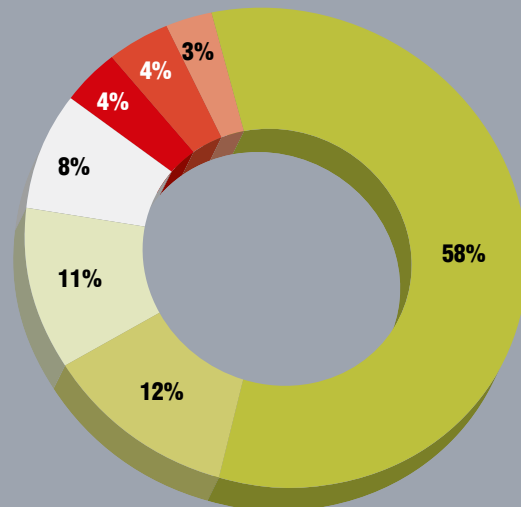


An indispensable magazine for professionals who run stores in every possible way: chains of superstores and hypermarkets, stores located on the streets and shopping malls, convenient stores, specialist stores, sales points by the petrol stations. The owners and managers of the retail chains are an important group of recipients of the Perfect Store magazine.



RECIPIENTS PROFILE

Board representatives, developmental directors and managers of food and non food chains.	58%
Investors and owners	12%
Administrators of shopping malls	11%
Suppliers of products, devices, equipment and technology for retail.	8%
Architect and design offices	4%
Representatives of financial institutions and professional market analytics	4%
Other	3%

Circulation: 6 000 hard copies
and 20 000 in electronic version



Perfect Store is an excellent tool that informs about trends and news in the retail trade, it makes easier the comprehensive organization of the work of the facility and retail chains and the selection of appropriate furniture and equipment, information systems, scales, cash registers and fiscal equipment as well as the optimal choice of external service providers.

The subject matter of the **Perfect Store** focuses on new solutions in the field of shop furniture and refrigeration equipment, IT systems, fiscal devices, shop scales, cash boxes, loyalty programs, POS sales support systems, lighting, security, logistics and warehouse, outsourcing of services and innovative solutions for stores, including digital signage systems.

The International Exhibition of Equipment, Technology and Services for Retail (www.retailshow.pl) is held under the auspices of the magazine **Perfect Store**.

5 REASONS, why it is worth to advertise in the Perfect Store



1. **Perfect Store** is the only Polish magazine dedicated entirely to modern management, equipment, technologies and hardware in the retail trade.
2. **Perfect Store** guarantees an effective access to carefully selected group of people deciding on development, shopping technology and equipment in the retail chains (food and non-food).
3. **Perfect Store** is a reliable and highly rated source of information about the development of the retail sector in Poland and worldwide.
4. **Perfect Store** has been published since 2009 (until 2014 under the name The Perfect Store Magazine) and has an established leadership position in the field of providing knowledge about store equipment.
5. **Perfect Store** is the main Media Partner of **The International Exhibition of Equipment and Technology for Retail – the RetailShow** (www.retailshow.pl) and is also distributed during this key event for the retail sector.

DIVISION OF CONTENT IN THE PERFECT STORE

Perfect
Store



TRENDS

domestic and foreign retail trends review



MARKETING

digital signage, displays, e-commerce, loyalty systems, client counting systems, visual identification systems, aroma- and audiomarketing, merchandising



TECHNOLOGIES

registers, scales, bar code readers and printers, data collectors, RFID, IT systems, security systems, access control and working time registration, payment services



DESIGN

store furniture, commercial refrigerators, store decor, lighting, entrance sphere, shelf organization



EQUIPMENT

shopping trolleys, customer guidance systems, ventilation and air conditioning, forklifts and pallet trucks, checkouts



MANAGEMENT

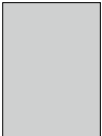
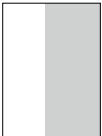
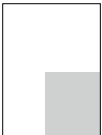
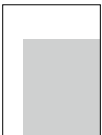
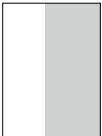
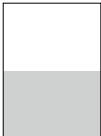
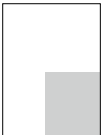

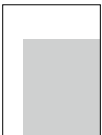
outsourcing, warehouse, logistics, franchising



NEWS

new products, equipment and technologies review

Available formats:

Format	Width x Height (net)	Price
 Full page	210 x 280 mm	€900
 IV cover	210 x 280 mm	€1189
 III cover	210 x 280 mm	€1019
 II cover	210 x 280 mm	€1069
 1/2 page vertical	105 x 280 mm	€590
 1/2 page horizontal	210 x 140 mm	€590
 1/4 page vertical	105 x 140 mm	€450
 1/4 page horizontal	210 x 70 mm	€450
 junior page	140 x 210 mm	€689

PERFECT STORE:



An indispensable magazine for professionals who run stores in every possible way: chains of superstores and hypermarkets, stores located on the streets and shopping malls, convenient stores, specialist stores, sales points by the petrol stations. The owners and managers of the retail chains are an important group of recipients of the Perfect Store magazine. Perfect Store is an excellent tool that informs about trends and news in the retail trade, it makes easier the comprehensive organization of the work of the facility and retail chains and the selection of appropriate furniture and equipment, information systems, scales, cash registers and fiscal equipment as well as the optimal choice of external service providers.

Content of the Perfect Store:

- store furniture
- IT systems
- fiscal devices, scales, checkouts
- POS systems
- lighting
- security systems
- warehouse and logistics
- outsourcing
- innovative store solutions
- digital signage

Perfect Store is distributed to:

- Board representatives, developmental directors and managers in food and non food chains58%
- Investors and owners12%
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- Providers of products, devices, equipment and technology for retail8%
- Architect and design offices4%
- Representatives of financial institutions and professional market analytics.4%
- Other3%

Format	Width x Height (net)	Price
 Banner 1st cover	210 x 45 mm	€665
 Banner – table of contents	210 x 45 mm	€379
 Double page	420 x 280 mm	€1379
Insert (weight up to 25 gram, format max. 180 x 260 mm)		€590
Discount for payment before emission		3% off
Surcharge for designing the advertisement		10%

Technical information

PC Format (not MAC), bleed 5mm, all important elements (logo, text) moved inwards 10mm from the cutting edge (cutting marks moved to 6mm), closed formats TIF, JPG, PDF, EPS (fonts converted to curves), resolution 300 dpi, CMYK, we do not accept CDR.

The conditions of advertisement publishing

1. Advertisement is accepted for publishing on the basis of receiving filled order form provided by the Publisher by means of fax, e-mail or traditional mail.
2. The Customer is obliged to provide the Publisher with ready advertising material within the period of time indicated in the order form.
3. The Publisher does not bear responsibility for contents of advertisements.
4. The Customer states that he/she has full copyright, proper licenses for provided advertising materials and takes entire responsibility for publishing them in the ordered form.
5. The Customer takes entire responsibility for the content of advertisement regarding third parties whose rights has been violated as a result of printing out or other use of advertisement.
6. The Publisher reserves the right to resign from publishing and advertisement without giving the reason.
7. The Customer is allowed to resign from advertisement publishing no later than 14 days before appointed date of submitting advertising materials.
8. The date of advertisement emission might be changed.
9. Nett prices are given in the price list. VAT must be added.
10. The payment for advertisement publishing is made on the basis of VAT invoice within 14 days from issue date.
11. The Customer receives 3% discount if he/she pays before the advertisement publishing; in such case the payment is made on the basis of pro forma invoice.
12. Trial print of an advertisement as well as color as MATCHPRINT or CROMALIN.

Circulation: 6 000 hard copies + 20 000 online version