



An undisputed leader in the sector of trade press devoted to widely understood advertisement.

OOH Magazine is addressed to an executives or managers responsible for advertising budgets of big companies, media houses, advertising agencies and representatives of advertising sector. Sectors: marketing, event, POS, labeling & packaging, promotional products.

### DISTRIBUTION

Subscription, distribution on commercial fairs and delivery to selected data base:

- Final clients' marketing department (corporations and medium size companies)
- Marketing and purchasing departments of major companies and small and medium size companies
- BTL & ATL advertising agencies, marketing and Public Relations agencies
- Outdoor advertising agencies and outdoor companies
- Advertising producer

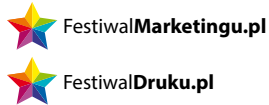
Nationwide range. Circulation - February: 8 000 copies, September: 10 000 copies, April & October: 6 000 copies. Frequency - 4 issues per year.



Member of:



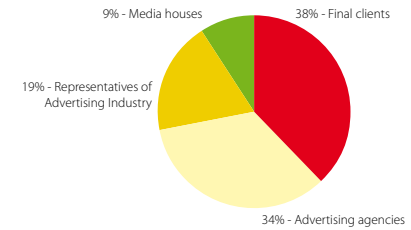
Organizer:



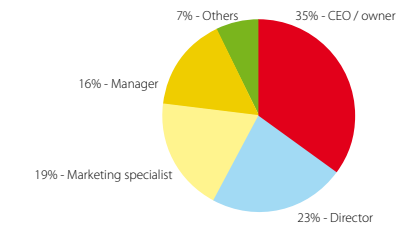
Coordinator



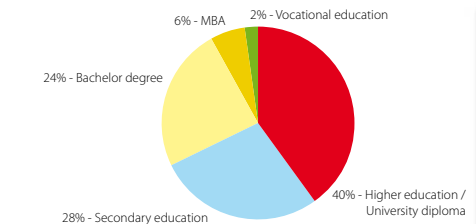
## STATISTICS



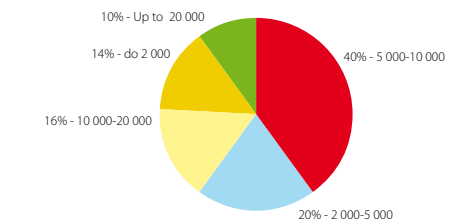
distribution



position



education



income



**01 / February-March**  
**Sport Marketing**  
*Circulation – 8 000*

- Brand on T-shirt – about the sport marketing
- Sportsmen in social campaigns
- Advertising support during sporting events

- Merchandising in sports stores

- Promotional products for World Cup 2018

- Packaging for the sport

- **Separate edition: OOH event catalog!**
- Fan zones

- PSP 2018



**02 / April-June**  
**Marketing to FITNESS**  
*Circulation – 6 000*

- Fitness is trendy - about the fashion for staying fit
- Healthy lifestyle campaigns

- **POS REPORT**

- **PSP 2018 Summary**
- Trends in sportswear
- promotional textiles

- Fitness events
- Events on sports facilities
- Fit Catering - as a trend



**03 / July-September**  
**Loyalty Marketing**  
*Circulation – 10 000*

- Loyalty programs as a marketing tool
- Consumer Lotteries Cannes Lions 2018

- Lotteries, competitions and marketing campaigns at the point of sale

- Christmas Gadgets
- How do promotional products build loyalty?
- How to build loyalty on the line supplier-agencies?

- Packaging and loyalty

- **Separate edition: OOH event catalog!**

- Marketing Festival 2018
- Promo Show 2018



**04 / October-December**  
**Kids Marketing**  
*Circulation – 6 000*

- **MARKETING MIX Summary**
- Marketing for kids (and parents)
- Children social campaigns

- **POS STARS Summary**

- **SUPER GIFT Summary**
- Merchandising in kids stores
- Sampling in kids marketing
- Gadgets for children

- Kids packaging - how to attract child's gaze?
- Safety of product packaging for children

- **Event MIX Summary**
- Facilities and services for families with kids

- PSP 2019

MARKETING

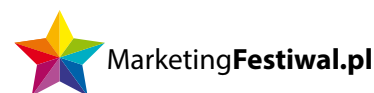
POS

PROMO

LABELS & PACKAGING

EVENT

ISSUE PREPARED FOR



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## OOH magazine

### Ads:

1 page - 800 €  
1/2 page - 500 €

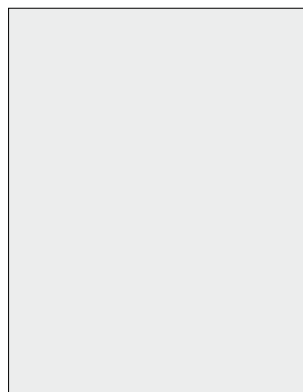
### Ads - covers:

1st cover - price determined individually  
2nd cover - 1000 €  
3rd cover - 1000 €  
4th cover - 1300 €

### Sponsored article:

1 page - 500 €  
Double page - 800 €

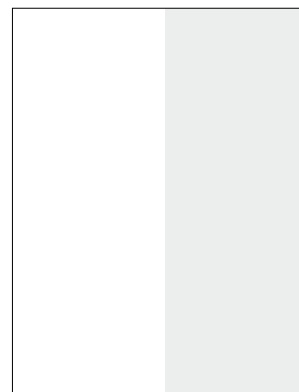
1 page / cover  
205 x 265 mm



1/2 page / horizontal  
205 x 130 mm



1/2 page / vertical  
100 x 265 mm



## www.oohmagazine.pl

### Banner 900x150 px:

homepage - 150 € / month  
subpages - 100 € / month

**Job announcement** - 50 €

### Sponsored article:

(website) - 125 €

## newsletters

Advertising Agencies - 250 €  
Final Customers - 250 €

www.oohmagazine.pl  
Baner 900 x 150 pix

