

GOODWILL

Monthly magazine on economy, business and society

GOODWILL presents interesting pieces of information from the world of economics and business. It displays relevant activities in the area of politics, social life and the non-governmental sector, too.

GOODWILL is focused on successful companies and managers, whose professional stories send a message to the reader. Their examples show recipes on how to achieve not only good economic figures, but also an excellent corporate and personal goodwill.

GOODWILL is distributed to subscribers, as well as – by direct mailing – to important decision makers in Slovakia – managers and both central and local government officials. Through the sales networks, the magazine is available to the wide professional community, too. It is distributed also to the participants of important conferences, fairs and other relevant fora.

GOODWILL is a valuable resource surveying current developments and trends in both Slovak and world business.



■ 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 (for fall, 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 cm ² 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 2013

Month of Issue	Deadline for the Advertisement	Distribution Date
December/ January	Dec 5, 2013	Dec 12, 2013
February	January 30, 2014	Feb 6, 2014
March	February 27	March 6
April	April 3	April 10
May	April 30	May 7
June	June 4	June 11
July/ August	July 3	July 10
September/ October	September 10	September 17
November	October 30	November 6
December	December 4	December 11

■ Specification

Country of Issue and Distribution: Slovakia
Language: Slovak; with an English Annex
Frequency: Monthly (with seasonal double issues)
Number of Pages: 68 to 100
Circulation: 22 000 pcs
Paper: A4; cover – gloss laminated both sides coated 150 g; inside – both sides coated gloss 80 g.

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

■ Publisher

Goodwill Publishing
Nevádzová 5, 821 01 Bratislava
Tel./fax +421 2 48 28 74 25
goodwill@goodwill.eu.sk

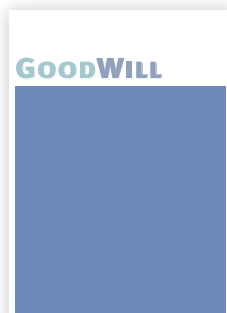
■ Sales Director

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+421 911-80 70 10
nagyova@goodwill.eu.sk

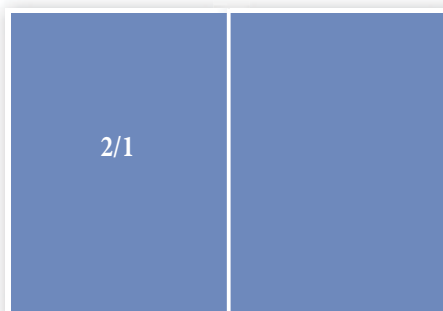
■ Editor

Mr. Juraj Filin
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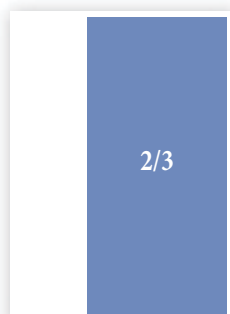
COVER
210 x 238 mm



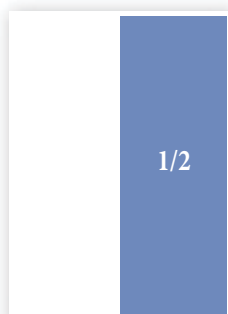
420 x 297 mm
2 x 186 x 273 mm



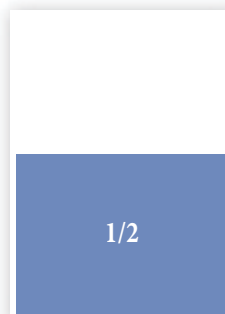
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186 x 273 mm



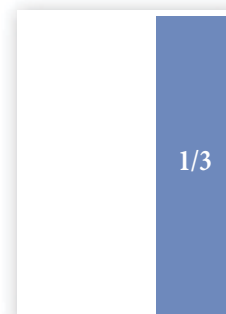
140 x 297 mm
120 x 273 mm



105 x 297 mm
88 x 273 mm



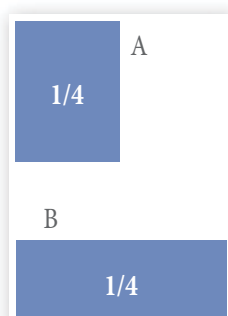
210 x 148,5 mm
186 x 131,5 mm



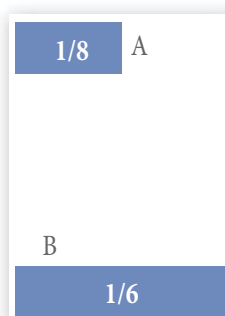
70 x 297 mm
56 x 273 mm



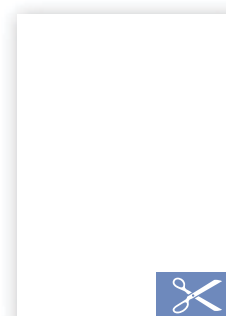
210 x 99 mm
186 x 84,3 mm



A: 105 x 148,5 / 88 x 131,5 mm
B: 210 x 74,5 / 186 x 60,7 mm



A: 105 x 74,5 / 88 x 60,7 mm
B: 210 x 49,5 mm



90 x 50 mm

■ proportions of advert with the bleed ■ proportions of advert in page layout

The advert for the bleed have to be extended by 5 mm.