



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, digital signage, 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 - 4,000 copies (February & April), September: 5000 copies, October: 5000 copies. Frequency - 3 issues per year.



Member of:



Organizer:



OOH magazine is printed in:



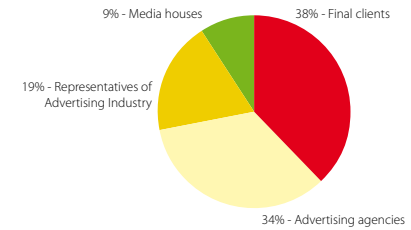
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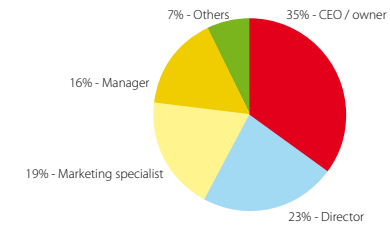
In e-mail marketing campaigns we use:



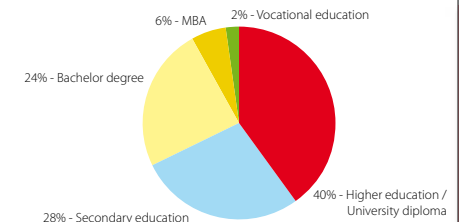
STATISTICS



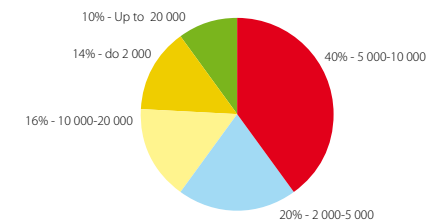
distribution



position



education



income



01 / February-March
Sales & Retail

- Mass customization
- Point of Sale marketing

- Visual Merchandising
- Creative window displays

- Creative Digital Signage campaigns

- Lanyards – evolution of products
- Promotional products as a sale support
- News 2017

- Packaging as an ally of sales
- Best packaging - labels for food

- Murals - creative OOH advertising

- Marketing to Millennials
- CEE Retail Summit



02 / April-June
Marketing to seniors

- Marketing to seniors
- Intergenerational marketing

- POS in pharmacies and clinics

- Location and effect - of effective Digital Signage advertising locations

- Promotional products for seniors
- Promotional clothes for any occasion

- **Packaging REPORT**

- Printing for clothing with the “WOW effect”
- Branding advertising materials

- Packaging Innovations
- Marketing to seniors



03 / July-September
Marketing for construction companies

- Marketing for construction companies
- Celebrities in advertising

- Merchandising in DIY & constructions stores

- Digital Signage for construction industry

- Calendars
- Christmas promotional products

- Gift packaging

- Printing for interior design
- Exhibitions

- Marketing Festival



04 / October-December
Marketing in the zoological industry

- Best campaigns in for the zoological industry
- Market analysis zoological industry
- Marketing MIX conference – review
- EVENT MIX conference – review

- **POS REPORT**

- Digital Signage for HORECA

- Super Gift 2017 – review
- Promotional products for pets

- Packaging for zoological industry

- Print finishing

PROMO CATALOGUE



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MARKETING

POS

DS

PROMO

LABELS & PACKAGING

PRINT

EVENTS



OOH magazine

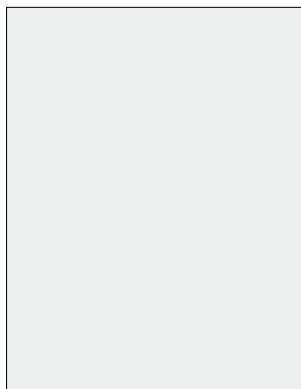
Ads:

- 1 page - 800 €
- 1/2 page - 500 €
- 4th cover - 1200 €

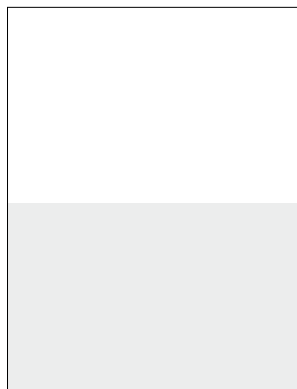
Sponsored article:

- 1 page - 500 €
- Double page - 800 €

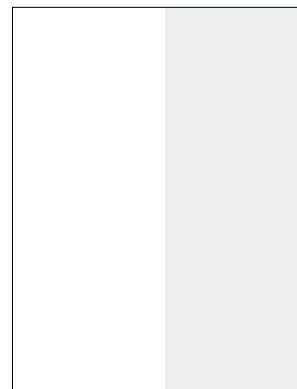
1 page / cover
205 x 265 mm



1/2 page / horizontal
205 x 130 mm



1/2 page / vertical
100 x 265 mm



www.oohmagazine.pl
www.giftsonline.pl

Banner:

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

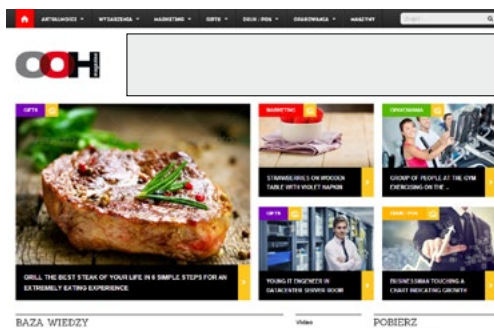
Sponsored article:

(website) - 125 €

newsletters

- Advertising Agencies - 250 €
- Final Customers - 250 €

www.oohmagazine.pl
Baner 900 x 150 pix



www.giftsonline.pl
Baner 960 x 200 pix

