



COLAS MAGAZINE

Purpose of the project:

Creation COLAS corporate magazine covering the area of POLAND, CZECH REPUBLIC, SLOVAKIA. Part of employer branding, internal communication strategy in the area, integration of employees, internal promotion of COLAS brand, promotion of company's values, promotion of COLAS Group culture.

One magazine (common name to be established) with common first part and personalized by country PL, CZ, SK second part of the content (3 version of final product, varying in topics only in the local part).

Target group:

All employees of PL, SK, CZ COLAS companies: white and blue collars: managerial staff, operational, production (construction & quarries).

Content: Some of the areas to be covered: Editorial from Area Manager, Editorial from CEO's, News from the area, local info by country Insight on our construction sites, Local events/integration, New investments, Employees after work, some Reportages, presentation of newly employed

Scope of work

- 1 company magazine for 3 COLAS subsidiaries – CZECH REPUBLIC, POLAND, SLOVAKIA
- Subject of tender :
 - Design of a logo of magazine, name
 - Design of whole layout of magazine, cover + inside:
 - Template for general part of magazine - identical for all countries (front cover, back cover and selected pages)
 - Editorial service, graphical design and layout of pages for the version of PL, CZ, SK
 - Graphical design of the whole layout of magazine including data output for printing SK and PL version
 - QR code extension implementation for viewing more photos on the web for some of the articles where there will be more content/photos to present concerning the topic that possible to include in the paper edition
 - Identical parts (front + back cover, selected pages) should include photos from projects/actions from all 3 countries (e.g. front cover – collage of projects from 2 countries, back cover - photos from remaining country). Placement of each country on front or back cover should periodically vary.



WE OPEN THE WAY

- Magazine will be also distributed on company website in PDF format.
- Issue quarterly (every March, June, September, December) max. second week of month
- composition of texts,
- proofreading - polish, czech, slovakian, editorial service
- photos correction,
- creative graphic works,
- typesetting
- entering the correction provided, changes
- preparation of PDF production files and sending them to the printing agency,
- Actual print for CZ, PL, SK with delivery to COLAS employees in accordance with the provided distribution list ; packing and shipping to the distribution list (1000CZK + 800SK + 360PL)
- mailing (database processing, sealing up in a plastic film, labelling, pasting, sorting and postage)
- or distribution only to the 3 HQ (to be cost estimated optionally in the offer).

Structure of the magazine (first issue 1/2019)

Page 1 – (front cover) – text in all 3 languages (CZ, SK and PL)

Page 2 – (front cover) – table of contents – text in 1 language respectively

Page 3 – editorial Management – bilingual – CZ/ENG, PL/ENG, SK/ENG – translation on customer side

Page 4 – 6 – events, CZ, PL and SK projects – text in 1 language respectively, editorial service locally

Page 7 – 19 – local articles – text in 1 language respectively, editorial service locally

Page 20 – (back cover) – text in all 3 languages (CZ, PL, and SK)

Additional information

- Winner of the tender will design all 3 language versions of magazine to output data file
- Proofreading and corrections on customer side
- Editorial service – text composition, photo collection and correction according to assignment, interviewing COLAS employees
- COLAS graphical manual will be provided
- Magazine issued quarterly

Technical specification

- Print format B5, color 4/4, full



WE OPEN THE WAY

- V1-2 clinch binding
- Cover – 4 pages, 200g, GLOSSY-COATED PAPER
- Insides paper – 16 pages, 150g, GLOSSY-COATED PAPER (applicant can offer eco variation)
- Printout - packing and shipping to the distribution list (1000CZK + 800SK + 360PL) mailing (database processing, sealing up in a plastic film, labelling, pasting, sorting and postage)

Calculation (applicant is obligated to state prices according to structure below)

Fixed cost

- -to be cost estimated according to separate excel list

Variable cost

- Print and distribution – according to actual volume
- Travel costs
- etc.

Other requirements

- Evaluation of tender includes suggestion of magazine name, which will be the same for all 3 countries in written form (e.g. acronym)
- Prices incl. copyright
- Applicant is obligated to prove feasibility on 2 reference projects
- Applicant is obligated to include draft of contract
- Language of the offer: ENGLISH

Period for submission

- **One week from issuing the tender**