

Your new
business
partner

media kit



European Magazine Leader in the IT Distribution Channel

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Portugal

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Spain

Editorial Bolina, S.L
 Rufino Gonzalez 13 planta 4º
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advertising rates 2009

cover — 6.000 €

back cover

3.120 €

trim size: 270 x 320 mm*

inside front or back cover

2.780 €

trim size: 270 x 320 mm*

page

2.420 €

trim size: 270 x 320 mm*

double page

3.400 €

trim size: 540 x 320 mm*

half page

1.500 €

trim size: 270 x 160 mm*

1/3 page

1.200 €

trim size: 270 x 106 mm*

quartes page

1.110 €

full page: 140 x 150 mm*

double half page

2.400 €

trim size: 540 x 160*

2/5 page

1.100 €

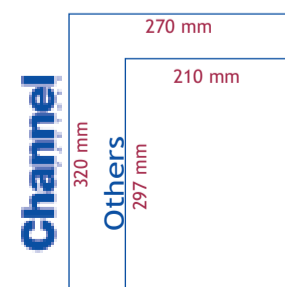
trim size: 110 x 320 mm*

3/5 page

2.000 €

trim size: 160 x 320 mm*

bolina
 GRUPO EDITORIAL
www.editorialbolina.com



Channel Partner uses a bigger format to increase the impact of its advertising

the magazine for IT distribution

Channel Partner is the leader magazine for the IT distribution sector, with the quality of VNU Business Publications. Channel Partner started in the United Kingdom (Computer Reseller) by the year of 1986, been now the leader magazine in the European countries, among which Portugal too. Channel Partner reflects the role of the dealer as a link of value, helping companies to adjust to the new technological environment. The prestige of Channel Partner is based on high editorial quality its commitment to IT distribution channel.

for professionals

The distribution of Channel Partner is made exclusive by controlled subscriptions reaching all professionals in IT distribution which the acknowledge decision in the company. As all other European Channel Partner's, the Portuguese edition is also a subscription audited magazine.



advantage Channel PARTNER

- ✓ Rigorous, independent and up-to-date information.
- ✓ Information sources from more than eight European countries.
- ✓ Special relations with Iberian market
- ✓ Main national themes coverage
- ✓ Subscriptions Control
- ✓ Most of sophisticated VNU europeans labs
- ✓ Auditing Subscription
- ✓ Low advertising saturation
- ✓ AD Sales Network from and to all VNU sales network.
- ✓ High impact look magazine

the publisher

Editorial Bolina is born with the objective of following up a vast tradition and experience of its founding members in technical/specialized magazine editorial business. This experience is reflected in the work executed during three decades as owners of the biggest portuguese specialized publication company - Ferreira & Bento (around 25 titles in different areas, IT, Auto, Medical, Audio, Video etc.) In 2000 Ferreira & Bento was bought by one of the biggest media group in Portugal and Editorial Bolina was created by the manager of Ferreira & Bento. Actually the group Editorial Bolina is in Portugal - Bento Lemos & Burnay Lda., in Spain - Editorial Bolina, S.L. and in Brazil - Editorial Bolina Brasil, Ltda. All together the group has 17 technical titles in different areas.

publishing data:

Frequency of Publication: Monthly
(eleven issues yearly, one double edition July/August)
Format: 270x335 mm
Minimum pages per issue: 60
Printing: Offset four colours

In Channel Partner we can use all documents made by Macintosh using QuarkXpress, Freehand, Adobe Illustrator or AdobePhotoshop. With Corel Draw please convert all printing types to delineated lines, doing this it will not be necessary to send also the types. Whenever possible please send us a color proof of the ad in digital format (PDF) or a hardcopy, as well as relevant file information. Minimum Resolution 300dpi, below which we can not assume responsibilities of the printing qualities. All images must be converted to CMYK, types must be also sent with the documents. In case of any doubt, please contact us.

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BL&B PORTUGAL - Bolina SPAIN - Bolina BRAZIL

3 countries 2 languages 1 unique experience

