

media kit



Afaceri Poligrafice is the publication issued for all the deciders interested in quality visual communication through printing or any kind of engraving on any substrate.

Afaceri Poligrafice is the sole enterprise from among the first 100 established after the Revolution that is still active today. Starting with 1998, our main focus has been the monthly publishing of the AFP printed magazine and its distribution in approximately 1267 copies. Beginning with November 2019 the AFP publication has become a hybrid publication due to the PORTAL introduction.

The architecture and the efficiency of the PORTAL is unique due to the synergy built on the foundation of the following four pillars:

The first pillar is the AFP geographic search engine. Any user has the option of typing the product or the service he is looking for and the PORTAL digital map will locate the nearest verified suppliers as a result of the search.

The 2nd feature is the user's option to pick the recommended supplier based on the reviews/testimonials online by their customers.

The 3rd feature is the user's option to get professional know-how by reading the portal articles /advertorials adjacent to the subdomains corresponding to the searched product /service.

The 4th feature is offered to the user by the variety of classified ads. The printed magazine will be issued in 9 editions according to the Editorial Calendar on the next page.

For more information

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facebook.com/afaceri.poligrafice

The 2026 Editorial Calendar of the AFP printed magazine

Issue	Month	Deadline for orders	Deadline for the advertising material / artwork	Publishing date
313	February	03.02	04.02	16.02
314	March	11.03	12.03	23.03
315	April	15.04	16.04	27.04
316	May	20.05	21.05	02.06
317	June	18.06	19.06	30.06
318	August	18.08	20.08	31.08
319	September	16.09	17.09	28.09
320	October	19.10	20.10	29.10
321	November	17.11	18.11	27.11

Advertising 2024

1st cover

4th cover

Insert

Portal fees

Printed magazine fees

The fees do not include VAT. The payments will be in RON, according to the BNR exchange rate in the day of invoicing.

Banner on the HEADER of the AFP website (Displayed on all the pages of the website)

153 €/month

- Size: 728 x 90 px.
- Format: JPG or GIF
- Displayed everywhere on the website's Header
- Display period: 30 days
- Possibility of click-tracking (using Short URLs)
- UNLIMITED random displays
- Displayed on the side of the AFP logo

Banner on the FIRST PAGE in the CATEGORIES section (Not displayed on the other pages of the website)

19 €/month

- Size: 300 x 300 px.
- Format: JPG or GIF
- Displayed only on the first page of the desired category
- Display period: 30 days
- Possibility of click-tracking (using Short URLs)
- UNLIMITED random displays
- Displayed on the first page

Banner on the column of the website pages (Not displayed on the first page of the website)

14 €/month

- Size: 300 x 300 px.
- Format: JPG or GIF
- Displayed only on the first page of the desired category
- Display period: 30 days
- Possibility of click-tracking (using Short URLs)
- UNLIMITED random displays
- Not displayed on the first page

PREMIUM COMPANY

405 €/year

- Displayed as a supplier on the map
- Description display
- Logo display
- Image gallery display
- Display time: 360 days
- YouTube videos display
- All contact data display
- First page promotion
- Promotion on the website columns

NEWSLETTER

92 €/1 sending

SENT to our entire database, and the content of the newsletter will be made available to us by the beneficiary

INSERTS

Inserts will be supplied by the client in a maximum format of 198 x 288 mm and the fee is € 315 for the first pair of pages plus € 115 for any additional pair of pages

ONLINE ADVERTORIAL

in the listed category on the portal or under the ARTICOLE button, for a fee of

95 €/6 months

or

185 € / permanently on the portal

ADVERTORIAL in printed edition

146 €/page

The advertorial will be issued on 1 printed edition

Creation/Conception ADVERTORIAL (text and images)

160 €/1 page

240 €/2 pages

For the purchase of other advertising packages, a customized price is applied

For additional information
telephone: +4 0723 311 012

A 49 € discount will be applied if the advertorial is simultaneously published in the printed magazine and on the platform

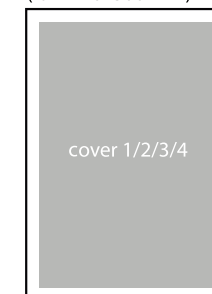
Advertising modules in the printed Afaceri Poligrafice magazine

Format	Graphic size (mm) (height x width)	CMYK (€, VAT included)
1/1 full page	raw: 210 x 300 finished: 200 x 290	522
1/2 page	200 x 145/97 x 290	319
1/3 page	172 x 78/83.5x179	269
1/4 page	172 x 65/83.5 x 133	222
1/6 page	83.5 x 87	153
1/8 page	172 x 30/83.5 x 64	123
1/12 page	83.5 x 41	79
1/16 page	83.5 x 30	65
1/32 page	83.5 x 20	50
ad box on 1 st cover	20 x 8	51
page 1	200 x 290	644
1 st cover	200 x 290	856
2 nd cover	200 x 290	665
3 rd cover	200 x 290	623
4 th cover	200 x 290	716
joined pages	400 x 290	804

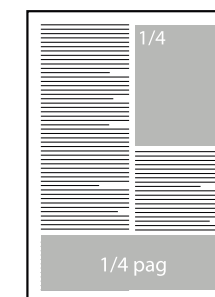
1/1 page: 200x290 mm
(raw 210x300 mm)



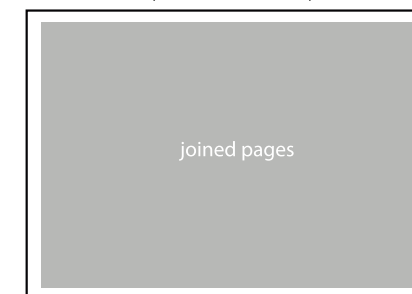
200x290 mm
(raw 210x300 mm)



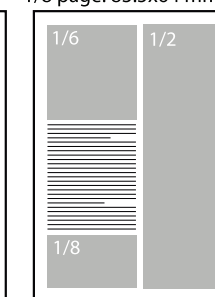
1/4 page: 172x65 mm
1/4 page: 83.5x133 mm



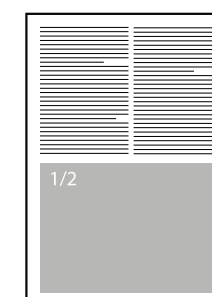
400x290 mm (raw 420x300 mm)



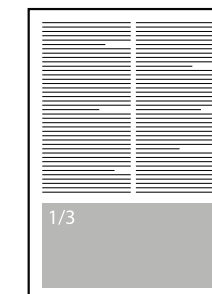
1/2 page: 97x290 mm
1/6 page: 83.5x87 mm
1/8 page: 83.5x64 mm



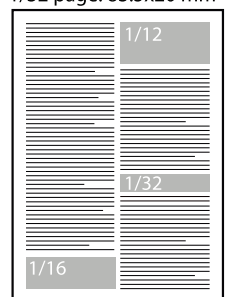
1/2 page: 200x145 mm
(raw 210x155 mm)



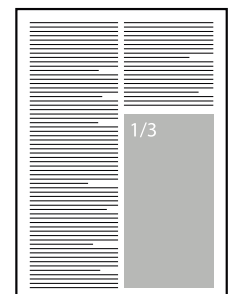
1/3 page: 172x78 mm



1/12 page: 83.5x41 mm
1/16 page: 83.5x30 mm
1/32 page: 83.5x20 mm



1/3 page: 83.5x179 mm



Database of postal recipients and readers' groups

- Pre-press centers
- Print shops
- Packaging industry
- Ad production companies
- Flexographic printing industry
- Screen printing shops
- Pad printing shops
- Reprography printing shops
- Other types of printing units
- Binding shops
- Publishing houses and media trusts
- Large consumers of services and specific end-products
- Suppliers of maintenance services for equipments and graphic arts equipments
- Producers, importers and resellers of graphic arts materials and equipments
- Advertising agencies