

PUBLISHING
Offer 2012

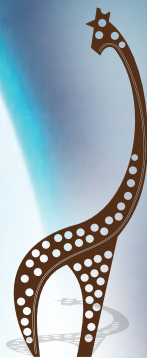
Laboratorium

Przegląd Ogólnopolski

The compendium of
practical
knowledge

20 LAT

 **ELAMED**
WYDAWNICTWO



WYSOKI
POZIOM

📍 Spectrum of readers:

- Medical laboratories
- Industrial and environmental laboratories
- Higher education and R&D laboratories

📍 Distribution channels:

- Subscription
- Targeted shipping
- Distribution at the key events of the laboratory industry

📍 We ensure distribution during:

Event	Place	Date
AUTOMATICON 2012 Fair	Warszawa	20-23.03.2012
EuroLab Fair	Warszawa	28-30.03.2012
BioForum Fair	Brno	23-24.05.2012
ExpoLAB Fair	Sosnowiec	24-26.10.2012
POLEKO Fair	Poznań	20-23.11.2012

The up-to-date schedule of events available at www.laboratorium.elamed.pl

📍 Publishing schedule:

Issue	Main topic	Deadline for sending orders and materials	Publishing date
1-2/2012	Catalogue	8.12.2011	January 2012
3-4/2012	Material testing	8.02.2012	March 2012
5-6/2012	Food, water, pharmacy	8.04.2012	May 2012
7-8/2012	Life-science	8.06.2012	July 2012
9-10/2012	Laboratory equipment	8.08.2012	September 2012
11-12/2012	Environmental analysis and safety	8.10.2012	November 2012

CIRCULATION: 6000 copies

📍 Pricing presentation (net price)

IV cover – 1120 EUR • III cover – 1040 EUR • II cover – 1070 EUR

1 page – 900 EUR • 1/2 page – 630 EUR • 1/3 page – 500 EUR • 1/4 page – 390 EUR

1 page advertorial – 660 EUR • inserts, band – 880 EUR

1 page (on thicker paper with a tag with a company's logo) – **1230 EUR**

I cover gatefold (2 pages on thicker paper next to I cover) – **2170 EUR**

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