

Tehnica Instalațiilor

REVISTA DE SPECIALITATE



GENERAL PRESENTATION

The release of „Tehnica Instalațiilor” specialized magazine took place in July 2001, with a circulation of 3,000 copies and 36 pages, and a free distribution to specialized companies activating in the field of installations in our database at that moment. Circulation has followed the evolution of the market over time, with peaking point between 2006-2014 when 15,000 copies were printed/edition, distributed to a number of 12,986 recipients given that the selection criterion was the field of their activity (which must match at least one of those covered by our publication - plumbing, heating, air conditioning, refrigeration, gas, technology). Moreover, the number of magazine pages has increased considerably, from 32+4 to maximum 126+6, keeping an average of 70 pages.

Major changes in the market led to the need to restructure the database in two stages: in 2015 it decreased to 7,441 recipients. Between November and December 2015 took place a second restructuring, remaining as permanent recipients all companies and individuals, without exception, had to renew their subscription through a specific form made available to them. As a result, the magazine recipients database now totals 4,500 postal addresses, wholly companies. The fact that our magazine became easily a familiar name on the market of its kind is due to the information presented, its free distribution and form of presentation, always improved. The publication is distributed free

to all who wish to be informed, the subscription options are subscription form in the magazine, on our internet website www.tehnicainstalatilor.ro or by request addressed to our editorial office in case of a different field of activity (individuals who wish to receive the magazine must prove their professional activity in installations by sending a copy after a diploma or a certificate from work).

In the beginning of 2006 we started publishing in English abstracts of scientific articles, and in 2007 we began publishing other materials in English in a special section of the magazine, which also included summaries of all articles published in that specific issue.

Find below our advertising offer, recipient structure and schedule of issues in 2016.

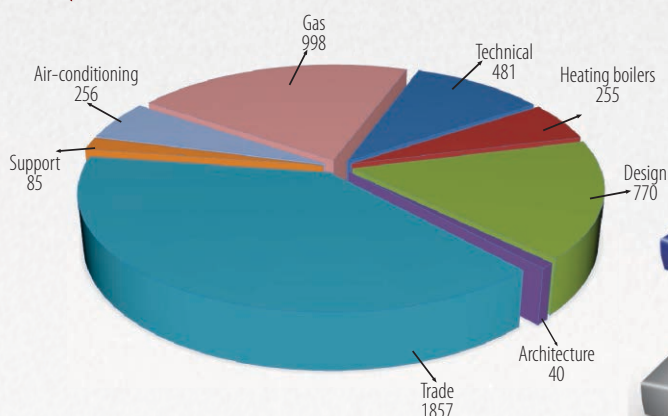
For more details, our consultants are available.

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Tel.: 0040 735 - 856.048
marketing@tehnicainstalatilor.ro
www.tehnicainstalatilor.ro

ISSUES 2016

No.	Month	Closing edition date	Distribution
1	January/February	01.02, Monday	18.02, Friday
2	March (Romtherm) 07-10.03.2016	01.03., Monday	18.03., Friday
3	April	04.04., Monday	19.04., Tuesday
4	May	02.05., Monday	17.05., Tuesday
5	June/July/August	06.06., Monday	21.06., Tuesday
6	September	29.08., Monday	14.09., Wednesday
7	October	03.10., Monday	18.10., Tuesday
8	November/December	02.11., Monday	16.11, Wednesday

RECIPIENTS STRUCTURE by activity domain





Ad space	Prices	Bonuses
Cover 1	3,100	2 pages article
Cover 2	2,100	1 page article
1/1 pag.	1,200	1 page article
2/3 pag.	1,000	1,3 page article for every two advertisements
1/2 pag.	900	40% reduction of article tariff
1/3 pag.	600	30% reduction of article tariff
1/4 pag.	500	20% reduction of article tariff
Cover 3	1,400	1 page article
Cover 4	2,700	2 pages article

Prices are in euro/appearance without VAT.

Discounts for more publications:

- 3-4 publications 7%
- annual contract 15%

In case of advance payment of at least 50% from the total value of an annual contract, a discount of 10% is being calculated from the amount paid in advance.



COMPANY INDEX

Value/listing
- 160 Euro/year
(8 issues)

Listing will include the following features:

- company logo
- activity domain classification
- name of the company
- postal address
- telephone no./fax no.
- E-mail and Web addresses

Listing company's data in the "Company Index" is free of charge as long as the advertising contract is available.

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**Tehnica
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Tariff for publishing articles

For a detailed presentation of your products and services, here is our offer of publication of the articles:

Price /page magazine article
..... 840 Euro (aprox. 2 pages
written in Word+images)

Advertising insertions

- up to 6g: 100 Euro/1000 samples; (e.g. A4 size of 100g/sqm)
- 6-10g: 150 Euro/1000 samples; (e.g. A4 size between 100-170g/sqm, mini CDs, etc.)
- above 10g: 250 Euro/1000 samples; (e.g. A4 size over 170g/sqm, CDs, etc.)

