



lesarski  
**utrip**

**LESARSKI UTRIP**

the future of wood

## LESARSKI UTRIP

Lesarski utrip is a magazine for modern timber professionals. It closely follows industry and trade trends, explores all aspects of wood treatment and use, presents products with sales potential, new tools and technologies, and also profiles people, skills and experience that stand for progress in Slovenian timber industry.

## READERS

Lesarski utrip is read by joiners, engineers, managers, entrepreneurs, architects and construction professionals. It targets timber insiders, and is distributed exclusively to subscribers; however, the annual special Lesarski almanah (Wood Almanac) reaches out to wider audiences through its heavy presence at numerous trade events and fairs.

## ISSUES 2017

### **LU 161, Jan/Feb 2017**

Publication date: February

Deadline for ads: 2. 2.

### **Design & innovation: Furniture and added value**

A higher added value factor of finished products is the problem faced by the entire woodworking industry. What affects it, how can you increase it through research and new product development, advertising and design?

New technologies redefining joiner's workplace.

### **LU 162, March**

Publication date: March

Deadline for ads: 10. 3.

### **Challenges facing wood industry**

How to sell more? How be successful on international markets? What is the role branding and marketing in contemporary furniture industry? We will present some successful stories from the region and Slovenia and also challenges on the field of wood construction industry.

### **LU 163, June**

Publication date: June

Deadline for ads: 30. 5.

### **Wood icon**

Wood as a natural material has a strong potential in our living environment - how it is used for a small wooden products, furniture, wooden houses and infrastructure objects as well as city buildings. Interviews with producers, and winners of the award Wooden icon 2017.

### **Wood Almanac LA 164, September**

Publication date: September

Deadline for ads: 25. 8.

### **New technologies and materials**

Wood Almanac is a special edition of the Lesarski utrip. It features a thorough overview of innovations both in technologies and semi-finished materials for timber industry and crafts.

### **LU 165, December**

Publication date: December

Deadline for ads: 2. 12.

### **Furniture, innovative materials and technologies**

Development of contemporary materials and finishing has given rise to a number of new products that generate market interest. We will feature some of the trends that are emerging in furniture industry and showcase examples of good practice.

**LESARSKI UTRIP -  
REGULAR ISSUES**

**FORMAT:** 227 x 273 mm

**FREQUENCY:** 4-times per year

**CIRCULATION:** 1.500

**DISTRIBUTION:** subscribers

**LESARSKI ALMANAH (Wood Almanac) - SPECIAL EDITION**

Lesarski almanah (Wood Almanac) is a special edition of Lesarski utrip. It introduces new machinery, tools and materials to professionals from both timber industry and crafts.












**FORMAT:** 227 x 273 mm

**FREQUENCY:** 1-time per year

**CIRCULATION:** 6.000

**DISTRIBUTION:** subscribers, International Trade and Business Fair MOS Celje, Ambient Ljubljana - furniture fair

**PRICE LIST**

placement	pages	size (w x h)	price LU	price LA
<b>INSIDE</b>				
 SPREAD	1	227 x 273 mm	1.600 €	2.000 €
 FULL PAGE	1	227 x 273 mm	1.000 €	1.450 €
 FULL PAGE - PAGE 3	1	227 x 273 mm	1.300 €	1.800 €
 FULL PAGE ON THE RIGHT	2	454 x 273 mm	1.100 €	1.600 €
 1/2 PAGE	1/2	199 x 119 mm	650 €	1.000 €
 1/4 PAGE	1/4	199 x 56 mm	400 €	600 €
 1/8 PAGE	1/8	96 x 56 mm	200 €	350 €
<b>COVERS</b>				
 COVER 2	1	227 x 273 mm	1.300 €	1.800 €
 COVER 3	1	227 x 273 mm	1.300 €	1.800 €
 COVER 4, BACK COVER	1	227 x 273 mm	1.400 €	2.000 €
<b>EDITORIAL</b>				
 FULL PAGE	1	227 x 273 mm	850 €	1.200 €

**VAT not included.** Pricelist applies to fully prepared advertisements.

**Basic terms and conditions:** To order an advertisement, a purchase order including all the legally required information must be sent in writing.

**Payment of the advertisement:** 8 days after publication.

**Cancellation of an advertisement:** In case of cancellation more than 20 days before the publication date, the client must pay 40% of the value of the advertisement ordered, and 100% if cancellation is made less than 20 days before the publication date.

**INSTRUCTIONS FOR THE DELIVERY OF ADVERTISEMENTS**

**➤ CONTACT**

**Formats of files containing advertisements (PC or MAC):**

**.TIFF / .JPG** (CMYK, 300 dpi, high quality), **.PDF** (CMYK, 300 dpi, high-resolution with included fonts or fonts converted to outlines)

**.EPS** (fonts converted to outlines, CMYK, 300 dpi, preview on)

**Medij:** CD-ROM, FTP (ask for password), e-mail: ferjancic@zavodbig.si

Names of all files have to include extensions (tiff, jpg, pdf, eps). When submitting advertisements, please label clearly their compatibility (MAC or PC). We accept no responsibility for the quality of advertisements in other file formats. In all formats, please allow 5mm bleed on each side of the advertisement. In addition to the advertisement in electronic form a match print out must be delivered, otherwise we cannot accept responsibility for the print quality and/or complaints regarding the quality of the published advertisement.

**SI.NATURA D.O.O.**

Dunajska cesta 123  
1000 Ljubljana,  
Slovenia

**T** +386 1 431 22 22

**E** info@sinatura.si

www.borzalesa.com

www.kcls.si

Borza lesa (online woodmarket) is an interactive online portal for buying and selling wood, wood-processing machinery, equipment and consumables. Use of the Wood market is free of charge, with obligatory registration.

Why to advertise on Borza lesa?

- because it is the only specialized wood trading portal in Slovenia
- because it is used by active professionals
- because the banners are strategically placed in the spots the users pay most attention to.

**URL:** www.borzalesa.com

**TARGET GROUP:** wood merchants, forest owners, saw owners, carpenters, consumables and machinery merchants...

**NUMBER OF VISITORS:** 6.000 per month

**PRICE LIST**

AVAILABLE ONLY FOR ADVERTISERS IN LESARSKI UTRIP MAGAZINE!

placement	size (w x h)	price
banner top right	468 x 60 px	300 € / month
banner bootom right	336 x 280 px	300 € / month
banner below content	468 x 60 px	200 € / month
Logo	125 x 125 px	500 € / month

Logos are published free of charge for the Lesarski utrip current issue advertisers.

**VAT not included. Pricelist applies to fully prepared advertisements..**

**Basic terms and conditions:** To order an advertisement, a purchase order including all the legally required information must be sent in writing. pricelist applies to fully prepared advertisements. Ads will be published after we receive the payment.

Cancellation of an advertisement: In case of cancellation more than 20 days before the starting of advertising campaign date, the client must pay 40% of the value of the advertisement ordered, and 100% if cancellation is made less than 20 days before starting of advertising campaign.

**INSTRUCTIONS FOR THE DELIVERY OF ADVERTISEMENTS**

→ **CONTACT**

**Formats of files (PC or MAC):**

JPG, GIF, PNG

**Client have to provide::**

- a file for an advertisement
- URL address for the ad
- at swf ads alternative ad of the same size in gif format
- files shoud not be bigger than 30 kB

**Materials send to:**

ferjancic@zavodbig.si

**Materials must be provided at least 3 working days before the starting advertising campaign date.**

**SI.NATURA D.O.O.**

Dunajska cesta 123  
1000 Ljubljana  
Slovenia

**T** +386 1 431 22 22

**F** +386 1 431 31 74

**E** info@sinatura.si

www.borzalesa.com

www.kcls.si