tworzywa

COMPLETE B2B COMMUNICATION ECOSYSTEM FOR THE PLASTICS INDUSTRY

- TWORZYWA MAGAZINE
- TWORZYWA.ONLINE PORTAL
- GAZETA PLASTPOL
- GAZETA.PLASTPOL.ONLINE
- INDUSTRY PANORAMA: AI-FIRST COMPANY DIRECTORY

Media kit 2027

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What they say about us...



“The *choice of* TWORZYWA as the exclusive trade press patron of the PLASTPOL trade fair is no accident. It is a magazine of outstanding substantive and editorial quality. I believe it fully meets the requirements of our shared clients: exhibitors and advertisers.” —

Kamil **Perz,** Targi Kielce

Targi Kielce
exhibition & congress centre

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2027

What they say about us...



“I read *TWORZYWA* and always find information that interests me. This magazine deserves the attention of owners and managers, sales professionals, as well as technicians and technologists in our industry. I recommend it to anyone who wants to stay up to date, especially with market information and developments in the industry at home and abroad. It also provides many updates on technical innovations and the directions in which our industry is developing.”

— **Robert Szyman**, Managing Director,
Polish Association of Plastics Processors

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Magazine tworzywa



- For **25** years, TWORZYWA **magazine** has been the leading trade medium for Poland's plastics industry. It combines the experience of print media with a modern approach to technology, markets and environmental issues. Its pages feature trend analyses, expert articles, implementation case studies and interviews with practitioners who influence the industry's direction.
- **Readers include technology and investment decision-makers: company owners, plant directors, process engineers, technologists, and suppliers of machinery, moulds and raw materials.**
- Each issue addresses current market topics: plastics processing and recycling, production automation, material innovation and industry development. TWORZYWA also **provides** a space for knowledge exchange between industry, science and technical education.
- The magazine is distributed by subscription, at industry fairs and conferences, and in a digital PDF edition. For many years it has been the official press **patron of** PLASTPOL, accompanying exhibitors and visitors at Central Europe's most important industry event.

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Portal tworzywa.online



- **Tworzywa.online** is **a daily source of information on the plastics** market, with news, commentary, interviews and company articles published in real time. The portal extends **TWORZYWA** magazine's editorial coverage into the online space.
- We publish content for manufacturers, processors, machinery and raw material suppliers, and representatives of scientific institutions and industry organizations. Thanks to collaboration with companies and experts, the portal **serves as a reference point for** the entire industry, presenting current news as well as technology and market analysis.
- In collaboration with **MyCeppi**, the editorial team **runs the Plastics** Price Barometer, a unique Polish review of feedstock price changes in European markets. Regular reports provide current data essential for industry purchasing and sales departments.
- Promotional content, including sponsored articles, company presentations and banner campaigns, balances information with marketing. Every publication is optimized for search engines and distributed via the newsletter **and the company LinkedIn profile, the** primary channel for reaching industry decision-makers.
- **Tworzywa.online** is more than a news service: it is a B2B **communication tool that combines** the speed of the internet with editorial reliability and the recognition of the TWORZYWA **brand**.

Publishing

gazeta PLASTPOL

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- **Gazeta PLASTPOL** is **the official publication of PLASTPOL,** the largest plastics industry event in Central Europe. Targi Kielce publishes **the newspaper,** while our team is **responsible for editorial preparation, technical production and advertising** sales.
- The newspaper appears **in a large print** run and is **distributed directly at the** fairgrounds by hostesses, at ticket offices, exhibitor offices and information points. A digital PDF **edition is also** available on the trade fair website and at **Tworzywa.online.**
- Each edition is a **compendium of PLASTPOL: it** presents new products, forthcoming launches, interviews with exhibitors and experts, and market commentary. Alongside editorial content are **company articles and exhibitor** advertisements, enabling precise reach to trade fair visitors: purchasing decision-makers, technologists and production managers.
- **With wide, targeted distribution, Gazeta PLASTPOL gives exhibitors maximum reach and visibility during the event and naturally complements promotional activity before and after the fair.**

Website gazeta PLASTPOL.online

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- **Gazeta.Plastpol.online is a new, year-round online platform dedicated to PLASTPOL, created to broaden the reach and extend the life of communication around the event. It is being developed on the initiative of TWORZYWA–MEDIA in cooperation with Targi Kielce, owner of the PLASTPOL brand.**
- The project **complements the official trade fair website with technical, industry and** expert content, presenting companies, technologies and solutions showcased at the fair. Published materials **include exhibitor presentations, reports, interviews, launch announcements, market reports and** photo galleries. The information section, prepared **jointly with Targi Kielce's** PR team, includes current updates on the event program, conferences and fair awards.
- An important element is an **interactive PLASTPOL fair guide that** lets users search for companies by sector, product and stand location. The platform **integrates with Tworzywa.online and Industry Panorama: AI-first Company Directory,** automatically linking directory profiles and their publications with fair content.
- Thanks to this connection, **Gazeta.Plastpol.online** becomes **the digital hub of PLASTPOL,** linking trade fair communication, exhibitors and trade media throughout the year.
- 👉 **Project launch: March 2027**

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AI-first Directory: Industry Panorama



- **Industry Panorama – AI-first Company** Directory **is a modern database of companies in** the plastics sector, designed for visibility in the era of generative search. Every profile is created from an analysis of the company website and **automatically optimized for results in AI search engines such** as ChatGPT, Gemini and Copilot.
- **The directory covers the full market spectrum: raw material producers, processors, suppliers of machinery, moulds, automation and recycling systems, and service providers. In addition to contact details, every profile includes an editorial description of the business, a set of SEO-AI keywords, and an optimization report showing how AI-powered search engines interpret the company's content.**
- **Industry Panorama** is integrated with **Tworzywa.online and** Gazeta.Plastpol.online**, linking** directory profiles with articles, news and company publications. This makes the directory a lasting **reference point in the TWORZYWA–MEDIA communications ecosystem and** strengthens the effects of all promotional activity.
- Companies listed in the directory **receive preferential discounts on other publishing services:** publications, advertising and banner campaigns. Participation therefore delivers stronger online visibility and more **affordable, simpler access to the whole promotional system** across print, online and trade-fair projects.
- 👉 **Industry Panorama – AI-first Company Directory is the first solution in Poland's plastics sector** to combine a traditional trade directory with automated content analysis and optimization for generative search engines.

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Advertising offer: Print publications

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Publishing calendar tworzywa

issue	print material deadline	publication date	event
Tworzywa #104	09-03-2027	19-03-2027	INNOFORM
Gazeta Plastpol 2027	30-04-2027	11-05-2027	**PLASTPOL**
Tworzywa #105	24-09-2027	04-10-2027	FAKUMA
Tworzywa #106	07-12-2027	17-12-2027	CHRISTMAS AND NEW YEAR

Issue topics tworzywa

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issue	Issue topics
Tworzywa #104	Hydraulic, hybrid and electric injection moulding machines • Drying • Dosing and feeding • Automotive • Fillers and reinforced plastics
Gazeta Plastpol 2027	Overview of machines, equipment and raw materials exhibited at PLASTPOL 2027 • Trade fair information and exhibitor directory • Exhibitor articles and promotional materials
Tworzywa #105	FAKUMA 2027 • PLASTPOL Awards and fair summary • Film extrusion • Thermoforming • Agriculture • PVC
Tworzywa #106	Recycling • Mills and granulators • Blow moulding • Rotomoulding • Engineering plastics

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Advertising price list tworzywa



Special placements:

- Inside front cover – 950 €
- Inside back cover – 950 €
- Back cover – 1050 €
- 1st editorial page – 950 €

- Sponsored article – individual quotation

Discounts:

- –10% – for advertising in two formats or two issues,
- –15% – for combined print and online advertising,
- –20% – for the AI-first + Gazeta PLASTPOL package,
- up to –25% – for an annual partnership with ongoing cooperation for at least 12 months,
- **permanent discount for an Industry Panorama company: –10% on all other services,**

Advertising price list gazeta PLASTPOL

Targi Kielce exhibition & congress centre

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Special placements:

- Inside front cover – 2200 €
- Inside back cover – 2200 €
- Back cover – 2400 €
- 1st editorial page – 2200 €

- Sponsored article – individual quotation

Discounts:

- –25% – for advertising in issue #103 or #104 of TWORZYWA,
- –15% – for combined presence on gazeta.plastpol.online,
- –10% **for an Industry Panorama company:**

Surcharge:

- +50% for companies that are not PLASTPOL 2027 exhibitors

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Technical Specifications for Print Advertisements

Formats and dimensions:

- **1/1 page (full page):** 210 × 297 mm + 3 mm bleed on each side
- **Island:** 142 × 205 mm (no bleed)
- **Flap:** 105 × 297 mm + 5 mm bleed at the top, bottom and right side
- **1/2 page portrait:** 94 × 255 mm (no bleed)
- **1/2 page landscape:** 192 × 124 mm (no bleed)
- **1/4 page:** 94 × 124 mm (no bleed)
- **Exhibitor listing on the fair** plan: 94 × 60 mm (no bleed)

Files:

- format: **PDF for high-quality** print, or TIFF / **JPG at 300 dpi**
- resolution: **300 dpi**
- colour: CMYK **(ISO Coated v2 / FOGRA39)**
- all fonts converted to outlines
- text elements and logo at least 5 mm from the trimmed page edge

Additional requirements:

- do not place important elements such as logos and text closer than **10 mm to the** spine,
- files should follow this naming convention: *company_name_issue_number_format.pdf*

Supply of materials:

- e-mail: **redakcja@tworzywa.media**
- submission deadline: according to the publishing calendar
- materials larger than 20 MB: via WeTransfer or a cloud link

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Advertising offer: Online advertising

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Banner advertising tworzywa.online



Home page:

H1 - Top banner
1200 × 160 pixels
1 CPM/MONTH ROTATION 1/4
570 €

H2, H3, H4 – Banner
1200 × 160 pixels
1 CPM/MONTH ROTATION 1/4
430 €

B1, B2, B3 – Box
380 × 220 pixels
1 CPM/MONTH ROTATION 1/4
190 €

Billing model

- Our blended billing model, based on CPM (cost per mille, or cost per thousand impressions) and a monthly schedule, is commonly used by many established trade portals in Western Europe. Unlike a flat-fee model, it guarantees that the advertiser receives what they paid for.
- Banner delivery is sold as a combination of impressions and time. It lasts at least one month when the agreed number of impressions is reached, or for however long it takes to reach the purchased number of impressions. Additional packages may be purchased at any time, provided the placement remains available.
- Clients have continuous access to their banner statistics.

- Prices do not apply during the period from 1 May to 30 May 2027.
- In May, a 30% surcharge applies.

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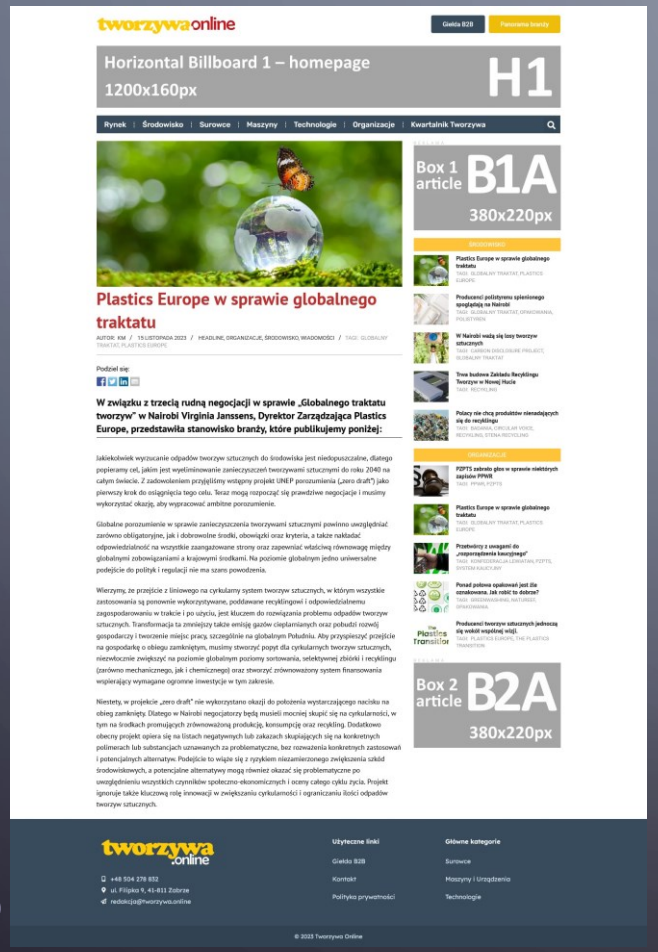
Banner advertising tworzywa.online



Article page:

H1 - Top banner
1200 × 160 pixels
1 CPM/MONTH ROTATION 1/4
570 €

B1A, B2A – Box
380 × 220 pixels
1 CPM/MONTH ROTATION 1/4
140 €

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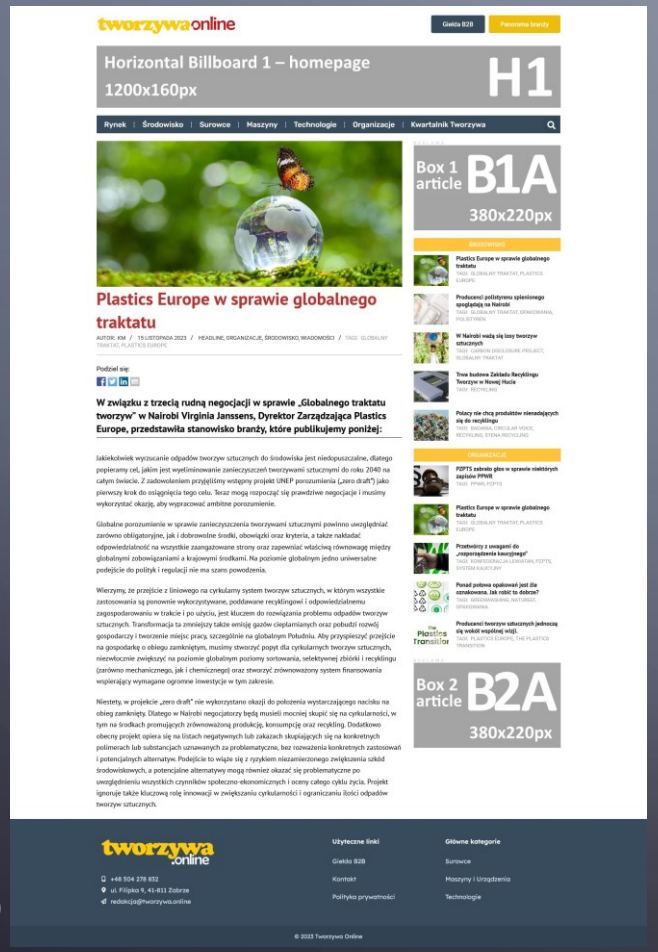
Advertising tworzywa.online



Sponsored article

- A sponsored article is a text of approximately 3,000 characters, accompanied by one or two images on any industry-related subject. It appears on the homepage for two weeks. It then moves further down the relevant section, off the homepage, but remains permanently available for SEO purposes.

- Prices do not apply during the period from 1 May to 30 May 2027.
- In May, a 30% surcharge applies.

300 €

Advertising tworzywa.online

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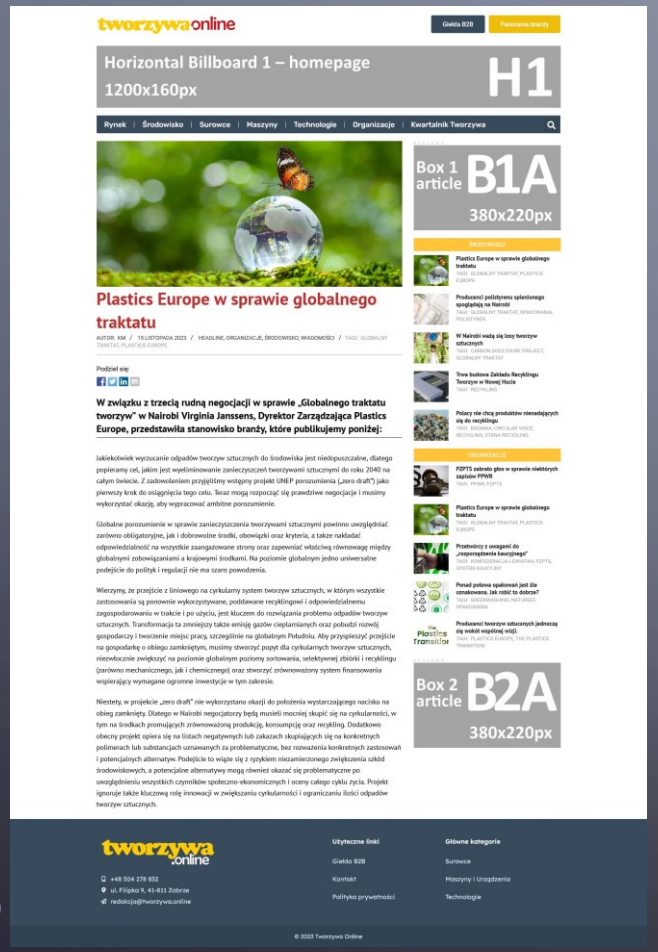

Mailing

- current number of verified email addresses in the portal database: approx. 10,900
- mailing frequency: max. once per week, twice per week in May
- preparation of a simplified graphic asset included in the price
- client access to the dispatch report

- Prices do not apply during the period from 1 May to 30 May 2027.
- In May, a 30% surcharge applies.

250 €

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AI-first Directory: Industry Panorama

Directory listing

- The listing **includes the preparation and publication of a detailed** company **profile in Industry Panorama – AI-first Company** Directory, part of the TWORZYWA–MEDIA **publishing** ecosystem, integrated with **Tworzywa.online** and **Gazeta.Plastpol.online**.
- The business description is created **with an original AI prompt developed by** the editorial team. It analyzes the company website, its structure, language, offer and industry context, **then generates an extensive description of** at least 800 words, **optimized for generative** search engines and traditional SEO algorithms.
- The editorial team reviews every profile for language and substance, **ensuring consistent terminology, stylistic correctness and full** compliance with SEO-AI guidelines. This makes the content attractive to users and precisely interpreted by AI systems.

Profile contents:

- company name and full contact details,
- logo,
- **extended business description, min. 800** words,
- **company website image, screenshot, with** an **active link to** the website,
- set of keywords, SEO-AI,
- link to company website,
- **embedded Google Map with** the registered-office location,
- optimization report, assessment of content visibility in AI search engines.

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AI-first Directory: Industry Panorama

Directory listing

- Profiles **in Industry Panorama – AI-first Company** Directory are prepared entirely by the editorial team, **using an original AI** prompt developed for the project. The mechanism analyzes the company website content, information structure, offer and industry vocabulary, then generates **a complete, optimized business** description.
- Companies **do not participate in content preparation**, so they do not need to supply copy or materials. The editorial team prepares the full entry from publicly available company website data and other reference sources.
- Before publication, every company **receives a draft profile for review and** approval. At this stage it may **introduce factual or stylistic** corrections so the final content fully reflects its business profile.
- This approach minimizes the time **required from companies while** ensuring **high-quality publication that** meets the positioning requirements **of generative AI search engines** and traditional SEO systems.

Price:
€ 250
netPublication period:
12 months
Materials:
company website URL and logo, min. 250 px wide

Advertising tworzywa.online

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Discount system:

Discount – 12 months:
For a 12-month banner advertising booking, the buyer receives 2 months of advertising free of charge, July–August

- no May surcharge applies
- 2 sponsored articles free of charge
- 2 mailings free of charge

Discount – 6 months:
For a 6-month banner advertising booking, the buyer receives 1 month of advertising free of charge, excluding May

- 1 sponsored article free of charge
- 1 mailing free of charge

Discount – advertising in TWORZYWA magazine:

- A buyer of banner advertising in H1, H2, H3 or H4 positions receives a 15% discount on advertising in TWORZYWA magazine, minimum 3 packages
- A buyer of advertising in TWORZYWA magazine receives a 15% discount on banner advertising in B1, B2, B3 or B1A, B2A positions, 3 packages

Discount for companies listed in the AI-first Industry Panorama Directory:

- All companies listed in Industry Panorama – AI-first Company Directory receive a 10% discount on all other services offered by TWORZYWA–MEDIA, excluding advertising in the printed edition of Gazeta PLASTPOL.

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