

# Engineering magazines and websites

MEDIAKIT 2018



## **3 good reasons for advertising with us**

- 1/ we have the biggest database  
and forum of registered engineers  
and readers**
- 2/ our website STROJIRENSTVI.CZ® has  
got more than 80,000 monthly visitors**
- 3/ we organize the most successful  
technical conference at the International  
Engineering Trade Fair (MSV)  
in Brno with hundreds of participants**



### **TIP FOR YOU**

Strojirenstvi.cz is a website from which your company cannot miss.

It would be about you without you and that would be a pity!

# our magazines and websites

## STROJIRENSTVI.CZ

The biggest engineering medium in the Czech Republic is **Portal for Professionals Strojirenstvi.cz®** with an average number of 80,000 visitors per month, followed by **printed magazine STROJIRENSTVI.CZ**, which brings the most interesting news from the Czech and international engineering world to the community of more than 11 thousand registered users. It includes the **automation supplement AUTOMATIKA**.

## STROJIRENSTVI.CZ Ad Network

The biggest Czech **platform for on-line advertising in the field of engineering**. In the advertising network, we standardly guarantee at least 100,000 banner impressions within 4 weeks. The total capacity of the network is **up to 2.5 million impressions per month** in two advertising positions on websites Strojirenstvi.cz, Fórum C-N-C.cz, Konstrukter.cz, 3D-tisk.cz and Matematika.cz.

## Konstruktér & Konstrukter.cz

The **printed engineering magazine and website** focused on digital technologies used in the development of products and making of prototypes, from CAD/CAM/PLM software through additive manufacturing to the tools of the so-called digital factory, including technologies for machining, measuring, quality control, etc. The magazine has a **special supplement known as FORMA** on technologies for the plastic industry.

## 3D-tisk.cz

The only Czech medium specialising on technologies of **additive and hybrid manufacturing** with an average of 10 thousand visitors per month. Besides the regular news, it offers a professional encyclopaedia and **database of the suppliers of products and services for 3D printing**. The web services are accompanied by independent individual consulting and related professional conferences.

## Career in Industry

Motivated by the success of our professional websites **with more than 5 million visitors in 2017**, we implemented an on-line section with job offers on the website STROJIRENSTVI.CZ and the printed job **advertising publication Kariéra v průmyslu** (Career in Industry) that carries job offers in the technical professions. Through it, you can address the readers and visitors of our technical media.

## Matematika.cz































The Czech mathematics **website with the largest number of visitors** is our contribution to the altruistic support of technical education in the Czech Republic. Every month, it helps **hundreds of thousands of students** to cope with learning from primary school to university. It offers comprehensively outlined mathematical theory and a discussion forum with tens of thousands of registered users.



# advertising in print + online

Service Package	VIP	Komplet	Standard
<b>Bargain price of package (per 12 months, without 21% VAT)</b>	<b>CZK 99,000</b>	<b>CZK 49,000</b>	<b>CZK 29,000</b>
Advertising in printed magazine STROJIRENSTVI.CZ	2× full page	2× half page or 1× full page	1× 1/3 of page
Articles in printed magazine STROJIRENSTVI.CZ	2× 2 pages	2× 1.5 pages	1× 1.5 pages
Blocking of competitors ads <sup>1</sup>		-	-
All-year banner campaign 300 × 250 px <sup>2</sup>		-	-
Marketing statistic <sup>3</sup>			-
Catalogue of products and services <sup>3</sup>	 30 items per year	 10 items per year	 5 items per year
Publishing of PR articles <sup>3</sup>	 unlimited	 10 items per year	 5 items per year
Publishing of invitations in the events calendar <sup>3</sup>	 unlimited	 10 items per year	 5 items per year
Publishing of job offers <sup>3</sup>	 unlimited	 10 items per year	 5 items per year
Access to the contracts from the enquiries <sup>3</sup>			
Publishing of enquiries <sup>3</sup>			
Colour logo in company profile <sup>3</sup>			
Direct link to the company website from the profile <sup>3</sup>			
Unlimited updates of the company profile <sup>4</sup>			
Basic contact data <sup>5</sup>			

# balíčky on-line prezentace

Marketing+	PR+	Demand+	Business Card+	FREE
CZK 19,000	CZK 9,900	CZK 9,900	CZK 3,900	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
 5 items per year	-	-	-	-
 5 items per year	 3 items per year	-	-	-
 5 items per year	 3 items per year	-	-	-
 5 items per year	 3 items per year	-	-	-
 	-	 	-	-
 	 	 	 	-
 	 	 	 	-
 	 	 	 	-
 	 	 	 	-
 	 	 	 	 

# print media **edition plan**

title	closing date	date of issue	topics and supplements
STROJIRENSTVI.CZ	19. 2.	12. 3.	trends in metal cutting, Industry 4.0, automation
Konstrukér	14. 5.	4. 6.	CAD/CAM/PLM; supplement about SolidWorks
STROJIRENSTVI.CZ	3. 9.	24. 9.	innovations in mechanical engineering, MSV & IMT 2018
Konstrukér	5. 11.	26. 11.	additive manufacturing, supplement about toolmaking

Each printed magazine is published in an average quantity of 4,000 copies, with 52 up to 100 pages. They are distributed by subscription and controlled distribution within the scope of our numerous media partnerships and they are also distributed at all significant trade fairs and engineering conferences in the Czech Republic.

# print advertising **price list**

advert format	orientation	dimensions (mm)	price without 21% VAT
2nd or 4th cover	portrait	210 × 297	CZK 69,000
3rd cover	portrait	210 × 297	CZK 59,000
2/1 doublepage	landscape	420 × 297	CZK 59,000
1/1 full page	portrait	210 × 297	CZK 39,000
1/2 half page	portrait	100 × 297	CZK 29,000
1/2 half page	landscape	210 × 145	CZK 29,000
1/3 third of page	portrait	65 × 297	CZK 19,000
1/3 third of page	landscape	210 × 100	CZK 19,000
1/4 fourth of page	portrait	100 × 145	CZK 14,900
1/4 fourth of page	landscape	210 × 75	CZK 14,900
PR article, 2 pages	-	6000 characters + 2 photos	CZK 14,900
PR article, 1 page	-	3500 characters + 1 photo	CZK 9,900

# online banners price list

campaign duration	campaign type	guaranteed impressions	bargain price without 21% VAT
2 or 4 weeks	rotating / shared position	20 000	CZK 8,900
4 weeks	rotating / shared position	50 000	CZK 18,900
4 weeks	rotating / shared position	100 000	CZK 29,000
4 weeks	exclusive position	500 000	CZK 99,000
8 weeks	rotating / shared position	200 000	CZK 49,000
12 weeks	rotating / shared position	300 000	CZK 69,000

## NOTES

- ① **Blocking of competitor advertisements:** In the VIP package, the banners of other advertisers are suppressed in the given advertiser's profile, in all articles, news, offers, enquiries on the entire website STROJIRENSTVI.CZ.
- ② **All-year banner campaign:** In the VIP package, the entire website STROJIRENSTVI.CZ carries only the banners of the given advertiser in all the articles, news, offers, enquiries and corporate profile of this advertiser.
- ③ **On-line services:** The scope of use of these services depends on the activity of the advertiser himself, who has a given number of items available in each service category depending on the selected package. The advertiser independently draws these items by own access to the administration of the website STROJIRENSTVI.CZ.
- ④ **Update of corporate information:** An advertiser who is using an arbitrary paid package in a given period on the website STROJIRENSTVI.CZ may via own administration update the corporate data free-of-charge at any time.
- ⑤ **Free presentations:** The companies that do not use the paid services of the website STROJIRENSTVI.CZ may use presentation in the form of a free corporate business card, which contains the name of the company, correspondence address of the company main office, one telephone contact and classification in the corresponding nomenclature. Eventual update of corporate data is possible after purchase of the paid presentation Vizitka+ (Business Card+) package for CZK 3,900; it is alternatively possible to remove the presentation free-of-charge.

## TECHNICAL REQUIREMENTS ON ADVERTISING

**Printed advertisements** – We accept source materials only in electronic format as PDF files with a resolution of 300 DPI, CMYK colour with all texts converted into curves. The advertising background documents must have an overlap of 5 mm on each side of the typesetting image.


**Online advertisement** – The banner size in the Ad Network STROJIRENSTVI.CZ is 300 × 250 pixels in width. Source in non-animated GIF, PNG or JPG image (max. 30 kB). We state the details of the placement of banner advertisements in a separate document titled "Banner advertisements in the Ad Network STROJIRENSTVI.CZ".

## GENERAL BUSINESS TERMS AND CONDITIONS

Publishing of advertisements in the given media is subject to the "General Business Terms and Conditions for advertising in the titles of Vydavatelství Nová média, s. r. o.", whose actual version is available on our website [www.novamedia.cz/vop](http://www.novamedia.cz/vop). This mediakit comes into force on 1 September 2017 and will remain in force until the update, which shall be published on the website [www.novamedia.cz/inzerce](http://www.novamedia.cz/inzerce). All prices are given without VAT at the rate of 21 %. Print errors reserved.



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