



MEDIA PACK 2010

THE PORTUGUESE GRAPHIC INDUSTRY DECISION MAKERS' MAGAZINE
For further information, please contact us at tg@apigraf.pt



PRESENTATION

Edited since 1979

T&G is a reference to the Portuguese decision makers, mainly read by entrepreneurs and top executives. In 2009 we celebrated our 30th anniversary and 200 editions of the most well-known magazine of Visual Communication in Portugal.

Property of apigraf - the Portuguese Printing, Visual Communication and Paper Converting Industries Association - t&g is directed by accurate editorial criteria.

DATA ABOUT T&G:

Distribution:

t&g is distributed freely to associated companies, as well as for many other organisations in Portugal and all over the 5 continents.

Readership by sector of activity:

Printing companies

Pre-press companies

Paper converting companies

Visual communications companies

Advertisement agencies

Suppliers companies

Readers of the magazine:

Entrepreneurs, directors and managers of prepress, printing, paper converting and visual communication companies, advertisement agencies, foreign congener associations, newspapers and magazines, official departments, schools, embassies and suppliers.

Edition:

2.000 per month

Circulation:

Over 19.000 people read each issue

Position in the market:

Leader in Portugal

Technical Specifications:

Paper Cover: Creator Silk 250g

Inside: Creator Silk 115g

Size: 210 x 297 mm (A4)

Features: Full Color, 4 colours CMYK, 175 lpi

Finishing: perfect binding, signatures glued to cover

Cover: UV Matt Varnishing

2010 SCHEDULE:

<i>T&G number</i>	Cover month	Deadline for publishing	Deadline for deliver the printing material	
202	January	19.02.2010	January, 15	2010
203	February	19.03.2010	February, 12	2010
204	March	20.04.2010	March, 12	2010
205	April	20.05.2010	April, 13	2010
206	May	30.06.2010	April, 30	2010
207	June	20.07.2010	May, 28	2010
208	July	14.09.2010	July, 28	2010
209	September	01.10.2010	September, 7	2010
210	October	19.11.2010	October, 15	2010
211	November	17.12.2010	October, 29	2010
212	December	20.01.2011	December, 8	2010

PRICES AND TECHNICAL SPECIFICATIONS:**1. Bound and Loose inserts:****Price: € 2250:*****Requirements:***

- Gross: under 51 grs
- Quantity: 2.800
- Maximum size:
 - Bound: 210mm x 297mm (bleed)
 - Loose: 210mm x 290mm (bleed)
- Material supplied by client
- Client is responsible for all costs of production and postage.

2. One page**Price: € 1400*****Requirements:***

- Full colour
- Digital support (PDF 1.4 with high resolution) with colour selection, Europe ISO Coated FOGRA27 colour profile, 5mm bleed and register marks
- Size: 21cm x 29,7cm (bleed) A4
- Screen: 175 lpi

For other solutions and requirements, please contact t&g.**Advertising agencies receive a commission of 15%**

The payments are made eight days after the publication with bank transference to our account IBAN number PT50 0079 0000 2252 5358 1012 3 BPN (Av. de Roma, 36/C - 1700-347 LISBOA).

EDITORIAL SCHEDULE:

t&g is a monthly magazine (except August) and a guideline to every reader interested in graphic, visual communication and paper converting industries. So, our information is always up-to-date, keeping up with the most recently developments. Consequently, we do not have an editorial schedule for the year.

Special covers

- February 10 - Pro-digital 5th International Salon of screen and digital printing
- April 10 - Ipex 2010 Preview
- October 10 - apigraf's members annual meeting (October 2010)

As usual, t&g will cover major graphic arts events in Europe, and around the world.

We will also have special technical articles, and special issues dedicated to some markets, such as sheet offset, web offset, digital printing (wide format), finishing, paper, inks and others we may find of relevance.

Our team:

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Editorial Coordination:

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