

MEDIA PLAN 2012

PUBLISHING SCHEDULE
SUBJECT AREAS
AND ADVERTISEMENTS
– PRICE-LIST AND SIZE

 **Chłodnictwo
& Klimatyzacja**

PUBLISHING SCHEDULE AND SUBJECT AREAS IN 2012

Chłodnictwo & Klimatyzacja – nationwide, professional monthly magazine dedicated to practical issues of cooling, air conditioning, ventilation and heat pumps industries. This magazine provides practical knowledge on design, installation and operation of cooling equipment. It consults – providing lists and reviews – in selection of the planned investments, both large office and industrial and small household systems.

This magazine is addressed to designers, manufacturers, distributors, servicemen of cooling and air conditioning equipment and systems used in industry, trade, public utility facilities, office and housing buildings.

Besides technical materials, it publishes feature articles and interviews, information from business meetings and fairs.

This magazine prepares also special issues, focused on the selected topics (HVACR systems in hotels, heat pumps, refrigerated transport, thermal photography) and catalogues: split type air conditioners, Polish directory for cooling, air conditioning and ventilation industry.

It also organizes the Polish technical conference – Cooling and Air Conditioning Industry in Poland – New trends in development. Its jubilee, 11th edition will be in beginning of November 2011 in Warsaw.

This magazine is one of many professional magazines published by EURO-MEDIA Sp. z o.o. It has been published from 1996 and it will celebrate its 16 years on the market in the current year.

**& Chłodnictwo
& Klimatyzacja**



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EURO-MEDIA
Sp. z o.o.
FACHOWE CZASOPISMA DLA PRAKTYKÓW



Instalator Polski

G Gentner Verlag

The Instalator Polski and Euro-Media Publishing Group is a part of Gentner publishing company from Stuttgart, which was established in 1927. It issues 40 professional magazines as a publishing group, with its partners from Poland, Hungary, Czech Republic, Ukraine and Austria.

The main areas of topics include: sanitary, heating, gas and air conditioning techniques, renewable sources of energy, glazing and window techniques, electric fitting techniques, safeguards, repairs and painting of vehicles.

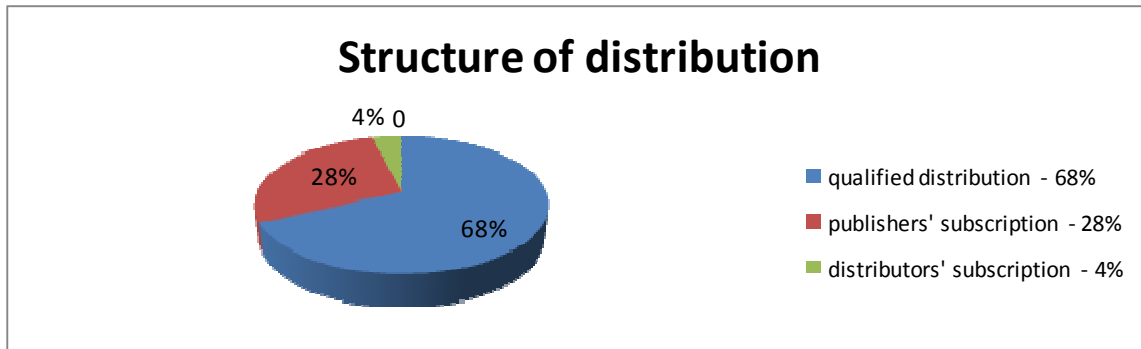
Gentner Verlag portfolio includes also items from medicine, including occupational medicine, are.

DISTRIBUTION



Circulation
3000 copies

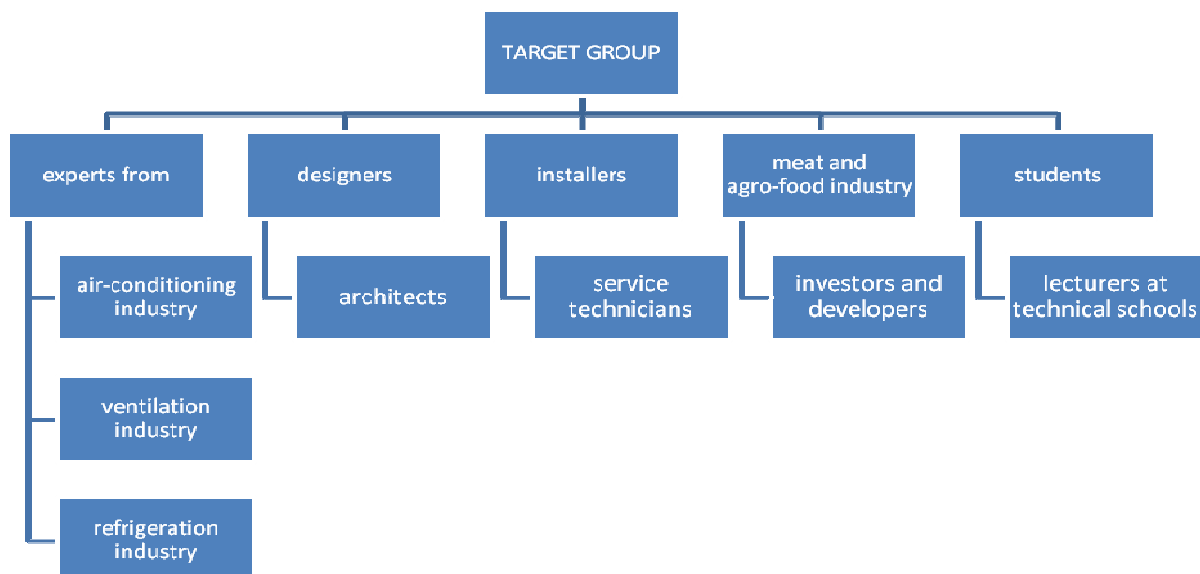
We are a member of Związek Kontroli Dystrybucji Prasy (Audit Bureau of Circulations Poland). Data concerning circulation and forms of magazine distribution are subject to strict control of independent auditor, who confirms their credibility



Data from ZKDP, average distribution in 2010

Distribution:

- by publishers and distributors subscription
- in branch wholesale stores
- by personalised dispatch to chosen group of business recipients
- in associations and organizations connected with the business
- during the biggest business events, trainings, conferences and trade fairs
- among members of Polish Chamber of Civil Engineers
- at higher education institutions and technical schools



PUBLISHING SCHEDULE AND SUBJECT AREAS IN 2012

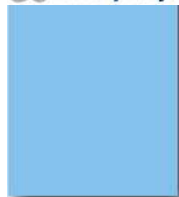
Number of issue	Schelude			Main topics	Furthermore	Review	Special issues and events organized by Chłodnictwo& Klimatyzacja magazine and other industry events
	Publication date	Date of submitting ads	Date of submitting complete materials				
1-2/2012	02.02.	10.01.	17.01.	<ul style="list-style-type: none"> Compressor systems for new refrigerating agents Balancing hydraulic HVAC systems 	<ul style="list-style-type: none"> Thermal cameras VRF systems Data Center Recovery of refrigerants 	<ul style="list-style-type: none"> VRF systems Refrigerants Glycols and antifreezes Refrigeration doors Roof ventilators 	KONFERENCJA ZAKOPANE BIK 16.01 Chillventa Rossija 7-9.02
3/2012	02.03.	10.02.	17.02.	<ul style="list-style-type: none"> Single stage compressor systems Installation service 	<ul style="list-style-type: none"> Noise Measuring, analysis, and control equipment Mechanical ventilation 	<ul style="list-style-type: none"> News 2012 Tools Oils 	Forum Wentylacja 21-22.03 Mostra Convegno Expocomfort 27-30.03
4/2012	03.04.	12.03.	16.03.	<ul style="list-style-type: none"> Double stage compressor Cooling in supermarkets 	<ul style="list-style-type: none"> Heat pumps Cooling beams Soil heat exchanger 	<ul style="list-style-type: none"> Air handling units Thermal cameras Plate, Shell and tube exchangers 	INSTALACJE 23-26.04.2012 Katalog klimatyzatory split
5/2012	07.05.	16.04.	19.04.	<ul style="list-style-type: none"> Cascade systems and autocascades Stores 	<ul style="list-style-type: none"> Modular cold stores, Cooling, freezing of fruit and vegetables Industrial air conditioning 	<ul style="list-style-type: none"> Water cooled chillers units Centrifugal fans Cooling towers 	
6/2012	5.06.	16.05.	21.05.	<ul style="list-style-type: none"> Cooling system modificatios Commercial buildings 	<ul style="list-style-type: none"> Condensing Units Refrigeration cabinets, counters, etc. Synthetic ice production 	<ul style="list-style-type: none"> Precise air conditioning Fire dampers Copper pipes 	Special issue HEAT PUMPS
7/2012	5.07.	14.06.	21.06.	<ul style="list-style-type: none"> cooling systems for mixtures and R744 Sport complex 	<ul style="list-style-type: none"> Air humidification and dehumidification Garage and paint shop ventilation Swimming complexes 	<ul style="list-style-type: none"> Fan-coils Air humidifiers Fan controllers 	
8/2012	2.08.	16.07.	17.07.	<ul style="list-style-type: none"> Ammonia refrigeration installations Health care buildings 	<ul style="list-style-type: none"> Automatics of air conditioning systems Air filtration Heat recovery 	<ul style="list-style-type: none"> Multi-splis Air cooled chillers units Recuperators Cooling and heating beams 	
9/2012	6.09.	17.08.	23.08.	<ul style="list-style-type: none"> Development of refrigeration cabinets, counters, etc. HVAC solutions for supermarkets 	<ul style="list-style-type: none"> Parameters control of cold storages and freezers Refrigeration monoblock units Automatics of refrigeration installations 	<ul style="list-style-type: none"> Condensing units Compressors Refrigeration cabinets, counters, etc 	Special issue - VENTILATION AND AIR CONDITIONING FOR HOTEL FACILITIES
10/2012	4.10.	17.09.	20.09.	<ul style="list-style-type: none"> Fire protection ventilation systems Issue of reduction of noise level and air conditioning and refrigeration units vibration 	<ul style="list-style-type: none"> Thermovision diagnosis Pressure differential systems Actuators 	<ul style="list-style-type: none"> Air coolers Air curtains Drycoolers 	HVAC COMPANIES CATALOGUE 2012/2013 Chillventa 9-11.10
11/2012	8.11.	17.10.	24.10	<ul style="list-style-type: none"> Adiabatic cooling Energy efficiency of units and installations 	<ul style="list-style-type: none"> Fans Ventilation and cooling in series production kitchens Heat pumps as a source of heat and refrigeration 	<ul style="list-style-type: none"> Fan convectors and heating units Compressor sets Ventilation and air conditioning stations 	Aqua Therm 14-16.11 CONFERENCE CHIK 21.11
12/2012	5.12.	15.11.	19.11.	<ul style="list-style-type: none"> Air conditioning in BMS systems Intelligent buildings Inverters 	<ul style="list-style-type: none"> Control of VRF systems The ventilation duct systems (VAV, CAV,...) Jet ventilation 	<ul style="list-style-type: none"> Regulators and controllers Anti explosive fans Rooftops 	

Thematic cycles

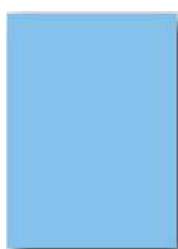
1. Balancing hydraulic HVAC systems
2. Air conditioning facilities Data Center
3. Installation and exploitation VRF systems
4. Compressor systems for new refrigerating agents

PRICELIST OF ADS and ANNOUNCEMENTS TECHNICAL SPECIFICATIONS

Chłodnictwo
& Klimatyzacja



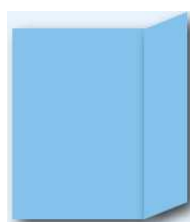
1st cover
197 / 211 mm
+ 5 mm for
bleeds
1500
EUR



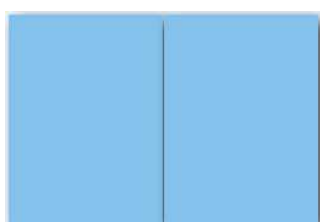
2nd/3rd/4th cover
205/285 mm
+ 5 mm for bleeds
1200 / 1150 /
1250 EUR



1/1 of page
205/285 mm
+ 5 mm for
bleeds
1100
EUR



Cover with a flap
410/285 mm +
5 mm for bleeds
2200
EUR

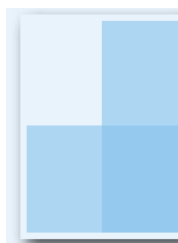


Centrefold
410/285 mm + 5mm for bleeds
1800
EUR



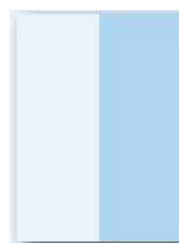
Junior page
150 / 211 mm
Junior page mini
104 x 143 mm

850 / 650
EUR



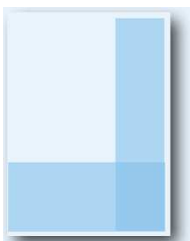
1/2 of a page
width 176/116 mm
height 85/237 mm

700
EUR



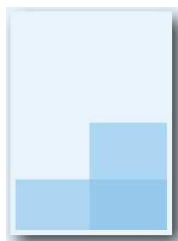
1/2 of a page
height 97/285
mm
+ 5 mm for
bleeds

750
EUR



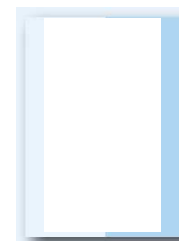
1/3 of a page
width 176/76 mm
height 55/237

mm
550
EUR



1/4 of a page
width 176/56 mm
height 85/116 mm

440
EUR



1/4 of a page
width 40/238 mm

450
EUR

SPECIAL OFFER

Sponsored article 1/1 page	820 EUR / page
Inserts (leaflets, folders) for the entire circulation <ul style="list-style-type: none"> • size 190/280 mm, • up to 20 g of weight per unit 	1 100 EUR / 3 000 pieces
Adhesives/sewn-in inserts provided by the advertiser (for the entire circulation only) <ul style="list-style-type: none"> • 1 card/ 2 pages (up to 20 g of weight per unit) • Max size 205/285 mm 	1 500 EUR

FONT ELEMENTS AND GRAPHIC ELEMENTS

All elements of fonts and graphics shall be placed min. 5 mm from the page net format edge. The thin lines (below 1 point) or graphic elements (e.g. grid) shall be made in a single color. It regards also fonts and objects in negative plate (for typical fonts 8 points and less). Minimum acceptable line thickness 0,5 point.

OFFSETS

Offset size around the page 5 mm outside page cutting format.

TEXT

Minimum text size for:

- single element fonts in single color – 5 points,
- two elements fonts in single color – 7 points,
- fonts in two or more colors: 8 points for single element and 10 for two elements.

The single element fonts shall be used for negative-positive texts. The black texts with font size less than 18 points shall be overprinted on the color background.

BLACK COLOR

The color made of the following components shall be built in order to obtain deeper black color on apli areas.

Cyan 40%, Magenta 40%, Yellow 40%, Black 100%

CENTERFOLDS AND LINKED PAGES

A single text line with small text size shall be not placed on the adjacent pages. the images passing at the binding on contact of two various papers (e.g. cover on coated paper, interior on mat paper) shall be avoided. It is not possible to reproduce similar colors on such pages in this case.

GLUED BINDING

The 5 mm side gluing effect shall be considered in designing the second and third cover page and the first and last insert page. This means that elements passing from one side to the other shall be located in such a way that the uniform passage effect is obtained when binding is finished. In order to improve clarity and visibility of elements on the linked pages, they shall be moved from the back: on the right and left side – by 2 mm.

MATERIALS FOR PRINTING

PDF – composite, TIFF or JPG without compression, EPS with exchange for curves.

Photography resolution: 300 dpi.

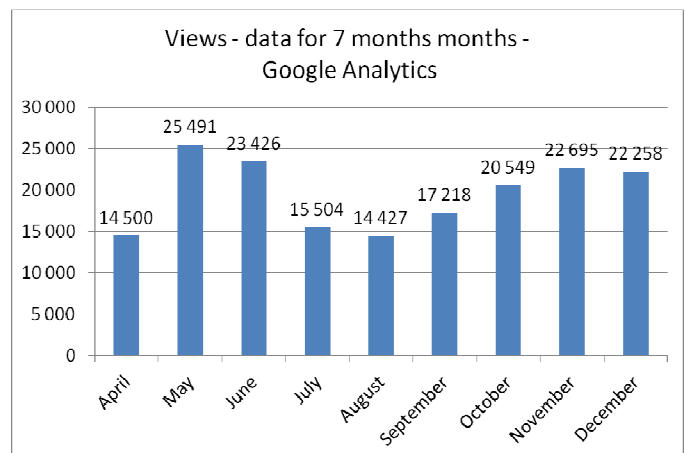
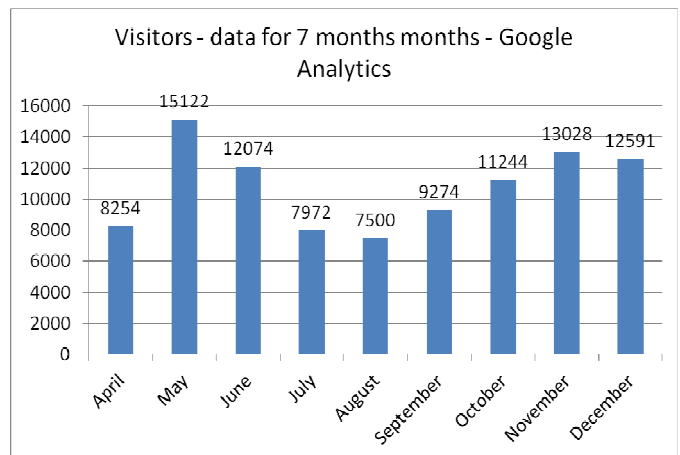
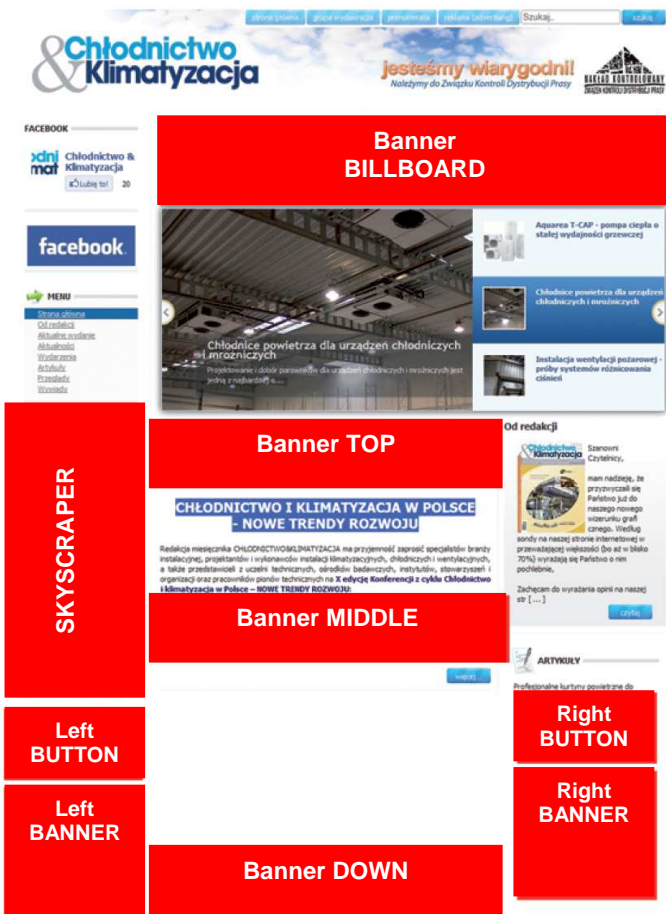
Register crosses shall not be placed.

The color template is necessary for printing: digital proof, cromalin.

INTERNET ADVERTISING

- News
- Training
- Events
- Technical Articles
- Review of Products
- Interviews
- On-Line Catalogue

	Type	Dimensions * (pixels)	File Format	Price (EUR)
Billboard	STANDARD	750x100	gif, swf, jpg	275
	MAX	750x150	gif, swf, jpg	300
Banner TOP	STANDARD	468x120	gif, swf, jpg	200
Banner MIDDLE	STANDARD	468x120	gif, swf, jpg	160
Banner DOWN	STANDARD	468x120	gif, swf, jpg	115
Left column	BUTTON	160x80	gif, swf, jpg	70
	BANNER	160x160	gif, swf, jpg	115
	SKYSCRAPER	160x600	gif, swf, jpg	205
Right column	BUTTON	160x80	gif, swf, jpg	70
	BANNER	160x160	gif, swf, jpg	115
	SKYSCRAPER	160x600	gif, swf, jpg	205



- All banners are linked to a website chosen by the customer or PDF material.
- Other non-standard dimensions of banners can be displayed when agreed in advance.
- Banners and links are emitted for a period of 30 days.
- Ads are shown on a rotating basis

TERMS FOR PUBLISHING OF ANNOUNCEMENTS AND ADVERTISEMENTS

I. Terms for sale of advertisement surface

1. The advertisements and announcements in magazines published by Instalator Polski and Euro-Media publishing house are included on the base of "contract-order" form, signed by the authorized representative of the payer. The "contract-order" form specifies type of advertisement, its size, publishing date and terms of payments. When order is submitted by the payer's representative, a written authorization must be attached to the contract-order.
2. Prices specified in the price-list are provided as net prices, to which VAT tax shall be added.
3. Deadlines for surface booking, order submitting and delivery of materials are specified in the publishing plan.
4. The Buyer is obliged to deliver, on its own cost, advertisements in electronic form, according to technical requirements for advertising materials.
5. The Publisher is not responsible for color saturation in advertisement when the Buyer will not deliver cromalin or match print.
6. If the Buyer wishes to use the prepared and developed advertisement (announcement), not owned by the Buyer, in other publications, and such advertisement (announcement) has been developed by Instalator Polski or Euro-Media, it shall obtain Publisher's approval for using the advertisement design.
7. The rates published in the price-list do not include development of design and graphical development of advertisement (announcement). The Publisher will charge the Buyer for graphical services – design and typography, e.g. embedded photos, processing of materials delivered for advertisement – by current rates in force in the Publishing House.
8. Any modifications in content or form of announcement accepted for completion by the Announcement Office and prepared by the Announcement Office, shall be submitted in the written form not later than 21 days prior such announcement is published. The buyer can not make any modifications after this date.
9. Discounts apply in case of actually sold surface. The modifications of terms of order result in necessary modification of discount. Instalator Polski or Euro-Media company in such case will issue immediately the correcting invoices to the issued already invoices.
10. The Publisher does not guarantee the Buyer that the advertisement will be published on the specific page and the Publisher does not guarantee that advertisement of the competitive company is not published next to the Buyer's advertisement unless the interested parties conclude the relevant agreement specifying these issues otherwise.
11. Instalator Polski and Euro-Media publishing company will make any efforts to provide the highest content and graphic quality for advertisements.

12. In case of failure to fulfill contract or undue fulfillment of contract for reasons on the Publisher side, the Publisher undertakes to place advertisement (announcement) again on date agreed with the Buyer, and when it is impossible – to reimburse price paid by the Buyer.
13. If the customer books surface for advertisement, which it shall deliver as "ready", and the customer does not deliver it within deadline indicated in the publishing plan or the customer resigns from its printing, the customer will be charged with contractual penalty amounted to 100% of the ordered services.
14. The text of the sponsored article advertisement (announcement) must be clearly marked, according to requirements provided in the press law.
15. The editorial office is not responsible for content of the published advertisements (announcements) and it is authorized to reject publication of advertisement, announcement, insert or inset which content or form is contrary to the law, publishing line and character of the magazine.
16. If materials delivered by the Buyer shall be returned after using, the Buyer shall reserve it in the "contract-order".
17. The possible claims shall be submitted in the written form within 14 days from publication of the advertisement, providing the detailed description of the claimed issue. The claims submitted after such date will be not considered. The advertisements, which designs were delivered without cromalin or match print, can not be claimed.

II. Payment terms

1. The invoices are issued on the base of the fact that announcement is printed according to the order.
2. The Buyer shall make payments on the base of invoice within 14 days on the Publisher's bank account.
3. In case the Buyer delays in payment for the completed service, the Publisher will be authorized to charge interests on the legal rates, accruing from delay starting date. the Editorial Office reserves the right to suspend printing of the ordered announcements and advertisements if previous ones are not paid.

III. The ordering of announcement or advertisement indicates approval of the above terms of sales.

IV. The provisions of press law and the Civil Code apply in all cases not governed in the provided above terms.



Chairman of the Board
Instalator Polski Sp. z o.o.
Euro-Media Sp. z o.o.

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