

GOODWILL

Magazine about business, economy and society

GOODWILL provides updated information from the world of economy and business. It also captures how these activities overlap with the current society, more specifically, the non-profit sector.

GOODWILL takes note of successful businesses and managers, whose career paths can be an inspiration to readers. On the their examples it shows, how to achieve not only good economic numbers, but also high-class corporate and personal goodwill.

GOODWILL utilizes both domestic and global sources of information. It provides relevant, interesting and practical articles and tips for readers. It regularly updates results of statistical surveys and studies of leading international institutions and companies, as well as evaluators' analyst materials, reports, comments and conclusions.

GOODWILL also publishes original articles of professional co-workers, as well as contributions of experts and respected personalities from various special forums, that reflect important trends in the domestic economy and its sectors.

The main targeted group of readers are owners, administrators and executive managers of corporations. In addition to professional materials, **GOODWILL** offers them articles focused on culture and art, health, relaxation, lifestyle and personal style. It wants to help better orientation in the wider social aspect of their activities.

GOODWILL mainly represents a valuable source of knowledge, opinions and information on the current state and course of both Slovak and world business.



Goodwill is divided into six basic sections. Each section represents, more or less, a unified thematic content.

■ Business

The essential operative sector concerning the aimed group of readers. This sector offers crucial articles regarding enterprise issues in its broad understanding. The titles of columns stand witness: Business Enterprise, Management, Finances, Human Resources, Education, Corporate Social Responsibility.

■ Economy

This section, closely connected with enterprise, contains mainly materials dedicated to particular sectors of economy – global but mainly home economy. Readers will find them in columns: Industry, Energetics, Building Industry, Agriculture, IT and Communication Technologies, Real Estate, Waste Economy.

■ Transportation

This significant sector of economy heavily affects enterprise as it is, but also both personal and professional life of entrepreneurs. Due to this, it was dedicated its own section. You can find columns such as: Transportation, Logistics, Shipping, Automobiles.

■ Services

This sector of economy continues to grow in its significance. This applies to Slovakia, even though we are historically an industrially-based country. Our ambition to broaden this sphere reflects in a separate section with columns: Services, Tourism, Trade, Marketing.

■ Health and Life

Health issues are something that affects everyone and it heavily affects our jobs as well as private life. Our health is affected by our diet, lifestyle and surrounding environment. This section presents columns: Health, Lifestyle, Food, Environment.

■ Style

A broader section directed more to the personal life of an entrepreneur. Focusing on enhancing his soft skills. The titles in this section hint more: Art, Architecture, Housing, Garden, Fashion, Personal Style, Hobbies.

Individual part of content is **English Annex** – appendix in English, which offers interesting articles (sometimes abbreviated) towards non-Slovak readers too. This section logically encloses the internal content of each issue.



■ Advertising Rates

Title cover page + 2 pages PR	€ 5,000
2nd cover	€ 2,900
3rd cover	€ 2,800
4th cover	€ 3,000
2 / 1 page	€ 4,000
1 / 1 page (to bleed, mirror)	€ 2,500
2 / 3 of page	€ 1,600
1 / 2 page	€ 1,400
1 / 3 page	€ 1,000
1 / 4 page	€ 800
1 / 8 page	€ 500

Company logo (with the contact) to 45 cm²

following a specialized article € 300

Standard Card (50 mm x 90 mm) € 150

Specification of a particular place in the magazine: 10% surcharge

Inserted advertising and products samples are calculated individually.

(The prices are net, excluding VAT.)

■ Issuing Schedule

Issue	Deadline for the Advertisement	Distribution Date
Spring	6. 3. 2020	13. 3. 2020
Summer	5. 6. 2020	12. 6. 2020
Autum	11. 9. 2020	18. 9. 2020
Winter	4. 12. 2020	11. 12. 2020

■ Specification

Country of Issue and Distribution: Slovakia

Language: Slovak

Frequency: Quarterly

Format 210 x 280 cm

Number of Pages: 68 – 100

Paper: inside – double-coated glossy 90 g, cover – matt 250 g, with partial UV varnish

■ Distribution

Corporate and individual subscribers, sales networks.

Direct mailing: government departments and ministries, the Parliament, selected public administration offices, regional and local governments, key corporate subjects in Slovakia, the NGO sector.

Fairs, exhibitions, congresses, conferences and other professional events; selected hotels. Principal IC and EC trains (1st class).

■ Publisher:

WTC-MACRO Enviro a. s.,

Gogoľova 18, 851 01 Bratislava, Slovak Republic

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■ Sales Director:

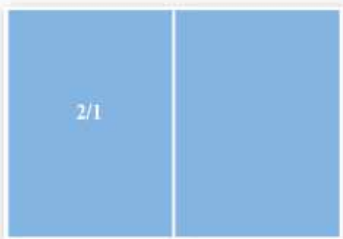
Mgr. Valéria Nagyová, +421 911 807 010

nagyova@goodwill.eu.sk • nagyova@egoodwill.sk





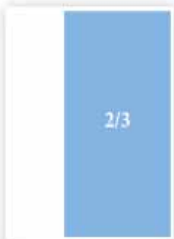
FRONT COVER
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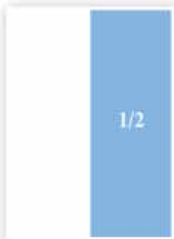
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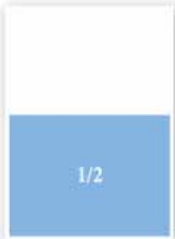
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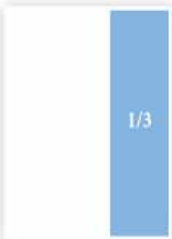
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119,3 x 246 mm



105 x 280 mm
90,5 x 246 mm



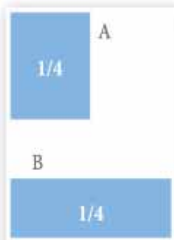
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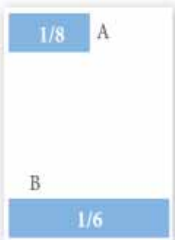
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57,7 x 246 mm



210 x 93,3 mm
181,3 x 82 mm



A: 105 x 140 mm
90,5 x 123 mm
B: 210 x 70 mm
181 x 61,5 mm



A: 105 x 70 mm
90,5 x 30,8 mm
B: 210 x 46,6 mm
181 x 41 mm



90 x 50 mm

■ proportions of bleed advert

■ proportions of advert in page layout

The bleed advert have to be extended by 5 mm