

➤ Branch events and media patronages

Editor of the monthly magazine „Recycling” is present at and takes patronage over the most important branch events. In 2013 the magazine took the patronage over more than 30 branch events. The monthly will be promoted inter alia at events such as:*

Name of the even

Conference „New environmental protection law”
Conference „Exploitation and reclamation of safe landfills”
Fair of Ecology, Municipal Waste Services, Recyclable Materials, Waste Management and Recycling EKOTECH
International Forum of Waste Management in Poland SOSEXPO
Conference „Recycling of waste electrical and electronic equipment”
National Training Conference „Mechanical and biological waste treatment”
National Training Conference „Fuels from wastes”
National Training Conference „Complex waste management”
International Scientific and Technical Conference FUTURE PACKAGING bioplastics
Convention organized by Waste Management Companies Directors' National Forum of City Cleaning Systems
International Environmental Protection Congress ENVICON
International Trade Fair for Environmental Protection POLEKO
Forum of Recycling
International Trade Fair of Municipal Technologies KOMTECHNIKA
Fair of Waste Management, Recycling and Municipal Technologies EkoWaste
Recycling of Metals Salon SCRAP EXPO
Conference „Thermal treatment of waste”

* Editor reserves the right to change the list of events.

➤ What distinguishes us:

Experience – for more than 20 years we have been acquiring and transferring the knowledge of environmental protection.

Complexity – our products and services complement each other, creating an effective promotional tool for players in the environmental sector.

Frankness - we are characterized by partner and individual approach in relations with our partners.

➤ We cooperate with:

We help **foreign companies** desiring to enter the Polish market and all companies interested in being successful. We advice foreign companies how to plan marketing campaigns using our media.



For more than 10 years the magazine has been presenting issues related to waste recovery and recycling in Poland and abroad. It shows practical solutions for waste recovery, which are successfully launched on the Polish market and abroad. The magazine has been published since 2001, with circulation of 5.500 copies.

The "Recycling" provides information on legislation, waste management, processing technology, newly built plants and equipment, environmental education and branch events we participate in. The magazine also presents the most important and the most recent developments in the industry in the form of opinions, commentaries and articles of waste management specialists and experts.

➤ For those who appreciate modern solutions "Recycling" is also available as an e-edition. What distinguishes the e-edition:

- quicker access to information,
- links to articles,
- access to multimedia.

➤ We are a recognized and professional trade magazine.

- 90% of readers are managers and professionals involved in the purchase decision making process.*
- 85% of readers read every issue of "Recycling" magazine.*

➤ Advertisements in our magazine are a very effective way to reach a precisely defined target group.

- 84% of readers read advertisements in "Recycling" magazines and treat them as an important and practical source of business information.*

We are positively perceived by the magazine readers.

- 80% of readers find the "Recycling" magazine objective and modern.**
- High circulation and nationwide coverage increase advertising effectiveness
- We are present at main branch events.

* data from the research of the level of readership carried out in May and June 2010, at the request of Editor of Abrys' magazines. More than 1,000 magazines subscribers were interviewed.

➤ Publisher:



➤ Recycling

Editors of „Recycling” care about the high quality of the magazines. The magazine presents problems in the recycling branch in Poland and the most interesting news from abroad. With a constant focus on quality of the magazine, the Editors quickly respond to changes in waste management and inform the readers the most important issues. „Recycling” has a high level of readership and is recognized by readers as a modern and objective one.

The magazine encourages to look for a new way of thinking about recycling by organising photo contest – Recycling in the lens (Recykling w obiektywie).

➤ Regular Sections

The receiver of „Recycling” magazine can easily find interesting information because of the division of subjects into the following sections:

Law, Waste recycling, Recycling in the World, Eco-logistics, Technologies, Ecological education, Spectrum, Interview, Rec(k)reation, On the bookshelf.

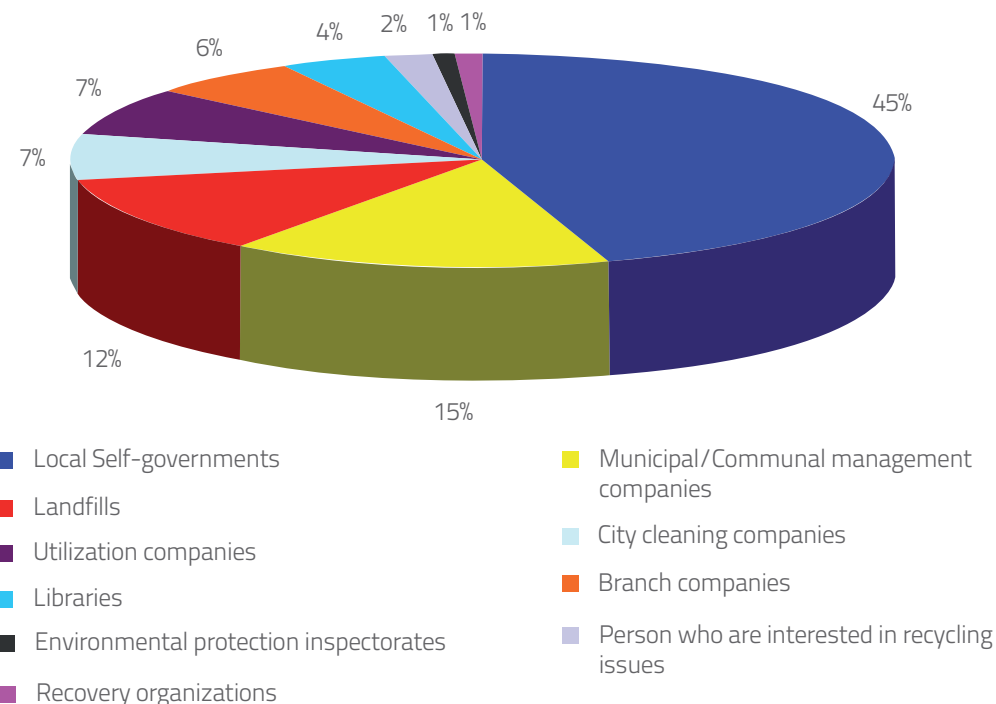
➤ Editorial calendar

Issue	Deadline for delivering		Receiving from Printing House
	Order forms	Ready-to-print materials	
1/2015	27.12.2014	02.01.2015	10.01.2015
2/2015	25.01.2015	30.01.2015	07.02.2015
3/2015	22.02.2015	27.02.2015	07.03.2015
4/2015	22.03.2015	28.03.2015	08.04.2015
5/2015	24.04.2015	29.04.2015	10.05.2015
6/2015	25.05.2015	29.05.2015	10.06.2015
7-8/2015	25.06.2015	28.06.2014	09.07.2015
9/2015	23.08.2015	26.08.2015	05.09.2015
10/2015	20.09.2015	25.09.2015	03.10.2015
11/2015	24.10.2015	29.10.2015	07.11.2015
12/2015	26.11.2015	29.11.2015	09.12.2015

➤ Distribution

The monthly is distributed by the structure of the distribution of the Publisher (Polish Post Office) and through distributors, based on reliable and constantly updated databases. Moreover, the magazine is present at branch trade fairs, exhibitions, conferences and seminars. The magazines are available through our online shop www.sklep.abrys.pl

➤ Magazine Receivers



➤ More information:

Joanna Paszyk, Foreign Affairs Manager
mobile: +48 784 001 818, fax: +48 61 655 81 01
j.paszyk@abrys.pl, office@abrys.pl

➤ Publisher:

ABRYS Sp. z o.o., ul. Daleka 33,
60-124 Poznań, Poland
www.abrys.pl

➤ Check the price list

