featuring the latest global achievements as well. It is distributed to users and producers of packaging, printers, graphic and printing equipment suppliers, advertising agencies, graphic design studios, publishers, trade organizations, relevant educational institutions and professional associations.

If you would like to be the first ones to know about new trends in the region, enhance your business and get introduced to latest technologies – read AMBALAŽA/REGprint trade journal!

Features: Interview, Focus, World Experience, World News, Packaging in Croatia, News from Croatia, We Visited, Prepress, Printing, Finishing, Graphic Arts Materials, Packaging and the Environment, Printing and the Environment, Transport Packing, Marking, Coding and Labeling on Packaging, Design, Book Review, Glossary, Croatian Waste Market,

Conferences, Fairs, Exhibitions, List of Fairs and Exhibitions in the Packaging and Graphic Arts Industry...

Many Croatian and international experts are authors of texts in AMBALAŽA/REGprint trade journal. So far, a very successful collaboration has been established with a large number of packaging producers and users, providers of IT equipment, machines and devices for the packaging and printing industry, transport companies, chambers of commerce, state bureaus, ministries, educational institutions...

If you want to find business partners, learn about packaging-related legislation and follow trends in the branch – read AMBALAŽA/REGprint trade journal!

Trade journal AMBALAŽA/REGprint is the co-organizer of the annual packaging festival FEST.A CROPAK, including the awards for best packaging on the Croatian and regional market (CROPAK and REGPAK) and a conference on actual topics in the packaging industry.

DATES OF PUBLISHING

No. 1/2016 March 30, 2016
No. 2/2016 June 30, 2016
No. 3/2016 September 30, 2016
No. 4/2016 December 15, 2016

SUBSCRIPTION

Subscription fee:
Croatia – HRK 300 + VAT
Foreign countries – EUR 60

PRINTRUN


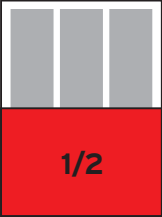
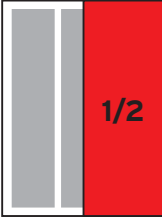
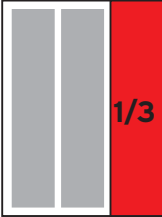
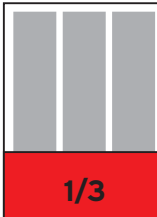
Each issue is distributed in 1,000 copies to target users and packaging and print producers in Croatia and the region

ADDITIONAL DISTRIBUTION

AMBALAŽA/REGprint is handed out to participants of international conferences and other events, as well as to visitors of packaging and graphic arts fairs



ADVERTISING IN TRADE JOURNAL AMBALAŽA/REGprint

				
1/1 950.00 EUR	1/2 650.00 EUR	1/2 650.00 EUR	1/3 550.00 EUR	1/3 550.00 EUR

Position	Price per month (EUR)	
	Fixed	Rotating*
BANNER 1 – Standard (230 x 55 px)	345,00	105,00
BANNER 2 – Large (230 x 110 px)	550,00	205,00
BANNER 3 – Exclusive (540 x 100 px)	685,00	-

**up to three banners rotate on the same position*

Advertisement formats:			
	Dimensions	Dimensions (+3 mm bleed)	Price (EUR)
Full page	220 x 285 mm	226 x 291 mm	950.00
1/2	220 x 142.5 mm	226 x 148,5 mm	650.00
1/2	110 x 285 mm	116 x 291 mm	650.00
1/3	74 x 285 mm	80 x 291 mm	550.00
1/3	220 x 95 mm	226 x 101 mm	550.00
Featured articles:		Price (EUR)	
one page		950.00	
two pages		1,400.00	
each additional page		450.00	
ANNUAL CONTRACT (4 issues):			
Numerous benefits for the client (more information on request)			

INSTRUCTIONS FOR ADVERTISEMENT DELIVERY

Materials should be submitted formatted for PC

- on CD, or
- by e-mail (size up to 11 MB)

FORMATS

- JPG
- TIFF
- EPS
- PDF

IMPORTANT

- minimal resolution should be 300 dpi for size 1/1
- color advertisement must be in CMYK (without spot colors)

TECTUS

Owner and publisher: Tectus d.o.o
 Radnička cesta 48 , 10000 Zagreb, Croatia
 Phone: +385 (0) 1 60 62 888, Fax: +385 (0) 1 60 62 889
 Email: ambalaza@ambalaza.hr, www.ambalaza.hr