



media kit

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

Afaceri Poligrafice SRL is the sole enterprise after the Revolution, from the first 100 established corporations, still active today. Starting with 1998, our main focus was the monthly publishing of the AFP printed magazine and its distribution in approximately 1800 copies. Starting on 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 next 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 result of the search.

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

A 3rd feature is the user's option to get professional *know-how* by reading the portal articles/ advertorials issued on the chapters related 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 2021 in 10 editions according to the next Editorial Calendar.

For more information

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The 2022 Editorial Calendar of the AFP printed magazine

Number	Month	Deadline for orders	Deadline for the advertising material / artwork	Publishing date
274	January	20.01	21.01	31.01
275	February	15.02	16.02	25.02
276	March	15.03	16.03	25.03
277	April	13.04	14.04	25.04
278	May	17.05	18.05	27.05
279	June	14.06	15.06	24.06
280	August	16.08	17.08	26.08
281	September	14.09	15.09	23.09
282	October	13.10	14.10	24.10
283	November	15.11	16.11	25.11

Advertising 2022

1st cover



4th cover



Insert



Portal fees VAT included

Printed magazine fees VAT included

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 wanted 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 wanted category
- Display period: 30 days
- Possibility of click-tracking (using Short URLs)
- Unlimited RANDOM displays
- Not displayed on the first page

PREMIUM COMPANY

153 €/year

- Displayed as a supplier on the map
- Display of description
- Display of logo
- Display of image gallery
- Display time: 360 days
- YouTube videos display
- Display of all contact numbers
- First page promotion
- Promotion on the website columns

NEWSLETTER

92 €/1 sending

Sent to our entire database, the content of the newsletter will be made available at our disposal by the beneficiary

INSERTS

Inserts will be supplied by the client in a maximum format of 198x288 mm / page and a fee of 315 €/page plus 115 €/extra page

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

ACTIVE CAMPAIGN through AFP's Facebook

The advertorial already issued online can be promoted by AFP through a fb post secured by an active Facebook campaign for an Euro 143 additional fee

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

For additional information telephone: +4 0723 311 012

Modules for advertising 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 87/54x133	153
1/8 page	172 x 30/83.5 x 64	123
1/12 page	83.5 x 41/54 x 64	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

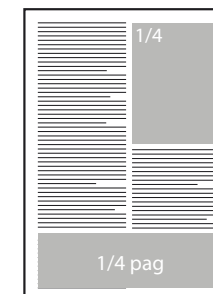
1/1 page: 200x290 mm
(raw 210x300 mm)



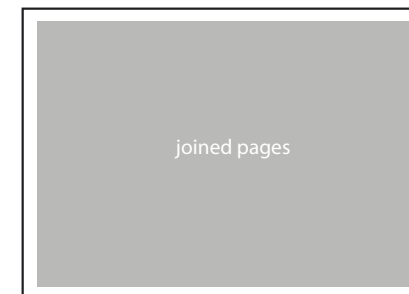
200x290 mm
(raw 210x300 mm)



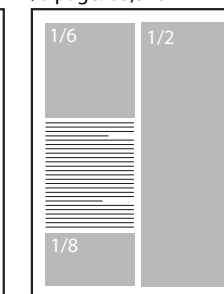
1/4 page: 172x65 mm
1/4 page: 83,5x133 mm



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)



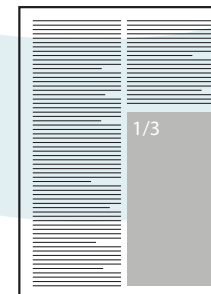
1/3 page: 172x78 mm



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
- Printing press shops
- Packaging industry
- Flexographic printing industry
- Screen printing shops
- Pad printing shops
- Reprography printing shops
- Other types of printing units
- Binding shops
- Publishing houses and media trusts
- Major services consumers and specific end-products
- Suppliers for equipment's service and maintenance
- Producers, importers and retailers of graphic arts materials and equipment
- Marketing agents