

InfoProdukt

An innovative paper and digital magazine

(IP 2.0)





The first Index-Tag magazine on the market

InfoProdukt is the first „I-T” magazine on the Polish market, connected to the utilities and extensive information and education resources of iMEs Group. In practice, this periodical – issued both in hard copy and electronic version – can be used in unlimited formats and in multiple ways.

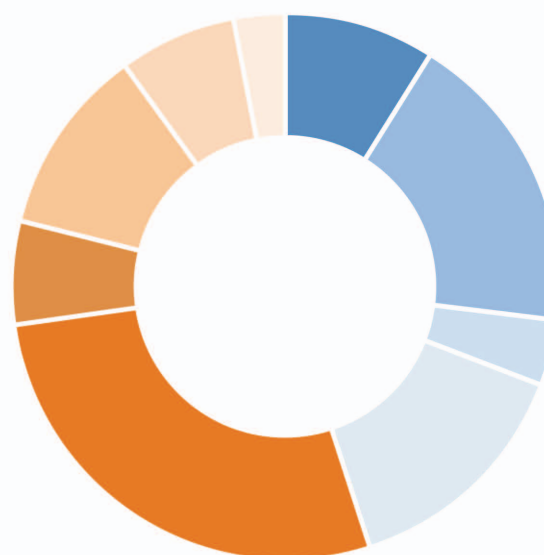
- due to its versatile communication format, the periodical can be used both across the trade channel and consumer channel, as well as in the education sector,
- the guide is available on paper and in electronic format; it will work without problems in any programming environment (does not require any technical support),
- with advanced solutions, there are unlimited options for using all types of information – photos, videos, diagrams, pricing, manuals, etc.,
- in its advanced version for the industry, the magazine can be paired with professional applications for e-learning, benchmarking, price tags, or with warehouse utilities (available upon order),
- with this solution being innovative and creative, any fragment or whole chapters of the guide can be integrated with the Customer’s current promotional or sales operations.

Digital media products are available for anyone, but not everyone has up-to-date knowledge supported by a professional system (the problem is not how to create a database but how to update it regularly and according to the current market developments).



Unique, successful targeting

Distribution of InfoProdukt magazine is based on an innovative open-key distribution profile formula. In practice, the guide will reach all the interested groups – sales representatives, buyers, designers, service providers or opinion leaders.



- Printed circulation for trading
- Printed circulation for newsagents
- Dedicated printed circulation (own)
- Dedicated printed circulation (corporate)
- E-mailing commercial websites
- E-mailing own newsletters
- E-mailing corporate newsletters
- Third party downloads
- Own downloads (subscriptions)

Printed circulation: 2,5-37,5 thousand copies

Electronic circulation: 60-110 thousand recipients

Electronic downloads: 25-65 thousand recipients

There are many outstanding publications, utilities or websites available on the market. They are all focused on the object. For us, the subject – i.e. the recipient of the information – is of no less importance. The recipient is strictly defined for us.



TOP Brand, TOP Product – the best brands and products!

As part of industry and consumer activities, journalists as well as InfoMarket and InfoProdukt experts developed and implemented a ranking of the best products and brands in Poland. The main task of both rankings is to systematize and deepen information about brands and their products operating on the domestic market.

- but also building an appropriate perception and positioning of the best brands and products among sellers and consumers;
- it is especially important on the market of values devalued today, commercial evaluations, unreliable tests or common „splendors” (prepared today only for profit);
- the „TOP Product” and „TOP Brand” rankings are to be a valuable source of information about brands and products operating on the market, their specializations, competences and production technologies;
- they are to indicate the best and most responsible producers on the market, whose products are of the best quality, safety and functionality.

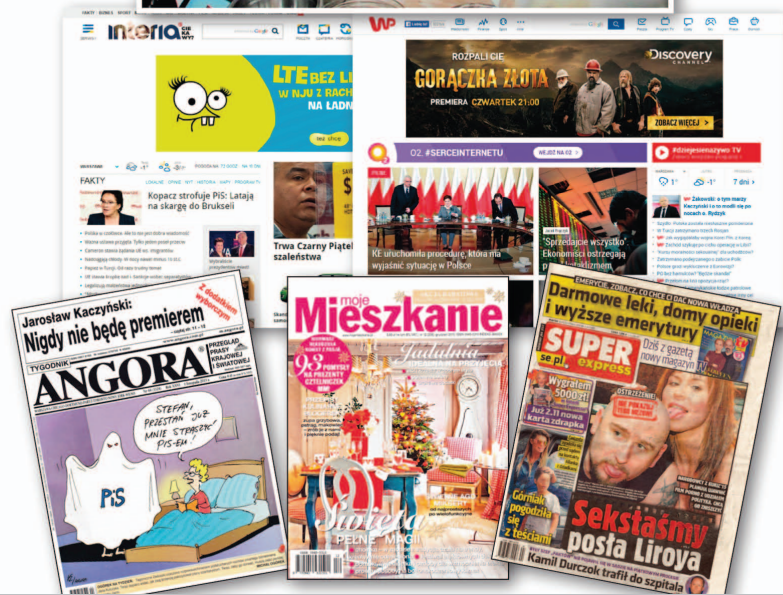
Both rankings are prepared by the best journalists and industry experts, who use not only their extensive knowledge, but also the methodology developed for this purpose.



Product advertising, not marketing publicity

With our rapid growth and enormous group of customers and vendors, we are capable of engaging in extensive and successful promotional activities. Apart from the traditional forms of marketing activities, we are using the most valuable communication and support route on the market, which is content-based communication.

- we have been a leading supplier of information and training services for the channel of professional electrical appliances in Poland (we also have our own media),
- our partners include the largest distribution chains and companies as well as institutions, press, radio, TV and online editors, or even the digital signage channel,
- we create contents, descriptions, manuals, specifications, lists, newsletters, tests, or even offs and scripts for them,
- we support educational activities and we feed education paths and platforms for multiple shopping chains (extensive experience in education),
- we have an extraordinary editorial team, our own Web departments, DTP department, as well as mini 3D studio (multimedia and video productions).



Apart from working with our partners and content buyers, we are going to implement extensive promotional activities with many media partners, from TV, Radio to other famous internet websites. We do not focus on promoting our marketing but on marketing our product.



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