

CityInvestPoland

“A Special Publication of BiznesPolska.pl”

September 2008

Concept:

This annual publication [2009 edition] targets foreign investors considering investment in Poland, particularly in the BPO/outsourcing, greenfield manufacturing, and real estate sectors.

CityInvestPoland is a handbook for direct investors, and provides essential data and key contacts in Poland's major cities and regions, and special economic zones – all in a standardized format so that investors can compare and contrast regions.



Content: (English only)

- Profiles of all Voivods in Poland (1 page each):
 - ❖ Key governmental decisionmakers
 - ❖ Demographics and population
 - ❖ Key advantages to invest in this region and government's strategy
 - ❖ List of largest investors in the region
 - ❖ Major upcoming tenders or investment projects
 - ❖ Summary of key infrastructure developments
- Profiles of largest city in each region (2 pages each):
 - ❖ Key governmental decisionmakers
 - ❖ Demographics and population
 - ❖ Key advantages to invest in this city and government's strategy
 - ❖ List of largest investors in the city
 - ❖ Major upcoming tenders or investment projects
 - ❖ Summary of key infrastructure developments
- List of Distribution and Warehouse centers (4 pages)
- Map of Poland, (2-page fold-out inside back page) providing details of:
 - ❖ Road and Rail Network
 - ❖ Airports across Poland
 - ❖ Distribution and warehouse centers (largest)
- List of all Special Economic Zones, key contacts, and largest investors (one page each) (16 pages)
- Pictures and profiles of planned Sports Stadiums in Poland (6 pages)
- BPO/Outsourcing Projects in Poland (2 pages) – Top 25

Advertisers:

- City Promotion Offices across Poland
- Special Economic Zones
- Owners of real estate and buildings, including raw land.
- BPO/outsourcing sector investors and advisors
- Personnel Recruitment
- Office Space
- Banking and Financial services; Leasing of business equipment and Cars; Office equipment, such as copiers, telecom equipment; Accounting and book-keeping services; Office Supplies; Legal, Tax, and Consulting advice; Business Insurance; Computer hardware and software; Telecoms; Internet

Target Audience:

- International Investors considering relocation of Outsourcing or Manufacturing to Poland
- Commercial Real Estate investors seeking to buy land, or other properties currently owned by City-authorities throughout Poland
- Global corporations considering direct FDI investment options worldwide, from Asia, India, South America or eastern Europe.
- Infrastructure investors



Distribution Details:

- Print run – **10,000** copies
- **3,000** – Distribution at International Real Estate and Investment Fairs, including **ExpoReal in Munich** in October 2008
- **3,000** – Inserted into all subscription copies of our 5 Biznes Gazety in Warsaw, Poznan, Wroclaw, Gdansk/Gdynia, and Katowice.
- **4,000** – Distributed with Polish cities and investment promotion directly through their offices, as well as Foreign Chambers of Commerce and PAIZ.
- **On-line Internet distribution via free PDF distribution through these websites. (PDF versions in languages German, Japanese, Korean, or Spanish can be prepared on an individual fee basis):**
 - ❖ BizPoland.pl
– English
 - ❖ BiznesPolska.pl – Polish
 - ❖ PropertyBizPoland.pl – English

Layout, Design, and Print Details:

Pages: 80-96 pages (full color); A4; Cover glossy; Full-color.

Ads sizes:

Full page: 210 mm x 297 mm (plus 5 mm bleed around)

Tech requirements: Digital files; color space CMYK;

bitmap at 300 dpi saved as .tif

vector based file with fonts converted to outlines saved as .eps

Deadlines: Advertising Reservation: 31 August; Advertising

Materials: 15 September; Distribution: 1st October

Advertising Prices:

Main Sponsorship: PLN 24,500 (includes: Back Page; One Inside Page; Logo on cover and all editorial pages)

Full Page rate: 12,500 PLN.

Inside Front Cover: 16,500 PLN

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Deadlines:

Advertising reservation: **14 Sep**

Advertising deadline: **21 Sept**

Distribution starts: **1 Oct**

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