

CADblog.pl

Description, editorial calendar and advertising offer
18 July 2009 – 18 December 2009

More than just a blog,
not about CAD only...

www.cadblog.pl
www.cadglobe.com

started in February 2009 as an answer for needs on polish media market; it is the first independent blog in polish language focusing on CAD, CAM, CAE systems. E-magazine with the same title „CADblog.pl” continues tradition of the other virtual titles available completely for free. Everyone can download the newest and the past e-magazine CADblog.pl in pdf file.

CADblog.pl is focusing on CAD, CAM, CAE 2D and 3D systems (professional and also those available for free), tutorials, tips & trics, technology, machine tooling, polish and foreign brand new projects nad many more.

After few months CADblog.pl has reached the first position of the blogs focusing on CAD on the Web. A phrase „blog CAD”, „blog about cad”, „CAD blog” written in a Google toolbar gives our links on the first position (1 on 20 000 000). Hope we can still keep it at the same level. What else we can say? We are all just cadded :)



Frequency of the e-magazine CADblog.pl:

three issues each two months

Format: pdf file with active links, dimensions: 210x297 mm (A4)

Volume: 25-50 pages (and more)

Circulation:

Till 5.08.2009 e-magazine CADblog.pl was downloaded more then **6584** times.

Including files sended to registered subscribers (more then 230 people), it gaves about 1264 readers of each issue.

Statics of the Web Site:

14 490 visits on the web site in the period **1.03. – 5.08.2009 r.**

310 406 triggers in the period **1.03. – 5.08.2009 r.**

Contents of the e-magazine CADblog.pl

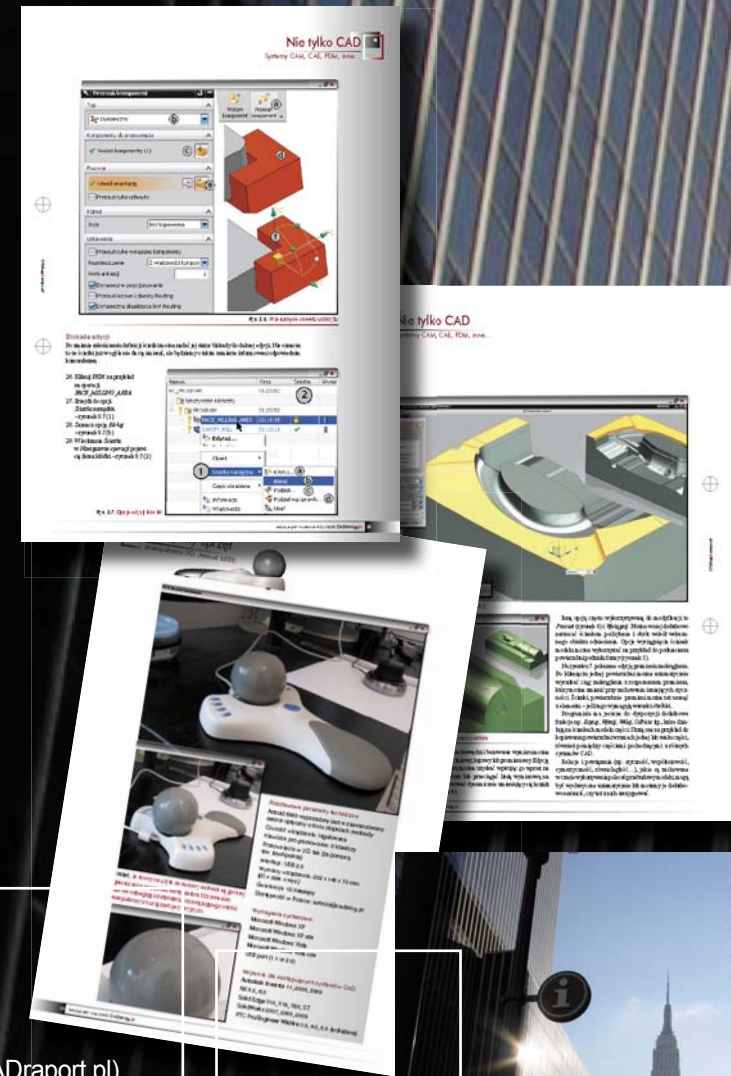
- CAD in practice (including new cycle „CAD for kindergarden” – means for beginners)
- Not only CAD (section about CAM, CAE, PDM, etc...)
- In my opinion (users forum)
- Technologies
- Hardware tests
- CAD history
- Polish brand new projects
- History of polish technical thinking
- News, events, etc...

and also interviews, cover stories etc...



Editorial calendar 18 july – 18 december 2009 r.

issue number	emision date (+/- 3 days)
nr 5 (6)	20.07.2009 r.
nr 6 (7)	7.08.2009 r.
nr 7 (8)	20.08.2009 r. (special edition – CADraport.pl)
nr 8 (9)	2.09.2009 r.
nr 9 (10)	22.09.2009 r.
nr 10 (11)	15.10.2009 r.
nr 11 (12)	3.11.2009 r.
nr 12 (13)	24.11.2009 r.
nr 13 (14)	18.12.2009 r.





We are pleased to offer attractive value of adverts in our media, which is available without any restrictions, with unlimited circulations depend on our readership. Producing e-magazine makes lowest cost, because of no need to prepare printed version, no need to control the shipment etc.

Advertising dimensions:	price*:
1/4 page vertical (105 x 148 mm)	75 EUR
1/4 page horizontal (210 x 74 mm)	75 EUR
1/3 page vertical (70 x 297 mm)	135 EUR
1/3 page horizontal (210 x 99 mm)	135 EUR
1/2 page vertical (105 x 297 mm)	185 EUR
1/2 page horizontal (210 x 148 mm)	185 EUR
1/1 page with module 1/8 page on editorial pages	245 EUR
1/1 page with module 210 x 30 mm on cover page	365 EUR

We offer „cover” pages also in the same price as normal pages.
The file format should be JPG, tif, eps, cdr (the last one saved as 7.0 version).

What the Advertiser's benefits are?

Unlimited circulations (still growing), direct response (readers are CAD, CAM, CAE users), very long period of the advertise's work (past issues still available to download).



* 22% VAT not included. The prices are based on NBP, 5.08.2009, 1 EUR = 4,109 PLN
The new prices are valid till the end of the december 2009. For the companies who already became our partners/sponsors/advertisers, the old prices are still valid.

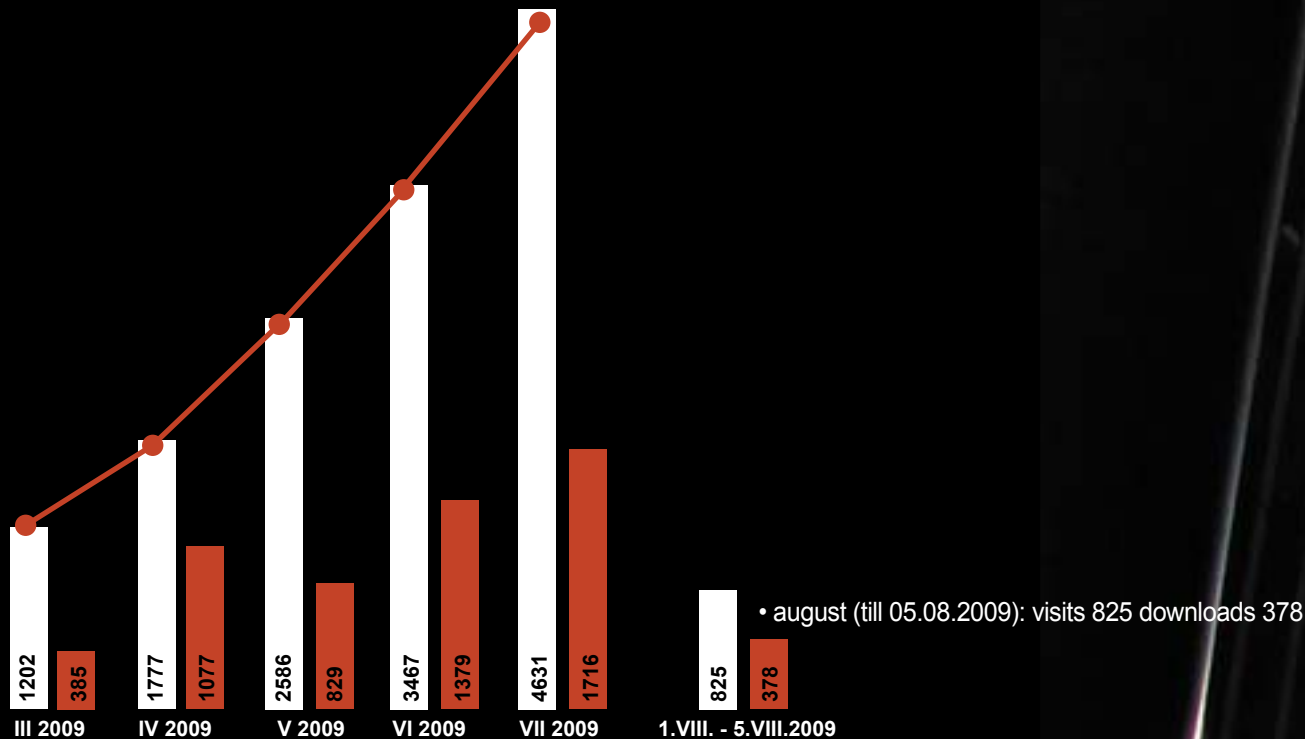
FAQ

What with the situation, when readers are not printing the pages with our 1/1 page advert, just editorial pages?

You can always buy a half page, but remember, that for each 1/1 page advert we are offer the module on editorial pages also. Price of that module included (...)

statics of visit & downloads till 05 august 2009:

- march: visits 1202 downloads 385
- april: visits 1777 downloads 1077
- may: visits 2588 downloads 829
- june: visits 3467 downloads 1379
- july: visits 4631 downloads 1716



- Are there not to many pictures from the USA in the background? What was the reason?
 - We have to remember, that CAD was born in the USA. But I decided to use those kind of pictures because of fact, that in the USA the potential of e-magazines and blogs is still growing, worth even more then traditional papers... In Poland CADblog.pl is going the same way...



How about advert on the CADblog.pl website itself?

There are further possibilities to have advert on the CADblog.pl web:

Web banner dimensions:	price* (monthly):
Top banner (title banner) 750 x 100	295 EUR
Main banner: 600 x 80 (max. 680 x 80) pix	195 EUR
Second banner: 600 x 80 (max. 680 x 80) pix	150 EUR
Sky-scraper: 130 x 360 pix (on the right side of the page)	170 EUR
Button: 130 x 90 pix (on the right, max. 5 buttons)	65 EUR

We accept gif i swf files

There is also option to make advert inside the newsletter. Buy the way, in the newsletter which include the topics from the next issue, there are links to web pages of each advertiser from that issue.



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- According to the pictures
in the background... I have
no idea what to use for that
- that's for sure ;)

(ms)

- ...unlimited acces
- ...actual content
- ...knowledge of topics and branch
- ...easy of use
- ...Reader's confidence
- ...speed
- ...force

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Not about CAD only...

CADblog.pl is a registered press title
VII Wydział Cywilny rejestrowy
Ns Rej. Pr. 244/09 z dnia 31.03.2009 poz. Pr 15934

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Publisher: Studio Graficzne Stanisławski

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