

## ➤ Branch trade fairs and conferences as well as media patronages

Editor of the monthly magazine „Urban Greenery“ is present and takes patronages over the most important branch events. In 2013 the magazine took the patronages over about 20 branch events. The monthly will be promoted inter alia at events such as:\*

### Name of the event

„Urban Garden Art“ Seminar

Garden and Landscape Architecture Fair GARDENIA

Modern architecture of landscape – trends, technologies, practice

Fair of Plants and Landscape Architecture GARDEN – Green Design

Gardening Fair EDEN

Conference Garden Design

International Conference „Urban Greenery“

International Exhibition „Green is life“

National Conference from the series Green City

National Technical-Scientific Conference „Urban greenery – natural richness of a city“

Landscape Architecture Forum

International Environmental Protection Congress ENVICON

International Trade Fair for Environmental Protection POLEKO

International Trade Fair of Municipal Technologies KOMTECHNIKA

\* 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 connected with 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.



The magazine is created by people interested in landscape architecture, scientists and practitioners and it's helpful for all interested in urban spatial arrangements. The magazine has been published since 2007 with a circulation of 6,000 copies. In a modern way the magazine shows original designs, suggests which plant to choose for unusual places in the cities as well as gives practical advice on improving the quality of green spaces in the cities and villages.

- **For those who appreciate modern solutions „Urban Greenery“ is also available in e-edition. What distinguishes the e-edition:**
  - Faster access to information,
  - Links to articles,
  - Access to multimedia.
- **We are a recognized and professional branch magazine. Our readers are a group interested in the issues of the magazine.**
  - 88% of „Urban Greenery“ readers are people involved in management or professional positions affecting the purchasing decisions.\*
  - 80% of readers read every issue of „Urban greenery“ magazine.\*
- **Advertisements in our magazine are a very effective way to reach a strictly defined recipient.**
  - 77% of readers read advertisements in „Urban Greenery“ magazines and treat them as an important and practical source of business information.\*
- **We are positively perceived by the magazine readers.**
  - 80% of readers treat the „Urban Greenery“ magazine as 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. It included more that 1,000 magazines subscribers.

## ➤ Publisher:



## Urban Greenery

Editors of „Urban Greenery” care about the high quality of the magazine. They research the level of readership and participate actively in the branch life, that’s why the magazine raises topical issues and shows the optimum solutions. “Urban Greenery” is a magazine which follows the latest trends but also does not forget about the good solutions. Because of combining the practical advice with the scientific view, the “Urban Greenery” is positively perceived by readers as a magazine with high quality of articles.

## Regular Sections

The reader can easily find the topics that interest him through the clear topics division into the following sections:

**Information, In the Earth Zone, Parks and gardens, Protection and care, Plants, Projects and implementation, Space management, Law and management**

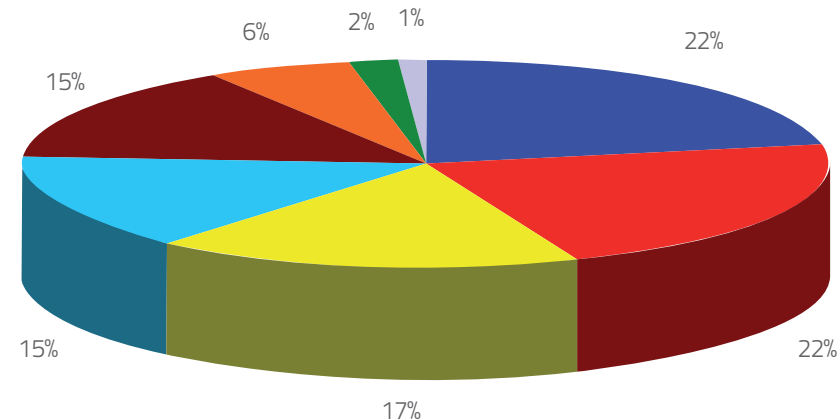
## Editorial calendar

Issue	Deadline for delivering		Receiving from Printing House
	Order forms	Ready-to-print materials	
1/2015	22.12.2014	27.12.2014	06.01.2015
2/2015	27.01.2015	30.01.2015	08.02.2015
3/2015	20.02.2015	24.02.2015	05.03.2015
4/2015	26.03.2015	30.03.2015	10.04.2015
5/2015	23.04.2015	26.04.2015	07.05.2015
6/2015	22.06.2015	25.06.2015	06.07.2015
7-8/2015	20.07.2015	23.07.2015	03.08.2015
9/2015	24.08.2015	27.08.2015	06.09.2015
10/2015	24.09.2015	28.09.2015	08.10.2015
11/2015	26.10.2015	29.10.2015	09.11.2015
12/2015	26.11.2015	30.11.2015	10.12.2015

## Distribution

The monthly is distributed by the structure of the distribution of the Publisher and through distributors, based on reliable and constantly updated databases. The magazine is also available in the EMPIK stores. Moreover, the magazine is present on branch trade fairs, exhibitions, conferences and seminars.

## Magazine Receivers



- Managements and greenery maintenance companies
- Branch companies
- City halls and municipality offices
- municipality management companies
- green spaces and landscaping contractors, restorers
- Building societies, Social Construction Associations (TBS)
- Landscape designers
- developers

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