

InfoMarket

Information, education, promotion

Off-line/on-line activities for the industry and consumers





About – InfoMarket

iMEs is an abbreviation of several of our businesses' names, including the two leaders: InfoMarket, an operator in the sales channel, and Elektrospecjaliści, an information supplier for target customers. The iMEs team has over twenty five years of experience in the industry.

At the moment, we are:

- the largest provider of professional electrical installation content in Poland, namely texts, technical descriptions, photos, manuals, reviews, tests, radio and TV offs and scripts,
- we create databases, descriptions, guides and educational platforms for almost all the shopping chains in Poland and for leading how-to sites (over 7000 stores). Most of household appliance and consumer electronics product descriptions in Poland have been developed by the BDKIM alliance (as at 2013, BDK-InfoMarket);
- our services have already been used by over 500 e-stores, price comparison sites or information agencies which generate significant online traffic with over 25 million hits monthly,
- our partners include the largest distribution networks and companies as well as institutions, press, radio, TV, Internet content editors, and even a digital signage channel;



- we provide services to 90 out of 100 largest Web portals in Poland, to 9 out of 10 largest shopping chains, and to 3 out of 4 leading nationwide TV networks. Therefore, our content in its different formats can be found practically everywhere;
- we have the largest trade magazine in Poland – InfoMarket. As early as in the second year of existence, it has reached number one among media monitoring organizations; it reaches all the shopping networks, their owners, managers, buyers and salespeople;
- within InfoMarket, we issue over 100 Guides, How-to publications and other specialized periodicals a year, such as Przewodnik Architekta, Projektanta i Instalatora [Architect's, Designer's, Installer's Guide], or InfoBiznes;
- all the issues and magazines reach their audience within a unique close distribution scheme, one of a kind in Poland; it is characterised by 100% reach to precisely selected recipients (the magazine has zero returns);
- during the last two years, our rapid growth allowed us to build modern 3D/4D and E-Movie studios (multimedia and visual production) as well as to distinguish 4 new InfoMarket sets for new market sectors.

Total circulation of many different issues InfoMarket will exceed the magic threshold of 100 thousand copies!



What are the ways to work with us?

First, because we are the largest provider of professional information, with the most extensive impact on the information and finished product resale market. Our products and services create the value market and effectively enhance brand and corporate perception as well as physical sales generated by our Partners.

Moreover:

- we have the best quality ratio to efficiency and price of media activities on the market. We promote the brand, its values, products and solutions in a cost efficient, modern and sustainable manner;
- our exceedingly rapid growth (40-45% y/y!) is the result of a very simple aspect - we have an entirely unique market impact scheme. Unlike in other media, our information has a multiple-vector aspect - a single piece of news can be found even in 100 places, both in the trading and the consumer channel;
- whatever the media (magazines, newsletters, websites, catalogues, or TV contents), the recipient is always profiled accurately in terms of the content we prepare. In many cases (such as e-learning, virtual salesman, etc.), information once anchored with us will be kept alive for a very long time;
- with our long experience and successful completion of many difficult projects for shopping chains, we have gained enormous confidence among their owners; we carry out our daily work mainly for them, and many of these chains are currently achieving best results on the market with our help;



- building teaching paths for education platforms, e-learning systems or „education books” in traditional and electronic technologies, from SCORM through SABA to SAP;
- upon our partners’ request, we can record videos, create radio and TV scripts (including offs), 3/4D productions and animations, and even editing texts in commercials or videos;
- we accept such jobs as creation and preparation of leaflets, news brochures, or even corporate newsletters. We can fill Web pages, presentations or corporate newsletters with content and data;
- nevertheless, volume is not our key rating. What matters the most for us is quality. Because we are the focal point for enormous traffic and databases, we are the only market operator today who can afford realistic and reliable data and have an actual influence on their presentation;
- we believe that consumer awareness is the only way toward stabilisation and a normal, balanced growth of the Polish market for electrical equipment.

Therefore, our actions structure the market and set healthy standards, they care about the price, and therefore about our Partners’ incomes, their business and their growth.

Save your time!

Choose peace, development and professionalism!



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