

# The most important channels of information for the woodworker's trade in Romania!

## INTARZIA®

image line

Monthly magazine for woodworking industry



## Castor®

image line

Monthly magazine for wood construction industry

## expo wood 2011

image line

Woodworking trade fair

## FABULA® INTARZIA

[www.intarziafabula.ro](http://www.intarziafabula.ro)

image line

Website in hungarian language for woodworking industry

## [www.infowood.ro](http://www.infowood.ro)®

image line

Specialized website for woodworking industry

## image line®

image line

S.C. Imageline SRL., RO. 14415709, J19/21/2002

• [www.intarzia.ro](http://www.intarzia.ro) • [www.revistacastor.ro](http://www.revistacastor.ro) • [www.expowood.ro](http://www.expowood.ro) • [www.intarziafabula.ro](http://www.intarziafabula.ro) • [www.infowood.ro](http://www.infowood.ro)

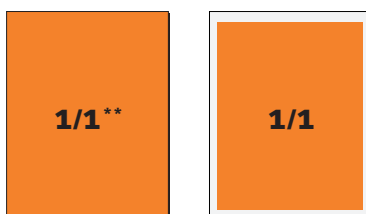
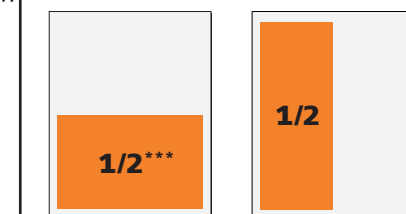
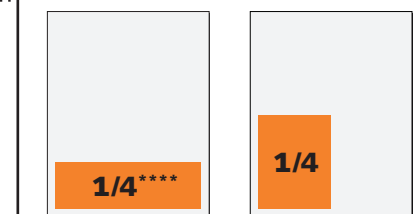
- RO - 535600 - Odorheiu Secuiesc, CP.72, str. Bethlen Gábor nr. 55, jud. Harghita
- Tel.: +40-266 210 255, +40-266 218 083, +40-266 218 151, • Fax: +40-266 214 173
- mail: [marketing@imageline.ro](mailto:marketing@imageline.ro), • web: [www.imageline.ro](http://www.imageline.ro)

# Advertising price guide for INTARZIA™ woodworking magazine



**Certified publication  
for 2008-2009**

## 1. Price for inside pages

 <p><b>1/1**</b>      <b>1/1</b></p> <p><b>1/1</b> full page, 215x290 mm** or 182x247mm</p> <p>price: color      black&amp;white <b>490 €</b>      <b>294 €</b></p>	 <p><b>1/2***</b>      <b>1/2</b></p> <p><b>1/2</b> half of a page 182x122 mm*** or 89x247mm</p> <p>price: color      black&amp;white <b>270 €</b>      <b>154 €</b></p>	 <p><b>1/4****</b>      <b>1/4</b></p> <p><b>1/4</b> a quarter of page 182x59,5 mm**** or 89x122 mm</p> <p>Price: Color      black&amp;white <b>148 €</b>      <b>76 €</b></p>
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## 2. Prices for covers and special positioning pages \*

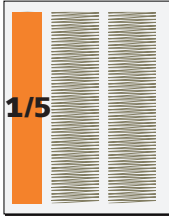
• Cover 0 (only 2xA4 format, 2 pages)	<b>1578 €</b>	• Page 13 (right page facing content)	<b>637 €</b>
• Cover II	<b>637 €</b>	• Left page facing Castor cover	<b>573 €</b>
• Page 3	<b>637 €</b>	• Cover III	<b>625 €</b>
• Pages 4, 5, 6 and 7	<b>576 €</b>	• Cover IV	<b>818 €</b>

 <p>Advertisement on pages 10-11 (the <b>Summary page</b>) of 55x100 mm</p> <p>Price:      color <b>230 €</b></p>	 <p><b>Paper ribbon</b> over the magazine: print 4+0/250g/75x460mm</p> <p>Price:      color <b>760 €</b></p>	 <p><b>Inscription on spine of magazine</b> 10x150 mm (only text)</p> <p>price:      <b>136 €</b></p>
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### Notes:

1. These can be contracted for up to 3 consecutive publications
2. There are no discounts applied.
3. The covers and the special pages can be contracted only based on the annual planning

### 3. Advertisement on pages of articles

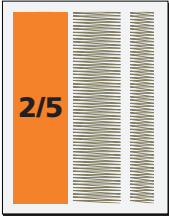


**1/5**

1/5 page, vertical, 34x245 mm

Price:

Color  
**186 €**



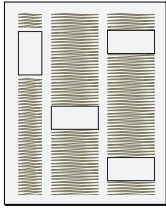
**2/5**

2/5 page, vertical, 71x245 mm

Price:

Color  
**282 €**

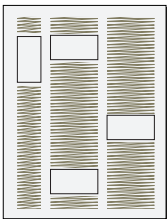
### 4. Price for presentation article in the "kitchen accessories" column



Price:

**100 €**

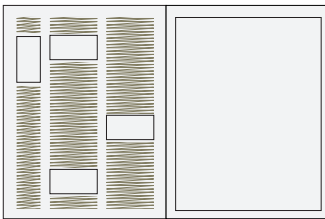
### 5. Presentation articles



**A4** (one page article)

price:

Color      black&white  
**343 €**      **206 €**



**A3** (one page article + one page advertisement)

Price:

Color      black&white  
**684 €**      **410 €**

### 6. Flyer insert in the magazine



Flyer insert in the magazine only under 20 g

Price:

**680 €**

Direct mail - postal mailing to the addresses from the database: insert fees + production of flyer + mailing fees

### 7. Discount and rises for yearly contracts

- 5% discount for 2-3 consecutive publications
- 7% discount for 4-5 consecutive publications
- 9% discount for 6 consecutive publications
- +10% rise for preferential positioning
- 5% discount for yearly contracts of over 10,000 Euro

### 8. Bonuses for annual contracts of over 9,000 Euro

- Free publication in the "Technology month" column
- Free link on [www.intarzia.ro](http://www.intarzia.ro) website with connection to customer website

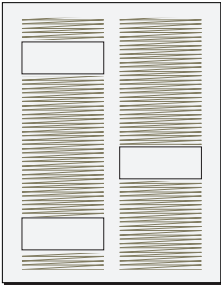
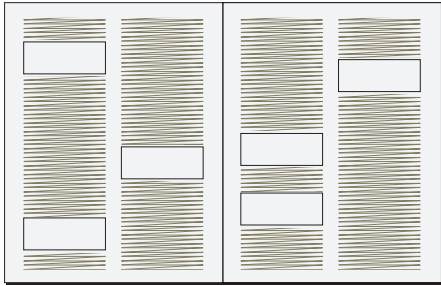
This prices are established in Euro/issue, without VAT and do not include the artwork and DTP design  
 The prices are valid between 1 January – 31 December 2010  
 Advertising materials will be sent on e-mail: [marketing@imageline.ro](mailto:marketing@imageline.ro), on cd, or zipped in corel, photoshop, PDF, TIF, JPG, Word, with 254 dpi. resolution

## Advertising price guide for CASTOR™

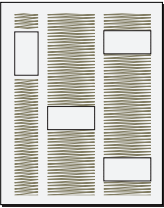
### 1. Prices\*

<ul style="list-style-type: none"> <li>Left page of Castor cover insert (talon 150g/m<sup>2</sup>)</li> </ul> <p>price: color <b>290 €</b></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: orange; width: 80px; height: 80px; text-align: center; color: white; font-weight: bold;">1/1**</div> <div style="border: 1px solid black; width: 80px; height: 80px; text-align: center; color: black; font-weight: bold;">1/1</div> </div>	<ul style="list-style-type: none"> <li>Left page facing cover III</li> </ul> <p>price: color <b>110 €</b></p> <div style="display: flex; justify-content: space-around;"> <div style="background-color: orange; width: 80px; height: 80px; text-align: center; color: white; font-weight: bold;">1/1**</div> <div style="border: 1px solid black; width: 80px; height: 80px; text-align: center; color: black; font-weight: bold;">1/1</div> </div>
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### 2. Presentation articles

 <p><b>A4</b> (one page article)</p> <p>price:</p> <table style="width: 100%;"> <tr> <td>Color</td> <td>black&amp;white</td> </tr> <tr> <td><b>225 €</b></td> <td><b>135 €</b></td> </tr> </table>	Color	black&white	<b>225 €</b>	<b>135 €</b>	 <p><b>A3</b> (2 pages article)</p> <p>price:</p> <table style="width: 100%;"> <tr> <td>Color</td> <td>black&amp;white</td> </tr> <tr> <td><b>448 €</b></td> <td><b>269 €</b></td> </tr> </table>	Color	black&white	<b>448 €</b>	<b>269 €</b>
Color	black&white								
<b>225 €</b>	<b>135 €</b>								
Color	black&white								
<b>448 €</b>	<b>269 €</b>								

### 3. Presentation article in the "Tehnology" column\*

 <p><b>A4</b> (one page article)</p> <p>price: <b>100 €</b></p>
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### 4. Bonuses for annual contracts of over 9,000 Euro

- Free publication in the "Tehnology month" column
- Free link on www.intarzia.ro website with connection to customer website

### 5. Discounts for contracts

- 10% discount for 2 or 3 consecutive publications
- 15% discount for 4 or 5 consecutive publications
- 18% discount for 6 consecutive publications

**\*Note:**

There are no discounts applied.

This prices are established in Euro/issue, without VAT and do not include the artwork and DTP design

The prices are valid between 1 january – 31 december 2010

Advertising materials will be sent on e-mail: [marketing@imageline.ro](mailto:marketing@imageline.ro), on cd, or zipped in corel, photoshop, PDF, TIF, JPG, Word, with 254 dpi. resolution