

«HARCHOVYK»

is an authoritative all-Ukrainian food industry newspaper

The newspaper regularly gives the up-to date qualified information about food industry. «Harchovyk» includes official information, reviews and analytical materials, industry news, corporate news, interesting reports about industry events including trades, conferences, etc.

Periodicity – one times per month.
Circulation – 5 000 copies.

«MEAT INDUSTRY»

and «BAKERY AND CONFECTIONERY»

Specialized trade supplements «Meat Industry» and «Bakery and Confectionery» were created on a basis of «Harchovyk». In the supplements one can find the specialized articles about the new technological development, equipment, technologies, innovations for meat, bread and confectionery production.

Supplements periodicity – one time per month (except January and July).

Circulation – 4 000 copies.

«MILK INDUSTRY»

«Harchovyk» will include permanent milk.

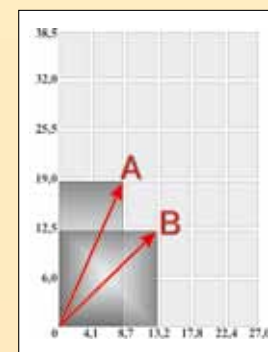
On these pages we will highlight the relevant questions, information about the cattle-breeding condition, raw materials, implementation of the innovative technologies, modern equipment, ingredients for the milk, brewing trade, soft drinks.

Advertisements in the «Harchovyk» (size A3)

ADVERTISING RATES

Quantity of blocks	Size, cm (width, height)	Price, EUR
2 blocks	(8,7x6,0)	72
3 blocks	(13,2x6,0)	108
4 blocks	(8,7x12,5)	144
6 blocks	(13,2x12,5)	216
8 blocks	(17,8x12,5)	288
9 blocks	(13,2x19,0)	324
12 blocks	(13,2x25,5; 27,0x12,5)	432
16 blocks	(17,8x25,5)	576
18 blocks	(13,2x38,5; 27,0x19,0)	648
24 blocks	(17,8x38,5; 27,0x25,5)	864
36 blocks	(27,0x38,5)	1296

BLOCK NET (SIZE A3)



PROMOTION ARTICLES

Type of materials	Price, EUR
News (up to 1000 symbols)	33
Article 1/2 A4 (up to 2500 symbols)	98
Article 1 A4 (up to 5000 symbols)	195
Article 2 A4 (up to 10000 symbols)	325

Advertisements in the supplements

«MEAT INDUSTRY»,

«BAKERY AND CONFECTIONERY» (size A4)

In articles you can write the following:

News of the company – information about significant periods of your company's development: entering new markets, signing important contracts, opening new factories or shops etc.

New products – information about new products in your product line with description, possible design changes, technical specifications, spheres of application.

Technical articles – information provided by specialists about new technologies, machinery and materials offered by your company.

ADVERTISING RATES / PR ARTICLES

Type of advertisement size	Size, mm (width, height)	Price, EUR
1/4 A4	98 x 141	105
1/3 A4	180 x 90	145
1/2 A4	200 x 141	180
1 page A4	200 x 288	250
2 page A4		350
Cover		
1st page	210 x 297	790
2nd page	210 x 297	450
3rd page	210 x 297	450
4th page	210 x 297	450



DISCOUNTS

You have a good opportunity to inform your customers about services and products of your company in every issue with a 25% discount!

Ad models requirements:

- file format - TIFF, EPS;
- resolution - 300 dpi

We offer a discount system for the advertisement placing

Quantity	Discount, %
2 issue	5
4 issue	10
6 issue	25

AT AN ANNUAL CONTRACT – THE ARTICLES ARE FREE OF CHARGE.

PRODUCTS OF «HARCHOVYK»

«Calendars of Food industry 2018»

Every year the editorial board of «Harchovyk» prepares the «Calendars of Food industry» with the list of trades and important events in Ukraine and abroad.

The Calendars will be distributed among subscribers, trade companies and visitors of trade fairs.

You can order an advertisement in the calendar until November 30, 2014.

Colour-printing

Circulation – 5 000 copies.



ADVERTISING RATES FOR WALL CALENDAR

Type of advertisement size	Size, mm (width, height)	Price, EUR
Advertising module	75 X 110	200
Advertising module	110 x 110	250

Internet-portal for the companies

of the food industry www.harchovyk.com

The most important think in the era of informational technologies is the access to information.

«Harchovyk» offer service that will help the companies of food industry to use the advantages provided by Internet.

Our portal will help you to find new partners and to be well informed in trade news.

Also you can advertise your company and products at our portal. You will have the direct contact with your consumers. We offer profitable conditions.



Media-group PROMINFO



Our Group possesses a powerful and effective publishing infrastructure and edits the well known in their area following specialized newspapers: «Harchovyk» with specialized additions «Meat Industry» and «Bakery and Confectionery», «Derevoobrobnyk», «Budexpert», «ElektroTEMA», «Meblevi tehnologii», «Angeliatko» and «Angeliatkova nauka», and etc.

The Group developed the specialized web-portals:

www.derevo.info, www.proelectro.info, www.meblevyk.info, www.harchovyk.com.