



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

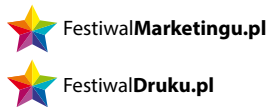
Nationwide range. Circulation - February, April & October: 6 000 copies, September: 8 000 copies. Frequency - 4 issues per year.



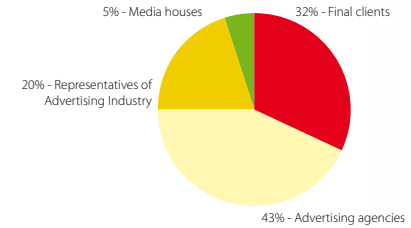
Member of:



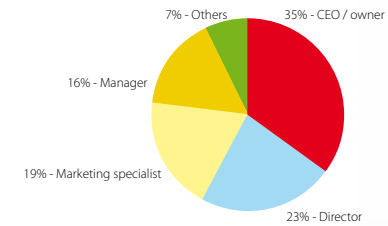
Organizer:



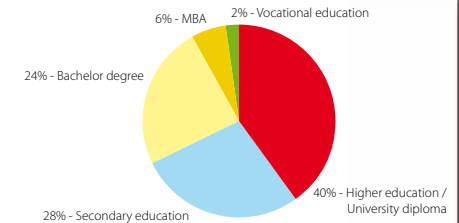
## STATISTICS



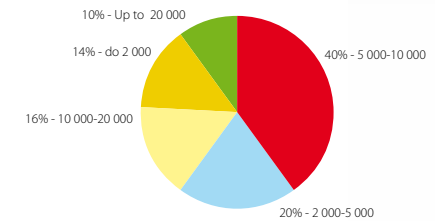
distribution



position



education



income



**01 / February-March**  
**Automotive Marketing**  
*Circulation – 6 000*

- Automotive marketing
- Industry trends

- POS in automotive industry
- Arranging the space in car dealerships

- Promotional products for automotive industry

- **Separate edition: OOH event magazine!**
- Events for the moto industry

- PSP 2020



**02 / April-June**  
**ECO Marketing**  
*Circulation – 6 000*

- Green Marketing and Sustainable Development
- Review of the best Eco campaigns.

- **POS REPORT**
- ECO solutions in stores
- Eco-friendly materials in the production of POS solutions

- **PSP 2019 Summary**
- ECO promotional products
- Ecology solutions in advertising textiles

ECO events

- POS STARS 2020



**03 / July-September**  
**Relationship Marketing**  
*Circulation – 8 000*

- Relationship Marketing
- How to build long-term customer relationships?
- CANNES LIONS 2020 - Summary

- Campaigns, lotteries, loyalty campaigns - building relationships at the point of sale.

- Looking for a well-chosen promotional gadget

**Separate edition: OOH event magazine!**  
 Eventy i targi as an excellent form of building relations

- FestiwalMarketingu.pl 2020



**04 / October-December**  
**Marketing for men**  
*Circulation – 6 000*

- **MARKETING MIX Summary**
- Male-oriented marketing.
- How to create an offer for men?

- **POS STARS Summary**
- Male-oriented POS solutions
- Male-oriented visual merchandising

- **SUPER GIFT contest Summary**
- The perfect male promotional gadget
- The role of packaging in women's products

**Event MIX Summary**  
 • How to create events for men?

- PSP 2021 - announcement

MARKETING

POS

PROMO

EVENT

ISSUE PREPARED FOR



OOH magazine Sp. z o.o.  
 Al. Roździeńskiego 86a/IIIc  
 40-203 Katowice  
 tel./fax + 48 32 206 76 77  
 redakcja@oohmagazine.pl  
 www.oohmagazine.pl



## OOH magazine

### Ads:

1 page - 800 €  
1/2 page - 500 €

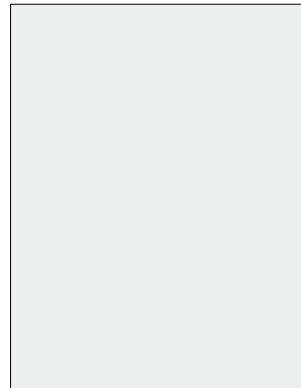
### Ads - covers:

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

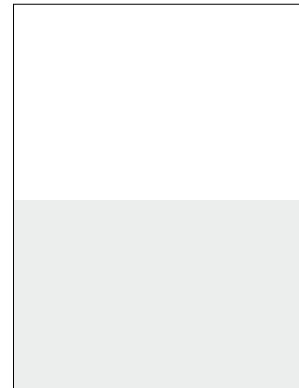
### Sponsored article:

1 page - 500 €  
Double page - 800 €

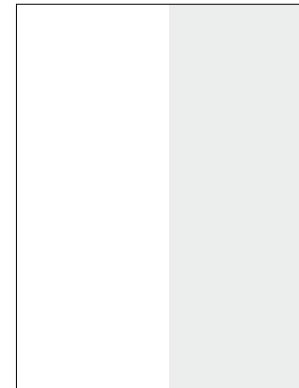
1 page / cover  
205 x 265 mm



1/2 page / horizontal  
205 x 130 mm



1/2 page / vertical  
100 x 265 mm



PRICE LIST 2020

## www.oohmagazine.pl

### Banner 900x150 px:

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

**Job announcement** - 50 €

### Sponsored article:

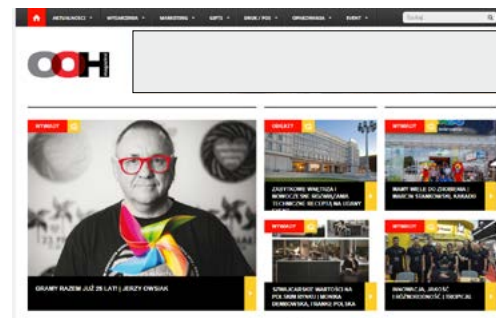
(website) - 125 €

## newsletters

Advertising Agencies - 250 €  
Final Customers - 250 €

www.oohmagazine.pl

Banner 900 x 150 px, 760 x 150 px, 390 x 150 px, 250 x 150 px





**Jurek Owskiak**



**Andrzej Pałowski**



**Dorota Wellman**



**Marcin Prokop**



**Mazda Polska | Tomasz Nagot**



**Jeronimo Martins Polska  
Beata Jankowiak**



**Żywiec Zdrój | Tomasz Michalski**



**Polskie Składy Budowlane  
Mirosław Lubarski**



**Ballantine's | Tadeusz Rusek**



**UNICEF | Marek Krupiński**



**EMPIK | Olga Tobiasz**



**Solaris Bus & Coach  
Solange Olszewska**

See top interviews of the OOH magazine