

BUDOWNICTWO

Trendy Biznes



Aneta Grinberg-Iwańska
 Editor-in-Chief, President of the Management Board of WPIIB (the Publisher of the Polish Chamber of Civil Engineers)

Dear Sir/Madam,

let me present the latest addition to our portfolio: a professional, prestigious, and exclusive magazine. This publication serves as an excellent complement to the offerings of the Publisher of the Polish Chamber of Civil Engineers (WPIIB).

Budownictwo. Trendy i Biznes [Construction. Trends and Business]

is a magazine dedicated to the latest trends in construction. We present the most important and current information about the construction market, showcase innovative technologies and materials, and describe modern management methods.

Budownictwo. Trendy i Biznes

[Construction. Trends and Business] is a platform for companies operating in the construction industry to showcase their activities and solutions that address the challenges of modern construction.

Budownictwo. Trendy i Biznes

[Construction. Trends and Business] is a tool for shaping the image of companies whose products and services enable better, faster, and safer construction.



The **Budownictwo. Trendy i Biznes [Construction. Trends and Business]** magazine is published under the brand of the monthly magazine **Inżynier Budownictwa** – a leader among publications targeted at professionals in the construction industry.

**INŻYNIER
 BUDOWNICTWA**
 POLECA!

IN THE ISSUE:

- the most current news from the industry
- interviews, opinions, statistics, analyses
- reports on the construction market, expert commentaries
- dedicated sections focusing on the latest trends in construction
- issue-oriented articles
- interesting projects
- presentations of products and services by industry leaders



TARGET AUDIENCE

Budownictwo. Trendy i Biznes [Construction. Trends and Business] magazine is aimed at the management staff/owners of companies involved in the construction process. The target audience includes investors, design engineers, structural engineers, site inspectors, site managers, contractors, developers, as well as manufacturers and suppliers of materials, technologies, and services for the construction industry.

DISTRIBUTION

122,000 copies

Print edition:

2,500 copies

Distribution:

- construction company managers – individual distribution
- industry events: trade fairs, conferences, seminars, symposia, workshops
- regional chambers of civil engineers

Digital edition:

119,000 copies

Access:

- for all members of the Polish Chamber of Civil Engineers on the portal:
www.portal.piib.org.pl
- in the store on the website:
www.inzynierbudownictwa.pl/sklep



ADVERTISING FORMATS

● MAIN INTERVIEW

The only interview of its kind in the issue, accompanied by featuring the interviewee's image on the first cover page. Questions may relate to the company's development and activities, the latest technologies, or an important project. Material spanning 3–4 pages, with a large full-page opening photo.



● FIRST COVER PAGE

Full-page presentation of the image of the person giving the interview. This option applies exclusively to the main interview.



ADVERTISING FORMATS

- EXPERT COMMENTARY ON THE REPORT

A substantive statement – expert commentary on the market report prepared by the editorial team.

In the reports, we address issues related to the current situation in construction, and the challenges faced by participants of the investment process in various sectors. The reports are based on an editorial survey sent to suppliers and/or recipients of solutions for the construction industry. Commentary format: 1/3 page.



ADVERTISING FORMATS

● PATH TO SUCCESS

A timeline featuring brief notes alongside photos depicting significant events in the company's history. This allows the company to present the entire history of operations, the development and execution of a specific project, as well as innovative work on new technologies. Material spanning 2 pages.



● TECHNICAL ARTICLE (SUBSTANTIVE)

A technical and issue-oriented article exploring a specific topic or providing a solution to an identified problem. It does not include marketing elements such as logos, company names, and product names. Material spanning 2–4 pages.



● INTERVIEW

Questions may relate to the company's development and activities, the latest technologies, or an important project. Material spanning 2–3 pages.



ADVERTISING FORMATS

• 3 QUESTIONS TO...

A brief conversation focusing on a specific issue, phenomenon, or technology. Detailed information provided "in a nutshell".

The expert, serving as the company's representative, can be a construction engineer, architect, legal advisor, economist, analysts, scientist, marketing specialist or HR specialist. Material spanning 1 page.



• PRESENTATION

A classic advertorial featuring: a description of the company, its product/s, or technology.

This allows the manufacturer or supplier to provide a detailed presentation of their activities or the implementation and use of their product/technology.

The article includes the company's logos and contact details. Material spanning 2–3 pages, with the color scheme matching the company's visual identity elements.



• COVERS

Advertising in the magazine is striking, colourful, and attention-grabbing. Your advertisement placed on the 2nd, 3rd, or 4th cover will be exceptionally noticeable.



ADVERTISING FORMATS

• SPECIAL PAGES: PSO & PPR

PSO, referring to the opening page of the issue, and PPR, being the first page after the editorial page, are the places for a full-page advertisement presenting your company, its products, or investments.



• INTERESTING PROJECT

We present the latest and outstanding implementations of various construction projects. Alongside a large format photo, we include an overview of the most important information regarding the project. Material spanning 2 pages.



• RENOVATIONS AND MODERNIZATIONS

We describe the most interesting renovations and modernizations, sometimes involving a change in the function of the facility, such as a former industrial plant transformed into a conference and training centre, hotel, or cultural centre. We showcase, among others, restored tenements, manors, and palaces. The facilities are presented before and after the renovation. Material spanning 2 pages.



ADVERTISING FORMATS

• IN THE SPOTLIGHT

All interesting, current information from the market, such as scientific discoveries, research results, or technical analyses. It's also the place where we announce important events and conferences. If your company supports charitable organizations, we will be delighted to feature it.



• PRODUCTS

A section containing product notes – descriptions of the most interesting, innovative products or technologies and their applications, published in formats: 1/2, 1/3 or 1/4 page. Additionally, there is the possibility of including the "Top Product" stamp.



• MANAGER'S GUIDE

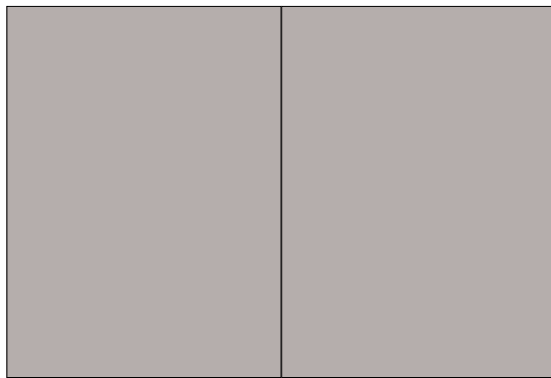
How to effectively manage a team? What helps overcome stress? When is it worth meeting with a business coach? Why are intercultural competencies important during online collaboration? In this section, we share knowledge on topics such as well-being, employee recruitment, leadership, and contract negotiation.



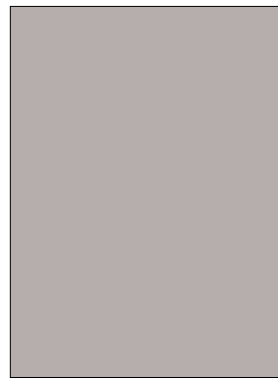
ADVERTISING FORMATS

- ADVERTISEMENTS

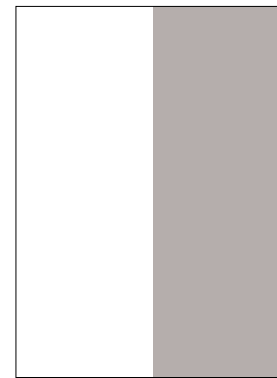
Available advertising formats
in our magazine include:
double-page spread, full page,
1/2 page, 1/4 page.



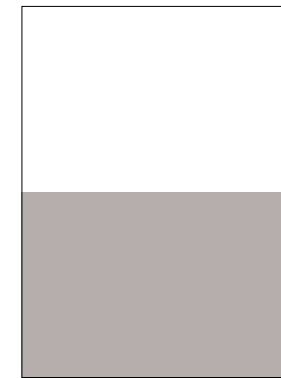
double-page spread



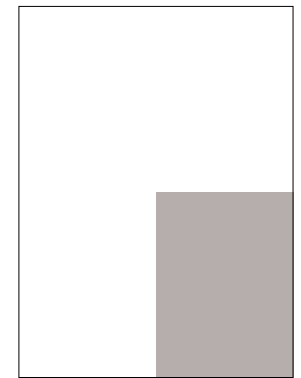
full page



1/2 vertical



1/2 horizontal

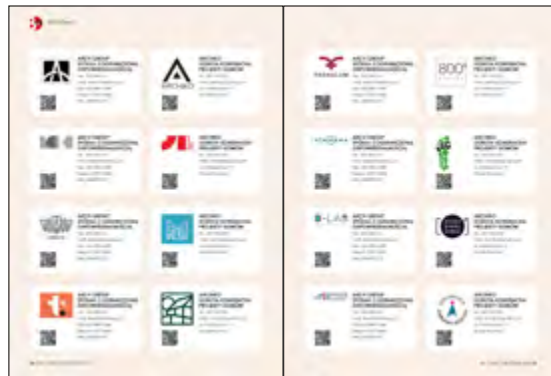


1/4 page

ADVERTISING FORMATS

- COMPANY BUSINESS CARD

This is the space for the company logo and contact details, featuring a QR code for easy redirection to your website.
Format: 1/8 page.



- THE WEBSITE WWW.IZBUDUJEMY.PL

It serves as an up-to-date database of technical information about construction products, companies, and investments. It includes technical cards for construction products, installation equipment, and software. Additionally, the website features profiles of companies providing services in the construction industry. Upon purchasing a selected package, we offer you quarterly subscription to the website with the option to extend it.





PRICE LIST

● PLATINUM PACKAGE

only one per issue

Main Interview	3–4 pages (full page with a large opening photo, 2–3 pages of text)
First Cover Page	A large portrait photo on the front cover
Expert Commentary on the Report*	1/3 page
Path to Success	Double-page spread
Interesting Project	2 pages
Products	1/2 page + Top Product stamp
3 Questions to...	1 page
In the Spotlight*	1/4 page
Company Business Card*	1/8 page
The website izbudujemy.pl*	Company folder, 10 technical cards, Multimedia file – quarterly subscription (first 3 months of issue distribution)

* Free with the package

Total: 11 pages

Price: PLN 48,000 net

● GOLD PACKAGE

Interview	2–3 pages (full page with a large opening photo, 1–2 pages of text)
Expert Commentary on the Report*	1/3 page
Technical Article (substantive)*	2 pages
Interesting Project	2 pages
Products	1/3 page
3 Questions to...	1 page
In the Spotlight*	1/4 page
Covers	options: 2nd cover, 3rd cover or 4th cover
or Advertisement	1 page
Company Business Card*	1/8 page
The website izbudujemy.pl*	Company folder, 10 technical cards, Multimedia file – quarterly subscription (first 3 months of issue distribution)

* Free with the package

Total: 10 pages

Price: PLN 39,000 net



PRICE LIST

● SILVER PACKAGE

Presentation	2-3 pages
Products	1/4 page
In the Spotlight*	1/4 page
Advertisement	1 page
Company Business Card*	1/8 page
The website izbudujemy.pl*	Company folder, 10 technical cards, Multimedia file – quarterly subscription (first 3 months of issue distribution)

* Free with the package

Total: 4 and 1/2 pages

Price: PLN 21,000 net

● TECHNICAL PACKAGE

Expert Commentary on the Report	1/3 page
Technical Article (substantive)*	3 pages
Renovations and Modernizations*	Double-page spread
Products	1/4 page
In the Spotlight*	1/4 page
Company Business Card*	1/8 page
The website izbudujemy.pl*	Company folder, 10 technical cards, Multimedia file – quarterly subscription (first 3 months of issue distribution)

* Free with the package

Total: 6 pages

Price: PLN 24,000 net



PRICE LIST

- ADDITIONAL COOPERATION OPTIONS

Presentation	3 pages	PLN 14,900 net
	2 pages	PLN 10,000 net
Technical Article (substantive)	4 pages	PLN 14,900 net
	3 pages	PLN 12,000 net
	2 pages	PLN 8,000 net
Interesting Project	2 pages	PLN 9,000 net
Manager's Guide	1 page	PLN 7,500 net
Special Pages	PSO – the opening page	PLN 9,500 net
	PPR – the first page after the editorial page	PLN 8,500 net
Advertisements	double-page spread	PLN 12,000 net
	1 page	PLN 9,000 net
	1/2 page	PLN 6,000 net
	1/4 page	PLN 4,000 net
Company Business Card	1/8 page	free of charge with each of the above-mentioned services

