Publishing

gazeta PLASTPOL

tworzywa

Media-Kit 2027



- **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**