

IRK
PUBLISHING
H O U S E

2011

**Information Brochure
for Advertisers**

Updated in July 2011



■ press



■ conferences

■ internet



custom publishing
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The **RK Publishing House** is a part of the Transport Consultants Group TOR – an independent consulting company established in 1998 and specialised in topics related to transport. The publishing house is operating within a few specified domains. It publishes among others “Rynek Kolejowy” monthly, internet portals and specialist services. It also handles the organisation of various conferences and specialist seminars. We also offer our services in custom publishing and corporate events.



Łukasz Malinowski
Editor-in-chief of “Rynek Kolejowy”
monthly
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22 323 77 44-46 ext. 102

“Rynek Kolejowy” monthly

has been published since June 2002. The magazine presents current events and trends on the transport market; it portrays the railways as a vital element of the Polish economy. It promotes the idea of market liberalisation and its opening for private companies and discusses innovative business solutions. It provides an infallible source of information for managers, company heads, politicians, analysts, scientists and railway lovers.

The columnists in Rynek Kolejowy monthly are Tadeusz Syryjczyk, Adrian Furgalski, Wojciech Paprocki, Jacek Prześluga

- the magazine has a nationwide range
- it is based on the b2b relation
- it consists in ca. 80 pages
- 11 editions in 2011 (double edition July-August)
- constant thematic sections: analyses; opinions; reports; relations; interviews; reports; articles
- newsletter of Rynek Kolejowy monthly is sent to 1600 recipients every day

The range of "Rynek Kolejowy" Monthly magazine is nationwide. It is being sent to several hundred large and small enterprises

Edition of the monthly magazine	Forms of distribution
from 1500 to 2500 copies	<ul style="list-style-type: none"> paid subscription; Empik book stores (as of March 2010); direct distribution during major fairs and conferences

Subscription:	Poland	EU	Other countries
half year	PLN 139	€ 49	€ 60
1 year	PLN 239	€ 79	€ 89
2 years	PLN 435	€ 149	€ 180

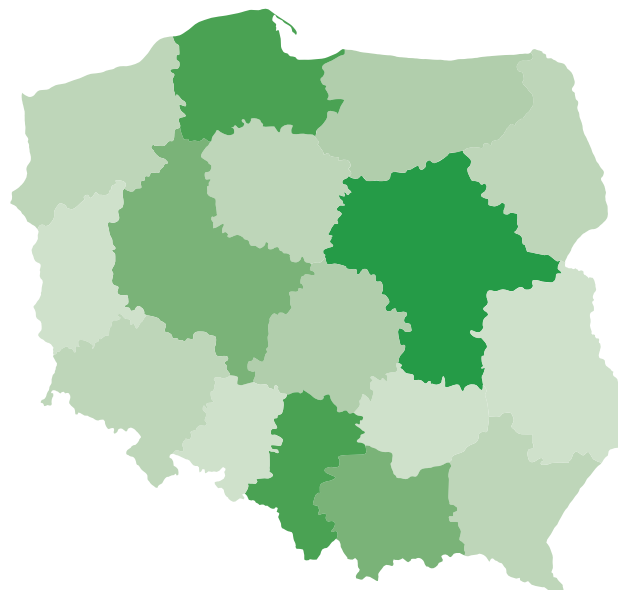
Retail price – PLN 25

Discounts for orders comprising 3 or more copies

distribution of the magazine:*

- the Masovian voivodship: **45%**
- the Silesian voivodship: **25%**
- the Pomorskie voivodship: **20%**
- the Małopolskie voivodship: **6%**
- the Wielkopolskie voivodship: **4%**

* own data based on subscription



Readers of



comprise:

45%

chairmen of the board

12%

board members

8%

science sector

20%

medium and high rank managers

9%

politicians (ministers, senators, MPs, employees of the self-government sector)

6%

employees of the logistic and technologic sectors

annual plan

of „Rynek Kolejowy” monthly

No. 1/2011 (published in December)

- Marketing and PR in the railway sector – whether and how to attract passengers to railway transport?
- Risk and insurance in railway transport
- Carrying off-standard cargo – companies, specific nature of services, dominance of railways over road transport, off-standard cargo transport (at home and abroad)

No. 2/2011 (published in January)

- Polish producers in the railway sector on European markets
- Investors and contractors of railway infrastructure, discussion of financial standing
- Tyred wheelsets
- Power meters

No. 3/2011 (published in February)

- Perspectives for the railway engine market in Poland. Modernisation of engines
- Coal – transport, recipients, import, export. Is mass cargo dominating the railway transport in Poland?
- Reloading technologies: cranes, reachstackers, gantry cranes, harbour infrastructure, autorail vehicles
- Safety management in railway transport (summary of a conference)

No. 4/2011 (published in March)

- The role of railways in public transport
- Privatisation plans in PKP – perspectives, price, offshore examples of similar transactions
- Stock Exchange – opportunity for companies from the railway sector?
- Modern ticket sale methods
- Informatisation of the Polish railways (summary of a conference)

No. 5/2011 (published in April)

- Central European operators after the crisis
- Results of cargo transport (annual). Niches in railway cargo transport – biomass, wood, agricultural and food products
- Situation of railway rolling stock producers – new markets and the demand for the rolling stock up to 2015 (carriers, self-governments)
- Human resources – management, training courses, competency management, human resources costs

No. 6/2011 (published in May)

- High Speed Railways in Poland – construction costs, organisational form and return rate, impact on the remaining part of the system
- Design offices – infrastructure and rolling stock
- Technology of construction of the second subway line. TBM and other machines. Comparison with other projects abroad
- Modern technologies in tramway infrastructure
- Brakes, part 2

No. 7/2011 (published in June)

- Preparations for the EURO 2012 (summary ca. 1 year before the event)
- Industrial railways in Poland
- Locomotive parts suppliers
- Line railways and off-standard transport systems worldwide
- The railway carrier as a logistic operator
- ERTMS/GSM-R in Poland – plans and implementation

No. 8-9/2011 (published in July)

- Tramway transport in Polish cities
- Engineering and design companies – rolling stock and infrastructure
- Intermodal transport (companies, containers, rates) and the competition between railway and road transport
- Development strategy for railway transport in Poland – is it still valid?
- Anti-vandal train protection

No. 10/2011 (published in September)

- Transport results in Q1 2011
- Freight transport in Q1 2011
- PKP Cargo wagon fleet in 2001-2010
- Sale of new rolling stock after Q1 2011
- Intermodal transport

No. 11/2011 (published in October)

- TRAKO SUPPLEMENT (presenting general information on fairs, plans of halls and outdoor areas, additional specialist texts)
- Modernisation of railway stations – successfully implemented facilities in the past two years (as additional materials for the conferences)
- Railway power systems – prices, technology. Is monopoly in the sector necessary?
- Foreign investment projects in the railway industry in Poland
- Infrastructural investments (summary of conference)

No. 12/2011 (published in November)

- External costs of transport, ecology
- The PKP Group – should it continue to exist?
- Barriers of the investment process in PKP PLK
- Modern railway traffic control systems (summary of pilot projects)

<p>Cover page I PLN 7000*</p> <p>Cover page II PLN 5000</p> <p>Cover page III PLN 4500</p> <p>Cover page IV PLN 6000</p>	<p>Double cover page PLN 10000</p>
<p>Full inside page PLN 3500</p>	<p>Double page PLN 6000</p>
<p>Half-page PLN 2300</p>	<p>Strip PLN 2300</p>
<p>2 editing page "flash" PLN 5000</p>	<p>last editing page PLN 4000</p>

One third of a page
PLN 1500

* contents of advertisement on cover I to be agreed
 ** accurate format and technical requirements do be downloaded from the webpage www.rynek-kolejowy.pl/reklama
 *** prices provided do not include VAT.
 **** exact dimensions are given on p. 20

Advertisement

“Rynek Kolejowy” monthly is based on the b2b relation. Each advertisement reaches all companies connected with the railway transport market in Poland. The readers include decision makers and specialists, experts and enthusiasts. Please select the form of advertisement and its frequency.

Off-standard forms

- supplement related to the company:
price net PLN 18 000 (based on corporate materials)
PLN 20 000 (fully prepared by the editorial office)
- poster – price PLN 7000
- inserts, leaflets, disks, off-standard advertisement forms – ask for the price



contact:
reklama@rynek-kolejowy.pl



www.rynek-kolejowy.pl

portal dedicated to **current events on the railway market**, as well as information related to operation of the rail transport industry in Poland.

The portal keeps a close watch on the latest trends in the industry: it seeks innovative investment solutions. Coming towards expectations of our Readers, we also allow for social problems related to railway transport issues.

Web portal rankings*

- almost 130,000 users a month; an increase by 62%
- almost 400,000 visits a month; an increase by 39%
- almost 1,300,000 hits a month; an increase by 24%

Our newsletter is sent to almost 1,600 addresses
Almost 2,000 Facebook fans – active participation

contact:
reklama@rynek-kolejowy.pl

* averaged data for 2011,
comparison to Q2 2010; data source: stat24.pl



week with a company

day with a company

special news

advertising at www.rynek-kolejowy.pl

Partner of selected service

- Business / Infrastructure / Law and politics /
- Passenger / Technique / Topics of interest / Human Resources / Tenders / Companies / Job vacancies – conditions and price to be negotiated
- Price *: one year package 30 000 zł; half year package 15 000 zł
- A scope of cooperation to be agreed

Week with a company – PLN 2990*

- news on company in the news right column on the main page of the portal www.rynek-kolejowy.pl. The latest news changed throughout the week, volume and contents unlimited
- banner 670 x 60 px between the news

Day with a company – PLN 1190*

- three news placed one-off for one day in the right news column

Special news – PLN 870*

- one-time news placed in our service PLN 700

In all cases the news may not be commented by our users

▪ headline A	PLN 1490
▪ banner B	PLN 1390
▪ navibox C	PLN 890
▪ navibox CA	PLN 690
▪ pop-up	PLN 2990
▪ background	PLN 3000

time of advertisement emission: 7 days

* Prices provided do not include VAT.

contact:
reklama@rynek-kolejowy.pl



Advertisements – job vacancies www.rynek-kolejowy.pl/praca

This is a service that presents job vacancies in the railway sector. The portal offers the most effective recruitment form and applications from persons interested in the sector. Each company buying an advertisement receives the status of 'employer', which allows it to benefit from the CV database.

- 1 emission week of one advertisement: PLN 690
- two weeks PLN 990
- four weeks PLN 1290

Special discounts for emission of several advertisements!

Subscription for unlimited number of advertisements during:

- 6 months + banner 980 x 100 px PLN 5990
- one year + banner 980 x 100 px PLN 7990

Bulletin

www.rynek-kolejowy.pl/przetargi

This is a section that is very popular among our readers. It contains information about call for tenders, submitted offers and tender related regulations. It is a good place for advertisements related to sale, purchase, seeking of partners, contractors, premises or services.

- one week PLN 590
- two weeks PLN 790
- a month PLN 1290
- banner in Komunikaty section PLN990 / one week
- banner in Komunikaty section + banner on a main page PLN 1500 / one week



Katalog Firm Kolejowych and the Railway Business Directory

Modern communication platform for companies connected with the railway business.

Quick search for companies, in alphabetical order, divided by industries, to identify potential partners.

Participants of the catalogue may do the following on their own:

- change the submitted presentations – texts, interviews, photographs, reviews, films and any other information used to present a company in the most modern way
- contact other participants of Katalog Firm Kolejowych by mail
- insert 'invitation', e.g. to a stand at the fair
- or submit important 'news'

Annual subscription of the Polish and English version
only the English version

PLN 1100*
EUR 60

The price PLN 1100 comprises one-off publication of the information brochure in the printed version added to one of the Rynek Kolejowy Monthly editions.



For a few years we have been organising conferences, seminars and discussion panels connected with vital issues of the railway market. The trust vested in us by so many companies enabled us to organise a substantially important event, which is a cornerstone for discussions taken up everywhere in Poland with respect to changes and future of the railway transport. The TOR experts, specialists from key companies, politicians and self-government activists set out new directions and topics for the forthcoming year.

Please feel invited to our conferences in 2011.

Become our partner

- Strategic partner
- Golden partner
- Silver Partner
- Bronze partner

Present your promotion materials at a special stand

Prices* for participants:

- PLN 1090 per person
- for at least two persons from one company – PLN 990 per person
- persons from the public sector – PLN 990
- Railway Business Forum members – PLN 990



* Prices provided do not include VAT.



In 2011 we plan to organise 11 domestic and international conferences, including among others the following:

27.01.2011

Railway safety management

Main topics of the conference:

- New legal regulations related to managing the safety of railway infrastructure on a community and domestic level
- Outline of the development of European legislation related to safety certification
- DSU aspects and security authorisation in the railway infrastructure.
- ISO standards vs. SMS standards – integration of management systems
- Internal audit vs. SMS evaluation criteria
- TSI of the infrastructure subsystem vs. SMS of the railway infrastructure administrator
- Security of investment projects, financial risks.

08.02.2011

Informatisation of the Polish railways – mapping of challenges and problems

Main topics of the conference:

- Problems of the Polish railways sector with respect to IT sciences – report of the Railway Business Forum
- Hardware of the regional carrier Przewozy Regionalne
- Hardware of data processing centres
- Challenges for IT systems for organisation management and business operations support, and for operating management of railway companies
- IT systems for organisation management and business operations support
- IT investment projects vs. generation of revenue increase. Case study
- Establishment of effective IT solutions in the ‘cloud’ architecture

10.03.2011

Prospects for the locomotive market in Poland

Main topics of the conference:

- The Polish fleet of cargo and passenger engines in 2011
- Review of demand for new and modernised engines in the years 2000 to 2010
- Discussion panel: absorbability of the Polish cargo engines market – needs of the Polish market
- Methods of investment project funding: banks/EIB/EFL
- Insuring engines from all risks
- Discussion panel: structural solutions – what is the best choice for specific transport needs?

30.03.2011

CEE urban railway systems

Main topics of the conference:

- The bill on public collective transport and the act on metropolitan areas
- Silesia, Masovia, Tricity – 3 types of agglomerations, various possibilities of optimising public transport management and transport means integration
- Integrated public transport system and tasks of the gmina (commune) self-government, the powiat (county) and voivodship (region) arising from the present valid legal acts – mechanisms and tools to be applied in the binding legal system for the establishment of effectively operating system
- Agglomeration railways: review of particular cases
- The railway station as a user friendly multi-functional space that integrates transport means
- Smart Card and intelligent transport systems
- Public transport in Warsaw A.D. 2030. Development scenarios.



8.06.2011

CEE rail operators forum 2011

Main topics of the conference:

- Privatisation process of PKP Cargo
- Development of DB Schenker Rail in Central and Eastern Europe
- RZD and Transcontainer
- CD Cargo: objectives for the forthcoming years
- Rail Cargo Austria: expansion on the Hungarian and Romanian markets
- Transport statistics in CEE 2010/11 - review
- Transit – panel with participation of representatives from Poland, Austria, Germany, Russia
- Management of outlays in the rolling stock necessary for cargo shipments – demand and funding
- Alternative development scenarios of the Polish market of cargo transport
- Impact of operating leasing on the interoperability of Central European railway operators.

29.06.2011

Facing EURO 2012

- Managing of passenger transport organization during major sport, cultural and social events
- Risks and organizational challenges facing transport operators and organizers
- Preparation of the host cities for EURO 2012
- Airports and airlines co-operation during EURO 2012





28.09.2011

Railway infrastructure investments 2011

Main topics of the conference:

- State of infrastructure in Central and Eastern Europe – major investment projects
- Summary of hitherto investment projects and plans for the oncoming 4 years in Poland
- Development of logistic centres and reloading terminals in Central and Eastern Europe
- Optimum use of the existing infrastructure and modern outlays in powering systems and railway traffic control systems

7.11.2011

The Rail Congress 2011



- The Rail Congress 2011 will take place on November 7th as an accompanying event to the 7th annual Person of the Year – Friend of Railways Gala.
- The Rail Congress 2011 is organised by PKP Polskie Linie Kolejowe S.A., Railway Business Forum and Rynek Kolejowy Publishing House.
- The aim of the Congress is to create a platform to discuss the condition of the Polish rail sector in its broad economical and political environment.

17.11.2011

The efficient use of the railway stations in Poland

Main topics of the conference:

- Summary of hitherto outlays aimed at revitalisation of railway stations
- Case studies of the already completed projects
- Integrated public transport and the development of stations
- Involvement of private partners and self-government authorities in projects of railway station revitalisation
- Financing railway stations – models in use in Europe
- The future of small and medium railway stations





Consulting with respect to PR and promotion

Our long-term experience connected with establishing a market position for the Publishing House and relations with our clients allowed us to acquire a vast knowledge. Now we are a dynamic and experienced team, capable of adapting in a flexible way to the individual needs of our clients. As RK Media we can assist companies in such domains as:

Public Relations

As journalists with long-term experience we are aware of expectations for releases sent by companies to the media. We know how to formulate the releases so that they can be attractive to the journalist and concurrently contain a set of context information necessary to publish an article in the paper, or to hold a TV interview. We know how frequently information should be sent out and what domains it should concern. Conscious communication with the media is an effective way of protection from black PR, and on the other hand it builds the brand awareness and allows keeping up interest in the company.

Magdalena Chęcińska
magdalena.checinska@rynek-kolejowy.pl



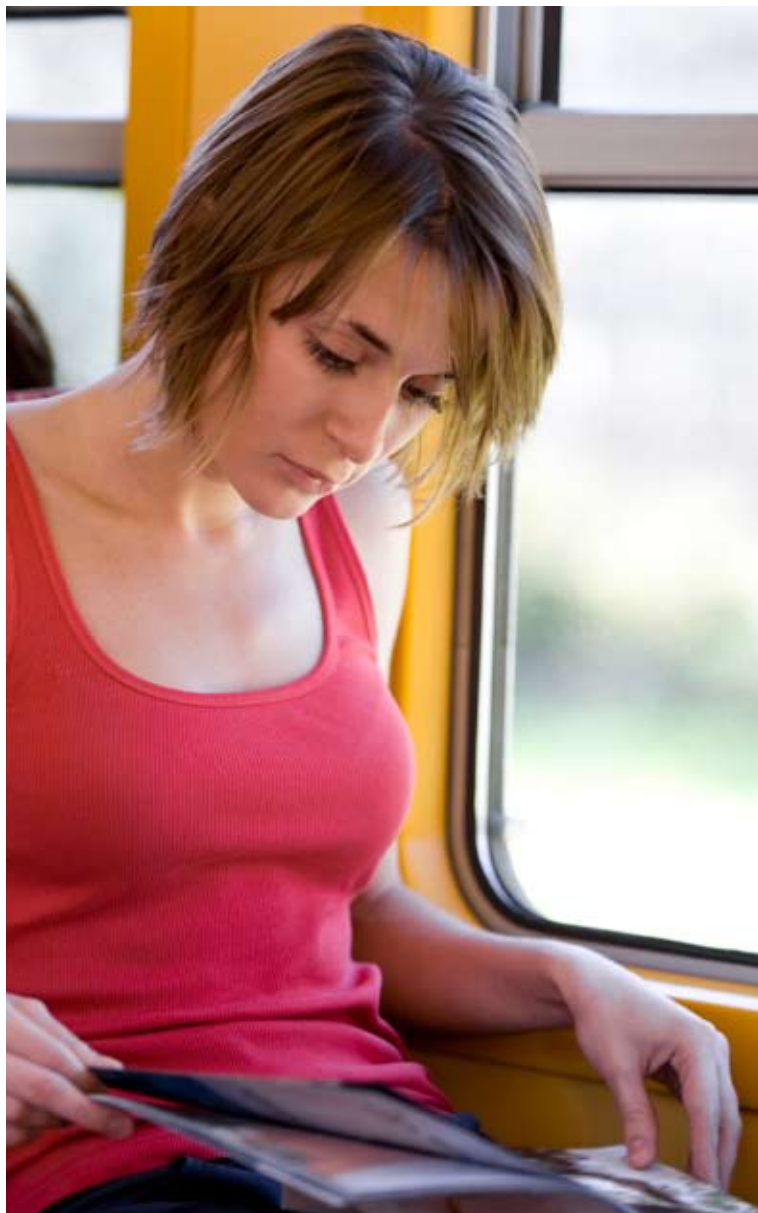
Image strategies

Coherent visual identification and consistently built strategy in image building allows establishing a stable and lasting development oriented company position in the eyes of its clients, partners and the public opinion. The vision of directions, in which your company is to continue its development, has to be reflected in the process of building the awareness of your brand. There are so many methods in existence as there are business projects. The key is to find a custom made solution appropriate to your objectives. Our experience can prove to be helpful in defining the company image, forming it and planning a strategy for its promotion.

Events

We are ready to assist you in organising meetings, such as corporate event, corporate outdoor event, product presentation, meeting with clients or meeting with the press. Our contact database will assure the required attendance during your conference or press conference. What is more, we have the appropriate back-up facilities to assure substantive and organisational support. Please note that our approach to your needs is flexible. An event organised by RK Media will certainly meet your needs.

Magdalena Chęcińska
magdalena.checinska@rynek-kolejowy.pl



On-board periodicals

On-board periodicals have proven their usefulness in many countries as a modern and effective form of communication with the passengers, users and potential clients. This is the best form of building a positive image of the carrier and of having such a carrier embedded in the cultural space of the region, town or country. Our offer comprises professional editing and concepts to make the publication more attractive and to keep up the interest of the reader / traveller over a longer time.

The latest information concerning our offer, as well as a compendium of information on cultural events or places worthy of visiting on the carrier's route – all this will attract the interest of our reader, and will certainly not be found to be boring.

Corporate publications

Corporate publications are marketing tools used in internal and external communication. It helps in finding new clients, in keeping up loyalty with the present ones, enhances the brand awareness and strengthens it. It is also a perfect tool for internal communication with employees or with another group in a company, via which a company can inform, motivate, integrate and build up the corporate culture.

Contact:
jakub.klimkiewicz@rynek-kolejowy.pl



Rules of co-operation

between the Rynek Kolejowy Publishing House (hereinafter called the „Publisher”) and Advertisers concerning ads and information materials published in press titles and on portals of the Rynek Kolejowy Publishing House.

1. General provisions

1.1. Graphic materials:

- a/ Ads to be placed in a monthly or quarterly paper may be supplied by a customer electronically as a pdf, jpg, ai, tiff, eps, psd file. Materials for the portal: swf, jpg, gif, flash.
- b/ On request of the Advertiser an ad may be prepared by the graphic co-operating with the Publisher. In such case the materials needed for the ad’s preparation (logo, photos, text, captions, guidelines as regards the outlook of the ad, colours) must be sent to the Publisher 7 business days prior to the date of closing the issue for print at the latest or in case of portal – 5 business days.
- c/ The Advertiser may make two corrections for free, for any further corrections the Publisher has the right to charge the Advertiser an additional fee as per the Publisher’s price list.
- d/ Any amendments to the contents of ads shall be sent in writing.

1.2. Copyrights related to ready-made ads submitted by the Advertiser for printing shall remain the property of the Advertiser. Copyright related to ads prepared by the Publisher on a contractual basis shall remain the property of the Publisher, unless otherwise agreed by the parties. In case of ads prepared by the Publisher as a holder of full copyrights therein, the Publisher shall not forward to the Advertiser the source files with advertising material, but only illustrative files.

1.3. Complaints:

- a/ In case of distortion of an ad in print or other errors made through the fault of the Publisher, the Advertiser shall be entitled to compensation. Upon the letter of complaint the Publisher shall agree with the Advertiser, on a case by case basis, the form and value of compensation.

- b/ a complaint shall be lodged in writing not later than within two days of receiving the magazine or within one day – in case of ads placed on the portal.

1.4. The Advertiser warrants that the advertising material does not infringe the rights of third parties and the Publisher is authorized to use it.

1.5. The Publisher has the right to refuse to place an ad, especially when it is inconsistent with the general strategy and policy of the Publishing House or infringes the principles of public welfare.

1.6. The Publisher shall not be liable for the effects of placing an ad delivered or approved by the Advertiser.

2. Specific provisions concerning press titles: Rynek Kolejowy – monthly and Railway Market – quarterly

2.1. Formats and dimensions of ads:

- 1 page with bleed – 205x285 mm + 3 mm from each side
- 1/2 page with bleed (horizontal) – 205x139 mm + 3 mm from each side
- 1/2 page within the life type area – 145,6x116 mm + without bleed (no trim allowance)
- 1/2 page with bleed (vertical) – 98x285 mm + 3 mm from each side
- 1/2 page within the life type area (horizontal) + margin – 183x116 mm + without bleed (no trim allowance)
- 1/3 page with bleed (vertical) – 68x285 mm + 3 mm from each side
- 1/3 page within the life type area (horizontal) – 183x77 mm + without bleed (no trim allowance)
- Strip – 205x60 + 3 mm from each side
- Other formats shall be separately agreed with the Publisher.

All printer’s marks, trims and registration marks must be placed beyond the bleeds.

2.2. Ad in the form of a sponsored article.

- a/ an ad in this form shall be marked with an appropriate heading: „promotional text”, „sponsored article” or other agreed with the Advertiser, on each page of the article.

- b/ The number of ads in the form of a sponsored article shall be limited to maximum three in each issue. Therefore, the Publisher reserves the right to refuse to publish an ad in the issue chosen by the Advertiser and to propose another date.

2.3. Inserts, glue-inserts and all non-standard forms of advertising require separate pricing and approval.

2.4. After an ad has been placed the Advertiser shall receive one copy of the magazine.

3. Specific provisions concerning the portal www.rynek-kolejowy.pl

3.1. Week with the Company:

- news for Monday must be delivered by e-mail on Friday by 12:00. Any further changes in the news require separate agreement between the parties.

3.2. The framework and form of promotional activities carried out on community portals or through other instant messengers shall be specifically agreed as an annex to the contract.

3.3. The Publisher shall reserve the right to refuse to accept any banners with dimensions not adjusted to our official format. Change of a format shall be separately agreed by the parties.

4. Payments:

4.1. A price for placing an ad or banners shall be in accordance with the valid price list with a relevant discount.

4.2. Upon completion of service – closing the issue for print/placing the banner on the portal the Publisher shall be obliged to issue an invoice payable within 14 days. After exceeding the payment date the Publisher shall have the right to charge statutory interest.

4.3. In case of new Customers a prepayment is required upon a pro forma invoice.



Marketing and advertising:

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