Media kit 2027

See the advertising offer

The better side of plastics.

Portal, video and magazine
for the plastics and packaging industry

25 years

2002–2027

Plastech.
web portal

120,000
page views per month

Plastech▸
video channel

26,000
views per year

Plast Echo
printed magazine

2,000
copies per issue

info@plastech.pl · plastech.pl/en/advertising

One partner, three media

The web portal, the printed magazine and video reach companies in the industry through different channels. Combine them in one campaign to build a consistent brand presence.

PORTAL

Plastech.

Business Directory, B2B offers, news, events, plastics prices.
PL and EN versions.

Since 2002 · 16,000 registered users

MAGAZINE

Plast Echo

Printed quarterly plus an international edition.
Free digital edition.

Since 2020 · 50 issues and 4 international editions

VIDEO

Plastech▸

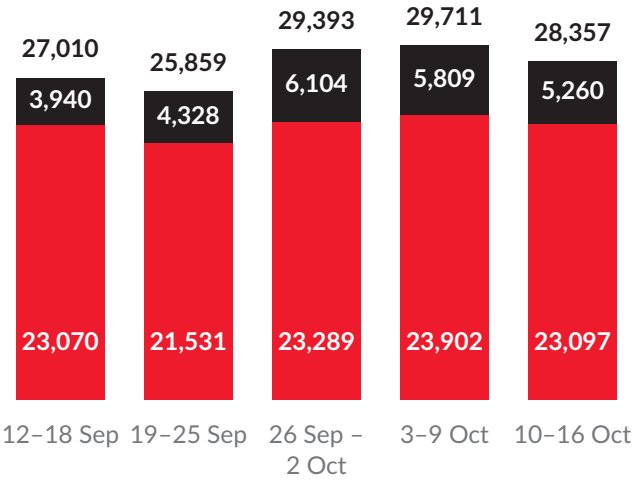
Trade fair reports and company visits. Published on the portal and on YouTube.

Since 2011 · 741 videos on YouTube

Page views per week

PL version EN version

5 full weeks · 12 Sep – 16 Oct 2026



Above the bars: PL + EN total. Page views after bot filtering.

DISTRIBUTION

Newsletter	
every Friday	
PL	**9,169**
EN	**3,835**
E-mailing	
Addresses with active consent	
PL	**12,801**
EN	**3,225**
Trade fairs	
Plastpol and, with the EN edition: Kuteno, PRSE, FachPack, Fakuma, Ecomondo and Plast Eurasia	

International reach

Plastech.pl/en

English version of the portal: 1,344 companies from outside Poland in the Business Directory, incl. Germany 238, China 232, USA 96.

Advertising in the EN version

Banners on the same positions as in the PL version (page 06), banner in the EN newsletter and e-mailing to the EN database (page 05). Business Plus and Premium cover both language versions of the company card.

Business Directory and B2B marketplace

Companies, plastics, waste, machinery and products in one place. Every company card and every offer is available in Polish and in English.

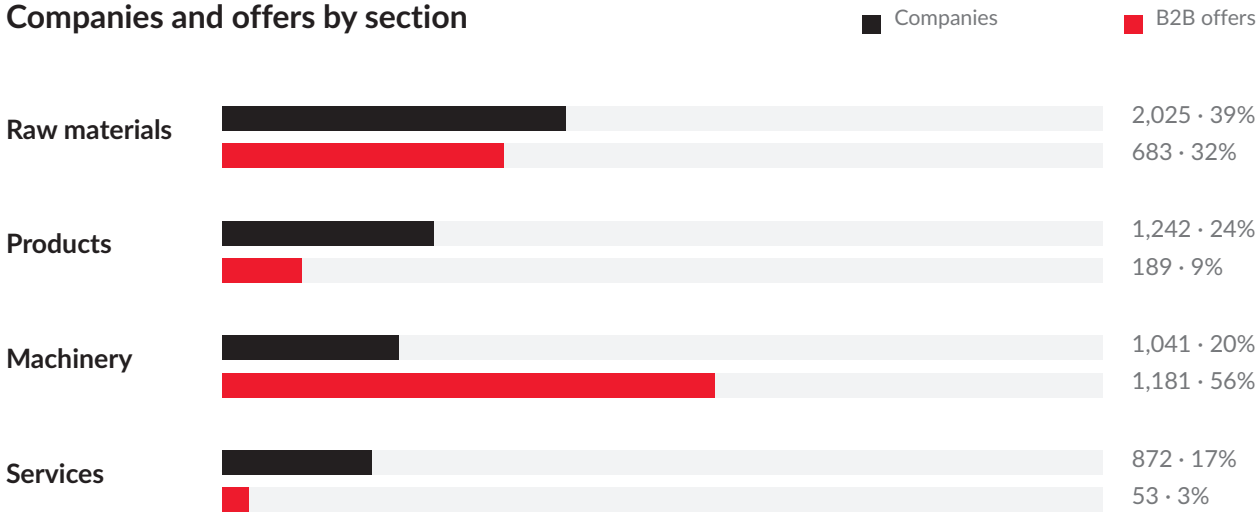
5,184
companies from 67 countries; 26% from outside Poland

38%
of portal page views go to B2B offers - the largest section

2,300
active offers every day from 285 companies; 1,100 new per month

46,000
B2B offer page views per month and 5,000 sessions

Companies and offers by section

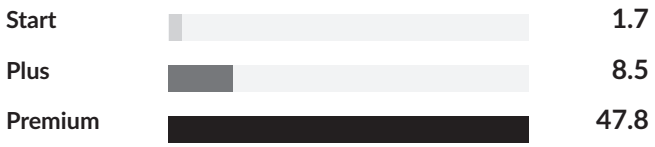


Business Directory - largest subcategories: plastics 952, packaging 684, plastic waste 614, processing subcontractors 455, processing machinery 242.

B2B marketplace: plastics 419, peripheral equipment 318, processing machinery 207, recycling machinery 181, plastic waste 164. Sell 93%, buy 4%, services 3%.

Directory: active PL and EN listings, each company counted once, section by main category (5,180 companies with a category). B2B: 2,106 active offers as of 21 Oct 2026.

Company card views per month



28× more views than the free Start listing. Comparison by the same method and over the same period.

B2B offer views per day



Median regular offer: 1-2 views in 4 weeks. A Top Offer stays at the top of the list and of its category for 1, 2, 4 or 12 weeks. Price list: page 05.

Packages 2027

Bundle proposals matched to the goal of your campaign, priced according to the price list (pages 05-06). The prices below apply to companies with no orders in the last 12 months.

RECOMMENDED

Trade-fair package

For Plastpol 2027 exhibitors

ONLINE · Trade fair video – Plastech.pl and YouTube — **EUR 235** PLN 1,000

PRINT · Sonata entry in the Market Novelties Review, trade-fair issue — **EUR 510** PLN 2,200

PRINT · Plast Echo: business card in the Range of suppliers, 4 issues (trade-fair issue: +300 copies at Plastpol) — **EUR 465** PLN 1,990

List price: EUR 1,210 / PLN 5,190

EUR 1,108

PLN 4,754 · Discount 8.4%

LAUNCH

Product launch

A new machine, material or service

ONLINE · Sponsored article – publication on Plastech.pl — **EUR 395** PLN 1,690

ONLINE · E-mailing to the PL database — **EUR 435** PLN 1,860

ONLINE · Banner in the PL newsletter — **EUR 160** PLN 690

List price: EUR 990 / PLN 4,240

EUR 929

PLN 3,977 · Discount 6.2%

ALL YEAR

Year-round presence

Business Directory, the Polish Plast Echo issues and a banner

ONLINE · Business Premium in the Business Directory, new entry, PL + EN — **EUR 465** PLN 1,990

PRINT · One 1/1-page advertisement in each of the 4 Polish Plast Echo issues — **EUR 4,180** PLN 18,000

ONLINE · Button 1 on Plastech.pl, 2 months — **EUR 1,020** PLN 4,400

List price: EUR 5,665 / PLN 24,390

EUR 4,249

PLN 18,293 · Discount 25%

INTERNATIONAL

Trade fairs abroad

Distributed at trade fairs outside Poland

PRINT · Business card in the international edition of Plast Echo — **EUR 230** PLN 990

PRINT · Partner Content, 1 page + 1/1-page advertisement in the international edition (package from the price list) — **EUR 1,370** PLN 5,900

List price: EUR 1,600 / PLN 6,890

EUR 1,416

PLN 6,098 · Discount 11.5%

One way of calculating the discount

Basis: net turnover from the last 12 months + the current order, converted to PLN. EUR thresholds are approximate.

PLN 2,400 ≈ EUR 560	PLN 3,000 ≈ EUR 700	PLN 5,000 ≈ EUR 1,160	PLN 7,500 ≈ EUR 1,745	PLN 10,000 ≈ EUR 2,325	PLN 15,000 ≈ EUR 3,490	PLN 20,000 ≈ EUR 4,650	PLN 24,000+ ≈ EUR 5,580
0%	**2.4%**	**8.0%**	**12.4%**	**15.5%**	**19.9%**	**23.0%**	**25%**

The discount is applied both in the cart and in a quote prepared by your account manager.

Price list 2027

Business Directory, offers, articles, video and e-mail. Net prices. Discount rules: page 04.

BUSINESS DIRECTORY · ANNUAL ENTRY	EUR	PLN
Business Plus, new entry Presentation prepared by our editors. Polish and English versions included.	175	750
Business Plus, renewal Renewal for the next year. Polish and English versions included.	155	660
Business Premium, new entry Company showcase (up to 10 pages) and presentation prepared by our editors. Polish and English versions included.	465	1,990
Business Premium, renewal Renewal for the next year. Polish and English versions included.	440	1,890

Both language versions of the listing are included; the translation is delivered as a draft for your approval.
The Start listing is free.

B2B OFFERS

Top B2B Offer
Your offer highlighted at the top of the B2B marketplace list.

	1 week	2 weeks	4 weeks	12 weeks
EUR	30	55	90	220
PLN	130	230	390	950

ARTICLES AND VIDEO	EUR	PLN
Sponsored article: publication Publication of your text, photos and links in the News section. The article stays in the portal archive.	395	1,690
Trade fair video Recorded at your stand. Published on the portal and on YouTube.	235	1,000

NEWSLETTER AND E-MAILING · 1 MAILING	EUR	PLN
Banner in the EN newsletter 3,800+ addresses · 550 × 75 px	80	345
E-mailing, EN database Your message to the English-language industry database: 3,200+ addresses.	215	930
Banner in the PL newsletter 9,000+ subscribers · 550 × 75 px	160	690
E-mailing, PL database Your message to the Polish industry database: 12,000+ addresses.	435	1,860

Banners on plastech.pl

Net prices per month of display. A longer campaign increases the discount according to the rules on page 04.

1 MONTH OF DISPLAY On average every sixth page view at full rotation.	PL VERSION	EN VERSION	PL + EN VERSION
Wideboard desktop 1304 × 168 px · smaller screens 524 × 233 px	**EUR 1,165** PLN 5,000	**EUR 580** PLN 2,500	**EUR 1,455** PLN 6,250
Banner 1 desktop 974 × 110 px · smaller screens 524 × 116 px	**EUR 900** PLN 3,870	**EUR 450** PLN 1,935	**EUR 1,125** PLN 4,840
Banner 2 desktop 974 × 110 px · smaller screens 524 × 116 px	**EUR 675** PLN 2,900	**EUR 335** PLN 1,450	**EUR 845** PLN 3,625
Navibox desktop 314 × 302 px · smaller screens 220 × 212 px	**EUR 780** PLN 3,350	**EUR 390** PLN 1,675	**EUR 975** PLN 4,190
Button 1 desktop 314 × 112 px · smaller screens 220 × 78 px	**EUR 510** PLN 2,200	**EUR 255** PLN 1,100	**EUR 640** PLN 2,750
Button 2 desktop 314 × 112 px · smaller screens 220 × 78 px	**EUR 420** PLN 1,800	**EUR 210** PLN 900	**EUR 525** PLN 2,250

PL version = plastech.pl, EN version = plastech.pl/en, PL + EN = both versions in the same month.

Plast Echo

Net prices per issue unless stated otherwise. 2027 dates, print runs and languages: page 07.

AD FORMAT	EUR	PLN
Advertisement 1/1 page 205 × 270 mm	1,045	4,500
2nd or 3rd cover 205 × 270 mm	1,335	5,750
4th cover back cover, 205 × 270 mm	1,510	6,500
Advertisement 1/2 page 98 × 270 or 205 × 132 mm	670	2,890
Advertisement 1/3 page 68 × 270 mm	420	1,800
Insert in the whole print run	1,400	6,020
Partner Content, 1 page 3,000 characters + photos	570	2,460
Partner Content, 2 pages 5,000-6,000 characters + photos	790	3,400
Partner Content 1 page + 1/1-page advertisement	1,370	5,900
Business card in the Range of suppliers 4 issues, price for the whole year	465	1,990
Business card in the international edition distributed at trade fairs outside Poland	230	990

MARKET NOVELTIES REVIEW · TRADE-FAIR ISSUE 2/2027	EUR	PLN
Etiuda entry up to 1,600 characters, photo, logo, contact details	255	1,100
Sonata entry up to 3,000 characters, photo, logo, contact details	510	2,200

Publishing plan 2027

Four Polish issues: 2,000 copies each to subscribers, and the trade-fair issue with an extra 300 copies at Plastpol. The EN edition goes to trade fairs outside Poland.

4 + 1
Polish issues and one international edition in English

10,300
copies a year: 4 × 2,000 for subscribers, 300 at Plastpol and 2,000 at trade fairs abroad

EUR 0
for the digital edition of every issue on plastech.pl - no limits

ISSUE	DEADLINE	DISTRIBUTION	PRINT RUN AND RECIPIENTS
1/2027 no. 52	22 Jan 2027	approx. 12 Feb 2027	2,000 copies to subscribers
2/2027 no. 53 trade-fair issue	9 Apr 2027	approx. 30 Apr 2027	2,000 copies to subscribers + 300 copies at Plastpol in Kielce
3/2027 no. 54	3 Sep 2027	approx. 24 Sep 2027	2,000 copies to subscribers
4/2027 no. 55	5 Nov 2027	approx. 26 Nov 2027	2,000 copies to subscribers
International 2027 international edition in English	5 Mar 2027	from approx. 26 Mar 2027	2,000 copies at trade fairs: Kuteno, PRSE, FachPack, Fakuma, Ecomondo and Plast Eurasia

The deadline is the last day for accepting advertisements. Distribution starts about a week after printing. Distribution dates are approximate.

AD FORMATS	
Full page and covers II, III, IV	205 × 270 mm
1/2 page: vertical or horizontal	98 × 270 or 205 × 132 mm
1/3 page: vertical	68 × 270 mm
Files: PDF, CMYK, 300 dpi 5 mm bleed	

How to order

STEP 1

Choose your offer

Pick a product or package from pages 04-06. Before a banner campaign, confirm with us that space is available in the month you have chosen.

STEP 2

Place your order

Order at plastech.pl/en/advertising or through your account manager. The discount is applied automatically in the cart and included in a quote prepared by your account manager.

STEP 3

Send your materials

Use the specifications below. We can prepare banners and e-mailings for you.

MATERIAL SPECIFICATIONS

Portal banners	HTML5 or JPG, GIF, PNG. Desktop and mobile versions (screens below 415 px). Dimensions: page 06.
Newsletter banner	JPG or PNG graphic, 550 × 75 px, with a link to your website.
E-mailing	Text up to 1,800 characters with spaces (up to 3,600 characters: +30%). Images up to 3 MB in total, HTML file up to 15 kB. Text and graphics separately; active links in the text.
Sponsored article	Text, photos and links. The article stays in the portal archive.
Plast Echo	PDF, CMYK, 300 dpi, 5 mm bleed. Full page: 205 × 270 mm. Smaller formats and deadlines: page 07.

Net prices, VAT invoice. The discount is applied automatically in the cart and included in a quote prepared by your account manager.

Let's talk about 2027

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