

PLASTIC PIPES

INDUSTRY INFORMATION
AND ANALYTICAL JOURNAL
AND DIGEST

journal.plastic-pipes.ru

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MEDIA KIT

2021



Dear colleagues!

Plastic Pipes Journal is a leading industry publication recognised by the industry specialists. It contributes to the formation and development of the plastic pipes market in Russia and post-Soviet areas. The Journal is published from 2003.

The major goal of the journal is distribution of independent and reliable information about new types and advantages of plastic pipes, their production technologies, conditions for application and operation, plastic pipes market analysis in Russia and the world.

Target audience of the journal – managers of Federal and municipal authorities, decision makers in application of innovative plastic pipes produce in infrastructure and housing and utility sector, industry specialists and science community.

The journal is published four times per year at the end of each quarter and available on subscription, targeted mailing and at major industry exhibitions and conferences.

The journal circulation is 5,000 copies, which makes the information reach a wide range of interested specialists.

The journal strives to have an open dialogue with the representatives of professional community, communicate their opinion and expertise to the audience, discuss the condition and trends of plastic pipes market and water and heating supply industries. The content is created by the journalists of the editorial office in collaboration with the industry experts.

The major columns are News, Market, Technologies, Application, Persons, History.

Every January, we publish Plastic Pipes Digest, the English version of the journal that contains the most interesting articles of the previous year. The Digest is intended for foreign audience that follows Russian market. Here you will find the most reliable and unbiased information about the situation in the plastic pipes market, raw materials for the production of plastic pipes and their application in Russia and partner countries.

Posting your information and advertisement in the Digest is a great way of reaching out to the potential partners and distributors in the Russian Federation.

Regards,
Mikhail Burenko

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PLASTIC PIPES JOURNAL IN 2021

The emphasis of the first issue in 2021 will be on preliminary analysis and round up of the pandemic year of 2020, the opportunities and solutions the large market players had, their vision of trends and prospects for the coming year.

At the end of September, we are planning a special issue dedicated to the 30th anniversary of POLYPLASTIC Group, the largest producer of plastic pipes in Russia and post-Soviet region. Its foundation and development largely determined the formation and development of the plastic pipes market in Russia..

The variety of advertising formats allows our partners to solve various marketing tasks: share information about the company, announce a new strategy, show advantages and specification of the products.

The table below lists prices for advertisement in the journal depending on the size of the module and frequency of its placement. Additionally, advertisers regularly collaborating with the journal have access to editorial support programme.

ISSUE	Digest-21	1-21	2-21	3-21	4-21
Date of publication	25.01.21	02.04.21	10.06.21	27.08.21	15.11.21
Editorial and advertising deadline	02.12.20	05.02.21	16.04.21	02.07.21	20.09.21

Plastic Pipes Journal regular advertisement tariff in 2021

EURO

SIZE/ LOCATION	SINGLE ISSUE	2 INSERTIONS	3 INSERTIONS	4 INSERTIONS
Full page	1500	1350	1300	1150
Half page	1000	900	850	750
Double spread	2250	2050	1950	1700
2nd or 3rd cover	2100	1900	1800	1600
Back cover	2700	2450	2300	2050

Plastic Pipes Digest* regular advertisement tariff in 2021

EURO

Full page	1500	Double spread	2250
2nd or 3rd cover	2100	4th cover	2700

* Annual English edition

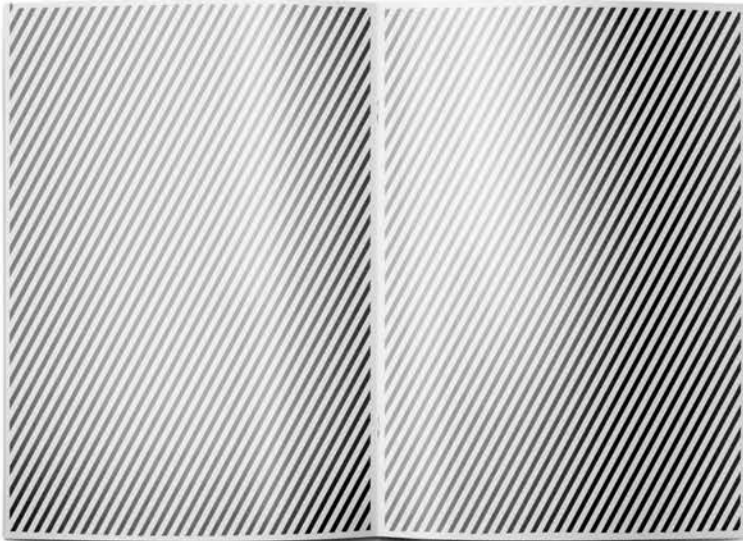
Plastic pipes requirements

Attention

Please allow at least 10 mm from type or art to trim edge.

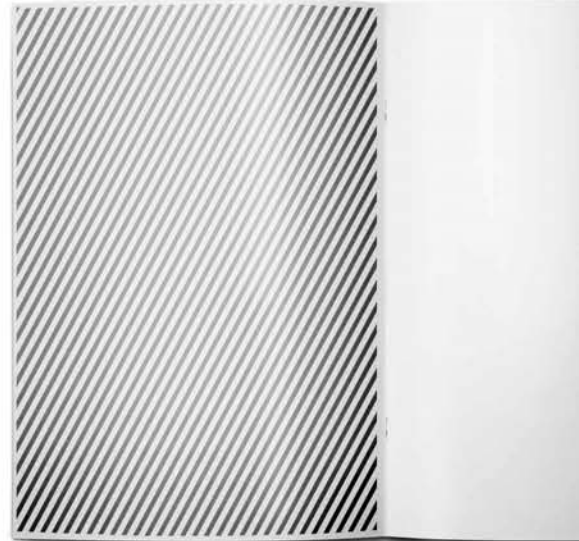
Double page spread

Trim – 430x280 mm
Bleed – 440x290 mm

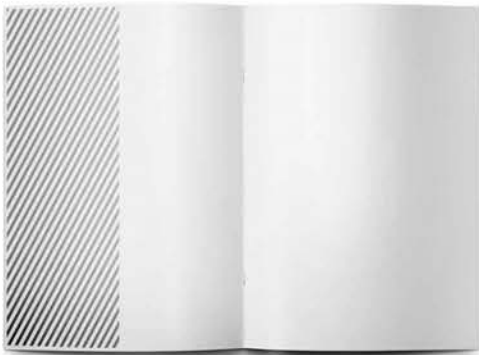


Full page

Trim – 215x280 mm
Bleed – 220x290 mm

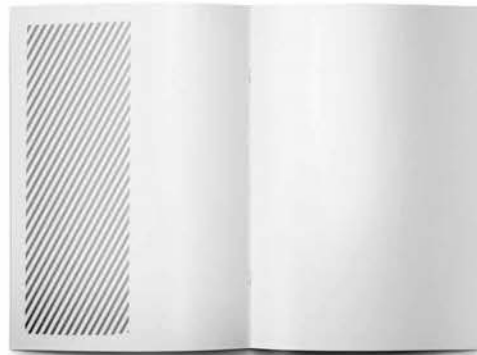


Half page



Vertical

Trim – 108x280 mm
Bleed – 113x290 mm



Vertical Non-Bleed

88x234 mm



Horizontal Non-Bleed

181x112 mm

✓ Acceptable file formats

PDF (Press Quality High Resolution PDF only)
Adobe Photoshop - TIFF (No Path or Selections)
Adobe Illustrator - AI (Native Illustrator files), EPS

Check color space – CMYK only (No RGB, Pantone or "spot" colors).

Verify image resolution is at least 300 dpi.

✗ We do not accept files from

Quark Passport, Corel Draw, Page Maker,
Microsoft Word, Microsoft Powerpoint,
Microsoft Publisher.