

MEDIA INFORMATION 2017



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Page 16
Direct mail



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Offer of inserts



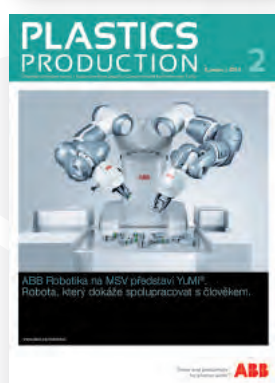
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Internet
presentation



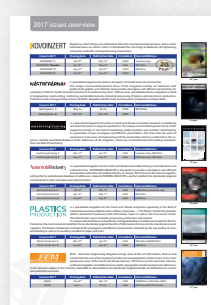
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Issues overview
2017

Czech industry enjoys lasting prosperity, which does not mean it is a stable sector, though. The number of manufacturing companies has stabilized at tens of thousands over the last twenty-five years and does not increase significantly, but substantial changes and movements take place within the businesses. What does change is the end product, which is determined by market requirements, technology development and the flow of innovations. The manufacturing companies have to respond by modernization, more flexible manufacturing process and sustainable development.

Machinery and technical capacities are not crucial factors any more. It is rather the key personnel mastering increasingly complex technologies, manufacturing process, comprehensive production, sales and communication. A group of people with a certain level of responsibility and co-decision on business operations has crystallized within companies and their increasingly complicated structures. These are people involved in the decisions on what will be produced and how, to whom and for how much the product will be sold, with whom to cooperate, people influencing the everyday production process, material flow, investment and purchasing. This is happening at all levels from company owners and directors through production and technical directors, plant managers, division managers, chief process engineers and designers up to the lower middle production and technical management. There are hundreds of thousands of such competent employees in the Czech and Slovak industries. To get a picture just sum up industrial trade fair visitors and the guests of tens of corporate and professional events

throughout the year to find out that these are realistic numbers. It is practically impossible to make sense of this number for conventional production or sales companies even though they know their business and manage their client databases consistently over a long term. Monitoring the company development, constant movement and changes in the workforce within their organizational structures is challenging even for us, who are professionally involved in this activity every day.

Orientation – knowing manufacturing businesses, their specialization and people in key positions is the first competence we offer to our customers. However this is not enough. The right people should be intrigued. The question is how to gain attention of someone who is fully concentrated on their work, time is precious for them and who is under the pressure of advertising and information flowing at various levels in different channels?

In our view and from our experience, it is just a matter of an **exceptional product** defined as follows:

- it is uncommon by not addressing the recipient too often;
- it brings the professional recipient information concentrated just on their field;
- it brings an amount of information focused on production and practice;
- it has its own managing editor fully working on it;
- it actively follows its recipient;
- it has exclusive styling, individual design, and also outstanding graphic workmanship in the case of magazines.

We wish to offer you exactly such products, our expertise and competence!

Iva Duroňová
editor in chief of Nástrojárna+
and machining & tooling magazine

Vít Starka
DTP

David Bartoš
sales department / marketing

Jiří Klusáček
director / editor in chief
of KOVOINZERT

Daniela Klusáčková
sales department /
marketing

Andrea Kokrdová
editor's office / webmaster /
online advertising

Ivana Nedbalová
editor in chief of Automobil Industry
and Plastics Production

Renata Kučerová
editor in chief of
Electronic Engineering Magazine

is an advertising magazine, which brings you information from the mechanical engineering as well as other industrial areas. As a direct mail, it is distributed free-of-charge to addresses of engineering companies and other metal-processing corporations.

We publish a special issue for the Slovak Republic too.

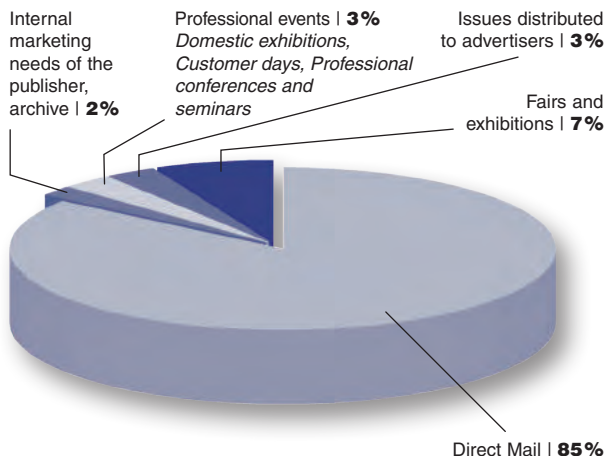
20th Year



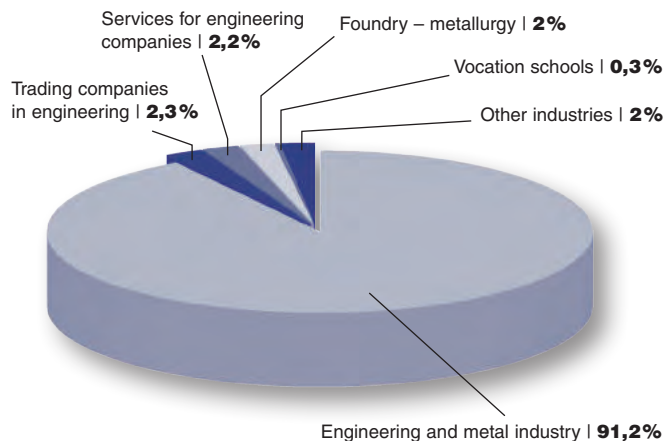
20th year

Jiří Klusáček
director / editor in chief
tel.: +420 549 210 713
jiri.klusacek@infocube.cz

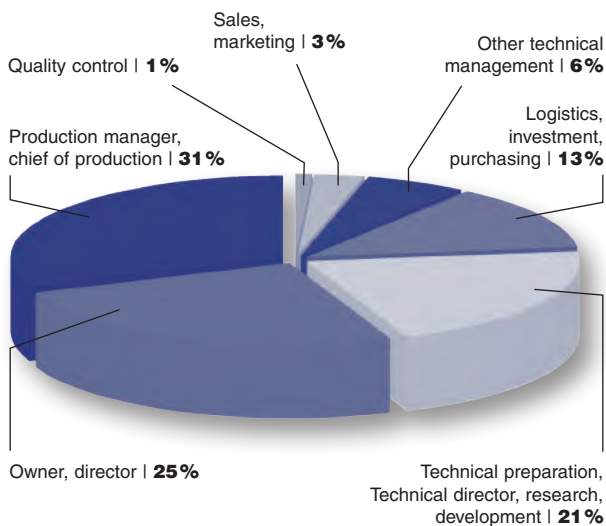
Distribution



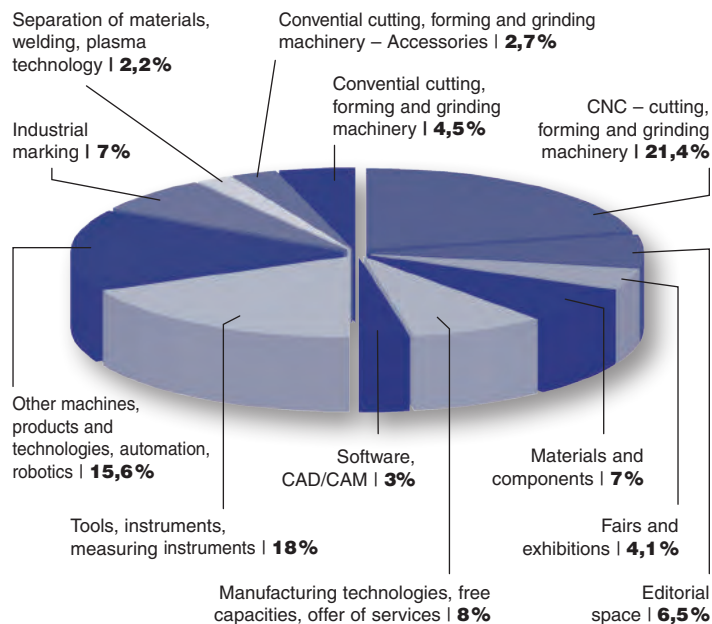
Addresses by Industry



Addressees by Job Function



Magazines Structure



Issues in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
KOVOINZERT 1	Feb 10 th	Mar 10 th	10 000	Customer days
KOVOINZERT Slovensko	Apr 18 th	May 17 th	5 000	MSV Nitra
KOVOINZERT 2	Aug 18 th	Sep 22 nd	10 000	MSV Brno
KOVOINZERT 3	Oct 23 rd	Nov 23 rd	10 000	

PRICE LIST

	2/1 CMYK	price + bonus 2/1 A4 3 199 €	framed [mm] 380×270	fullpage [mm] 420×297 [+5 mm bleed]
	1/1 CMYK	+ bonus 1/1 A4 2 099 €	190×270	210×297 [+5 mm bleed]
	1/2 CMYK	+ bonus 1/2 A4 1 359 €	190×132	–
	1/2 CMYK	+ bonus 1/2 A4 1 359 €	92×270	102×297 [+5 mm bleed]
	1/3 CMYK	+ bonus 2/3 A4 1 059 €	61×270	71×297 [+5 mm bleed]
	1/3 CMYK	+ bonus 2/3 A4 1 059 €	190×86	–
	1/4 CMYK	679 €	92×132	–
	1/4 CMYK	679 €	44×270	54×297 [+5 mm bleed]
	1/4 CMYK	679 €	190×64	–
	1/8 CMYK	419 €	92×64	–

- Prices in € without VAT. For EU clients without VAT Nr. +21 % VAT will apply.
- A4 format – 210×297 mm

COVER PAGE AND SPECIAL ADVERTISING

Front cover
V-shaped cover
(spread – front outer
flap of the magazine)

PRESTIGIOUS
SPACE!

Individual approach
3 319 € (+ bonus 2/1 pages)

2 nd Inner cover page (2 nd page of the magazine)	3 199 € (+ bonus 2/1 pages)
3 rd Inner cover page (penultimate page of the magazine)	2 829 € (+ bonus 2/1 pages)
Back cover	3 199 € (+ bonus 2/1 pages)
Ad near by editorial (1/3 page – 61×270 mm)	2 099 € (+ bonus 1/1 page)
Inserted advertising (leaflet, flyer, catalogue, brochure)	More information, including the price list can be found on page 17. 15 %
Placement fee	15 %

DISCOUNTS:

Advertising in two issues	10 %
Advertising in three issues	15 %
Advertising in four issues	20 %
Commission to agencies	15 %
Discounts do not apply to insertions.	

CANCELLATION FEES:

cancellation prior closing date	50 %
cancellation after closing date	100 %

YOUR PRINT MATERIALS ARE WELCOMED

By email or via any of online file lockers. If you ensure your own graphic design, we only accept the following formats:

- PDF, TIFF, JPEG – 300Dpi, CMYK
(Other formats possible only upon prior consultation).
- Graphic works – 15 € / 1 hour

YOUR ORDER

please include your company's name, address, contact, VAT registration number, desired size of advertising, number of repetitions. A confirmation is sent upon receiving an order.

DO NOT HESITATE TO CONTACT US

Upon request we will be happy to provide you with sample issues of our magazines and media plans of the individual titles including detailed advertising terms and conditions. The media plans are available in Czech, English and German languages.

Publisher representative for Switzerland:

Rico Dormann
Media Consultant Marketing
Postfach 574, CH–8803 Rüschlikon
T: +41/44 720 85 50
F: +41/44 721 14 74
E: dormann@rdormann.ch

Publisher **INFOCUBE s.r.o.**
Contact **INFOCUBE s.r.o. • Živného 8 • CZ-635 00 Brno**
Czech Republic
Telefon **+420 549 210 713**
Telefon **+420 549 210 712**
Fax **+420 549 210 711**
Internet **www.infocube.cz**

NÁSTROJÁRNA+

Is specialized magazine focused on all aspects of mould and tool construction. The unique one-hundred-percent focus of the magazine entirely on toolrooms and professional graphic and editorial work provide prestigious and efficient presentation for company in field of mould, tool and instruments manufacturing.

Since 1998 we issue specialized industry magazines in field of engineering, metal cutting, machining, automobile industry, industrial processing of plastics and electronics production. Toolrooms have strong position in these all fields. Magazine benefits from our long-term competence in these fields.

Iva Duroňová
editor in chief

Nástrojárna+

tel.: +420 549 210 635
iva.duronova@infocube.cz

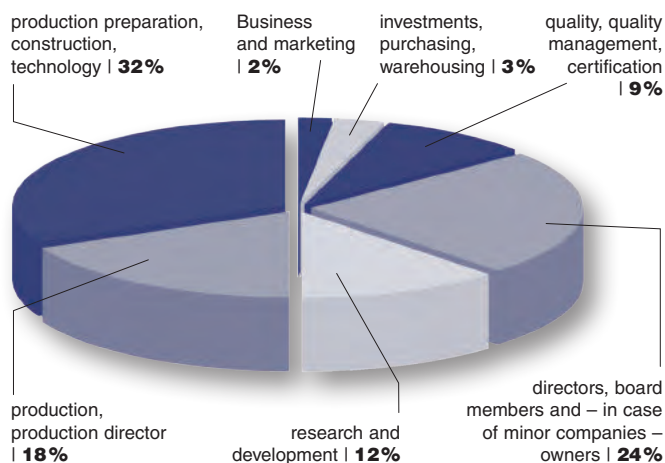


2nd year

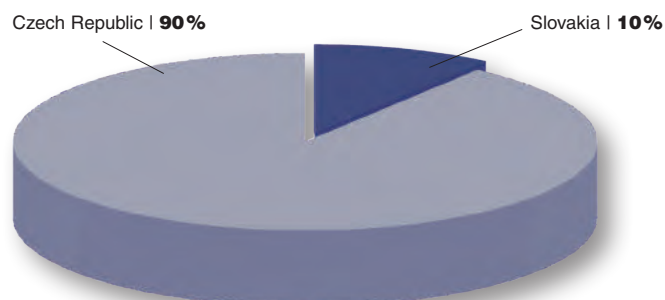
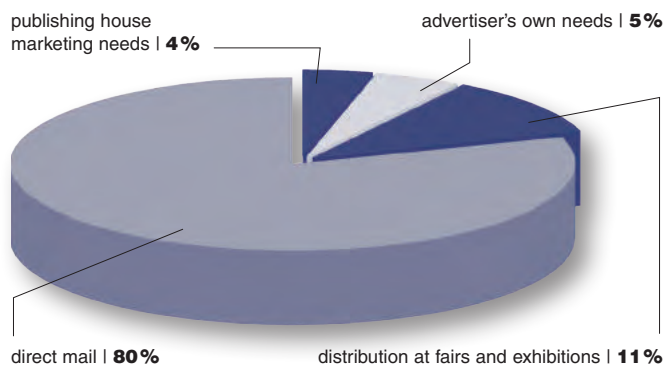
ADDRESSEES – activities:

- mouldmaking
- toolmaking
- instrumentmaking
- precise metal cutting
- grinding
- EDM technology
- construction, CAD/CAM, 3D, Additive manufacturing
- measuring and quality

Addressees by Industry



Distribution



Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
Nástrojárna+ 1	May 5 th	Jun 6 th	3 500	MSV Brno
Nástrojárna+ 2	Oct 16 th	Nov 16 th	3 500	

NEW!
2x per year!

PRICE LIST

	price	framed [mm]	fullpage [mm]
2/1 + bonus 2/1 A4			
CMYK	3 199 €	380×270	420×297 [+5 mm bleed]
1/1 + bonus 1/1 A4			
CMYK	2 099 €	190×270	210×297 [+5 mm bleed]
1/2 + bonus 1/2 A4			
CMYK	1 359 €	190×132	—
1/2 + bonus 1/2 A4			
CMYK	1 359 €	92×270	102×297 [+5 mm bleed]
1/3 + bonus 2/3 A4			
CMYK	1 059 €	61×270	71×297 [+5 mm bleed]
1/3 + bonus 2/3 A4			
CMYK	1 059 €	190×86	—
1/4			
CMYK	679 €	92×132	—
1/4			
CMYK	679 €	44×270	54×297 [+5 mm bleed]
1/4			
CMYK	679 €	190×64	—

■ Prices in € without VAT. For EU clients without VAT Nr. +21 % VAT will apply.

■ A4 format – 210×297 mm

Publisher representative for Switzerland:

Rico Dormann

Media Consultant Marketing
Postfach 574, CH–8803 Rüschlikon
T: +41/44 720 85 50
F: +41/44 721 14 74
E: dormann@rdormann.ch

COVER PAGE AND SPECIAL ADVERTISING

Front cover
V-shaped cover
(spread – front outer
flap of the magazine)

Individual approach
3 319 € (+ bonus 2/1 pages)



2nd Inner cover page
(2nd page of the magazine)

3 199 € (+ bonus 2/1 pages)

3rd Inner cover page
(penultimate page of the magazine)

2 829 € (+ bonus 2/1 pages)

Back cover

3 199 € (+ bonus 2/1 pages)

Ad near by editorial
(1/3 page – 61×270 mm)

2 099 € (+ bonus 1/1 page)

Inserted advertising
(leaflet, flyer, catalogue, brochure)

More information,
including the price list
can be found on page 17.
15 %

Placement fee

DISCOUNTS:

Advertising in two issues 10 %
Commission to agencies 15 %
Discounts do not apply to insertions.

CANCELLATION FEES:

cancellation prior closing date 50 %
cancellation after closing date 100 %

YOUR PRINT MATERIALS ARE WELCOMED

By email or via any of online file lockers. If you ensure your own graphic design, we only accept the following formats:

- PDF, TIFF, JPEG – 300Dpi, CMYK
(Other formats possible only upon prior consultation).
- Graphic works – 15 € / 1 hour

YOUR ORDER

please include your company's name, address, contact, VAT registration number, desired size of advertising, number of repetitions. A confirmation is sent upon receiving an order.

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Publisher **INFOCUBE s.r.o.**
Contact **INFOCUBE s.r.o. • Živného 8 • CZ-635 00 Brno Czech Republic**
Telefon **+420 549 210 713**
Telefon **+420 549 210 712**
Fax **+420 549 210 711**
Internet **www.infocube.cz**

is a specialized magazine focused on Czech and Slovak companies involved in machining of metal from piece to large-lot production.

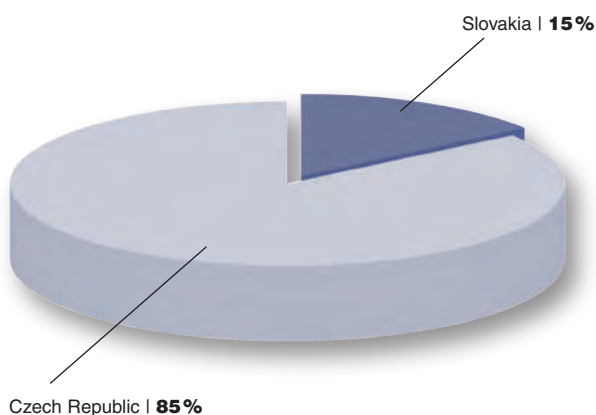
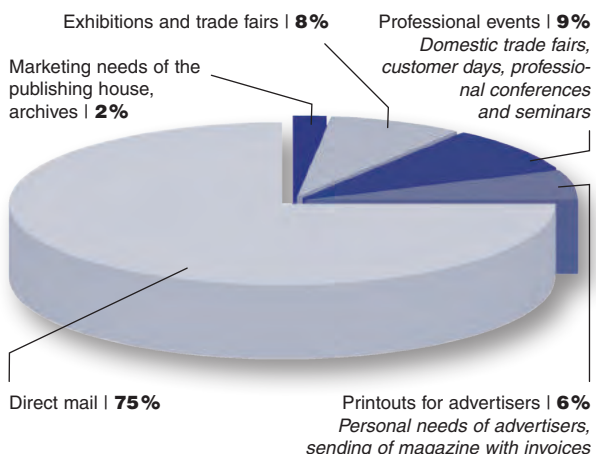
The unique one-hundred-percent focus of the magazine entirely on the field of machining, professionalism and excellent workmanship is a guarantee of your prestigious and effective presentation. Our more than ten years of experience in the areas of engineering and the automobile industry is reflected in the superior, carefully assembled database of the addressees of the magazine, where you can find the decision-making employees from the field of machining.

Iva Duroňová
editor in chief
machining&tooling magazine
tel.: +420 549 210 635
iva.duronova@infocube.cz

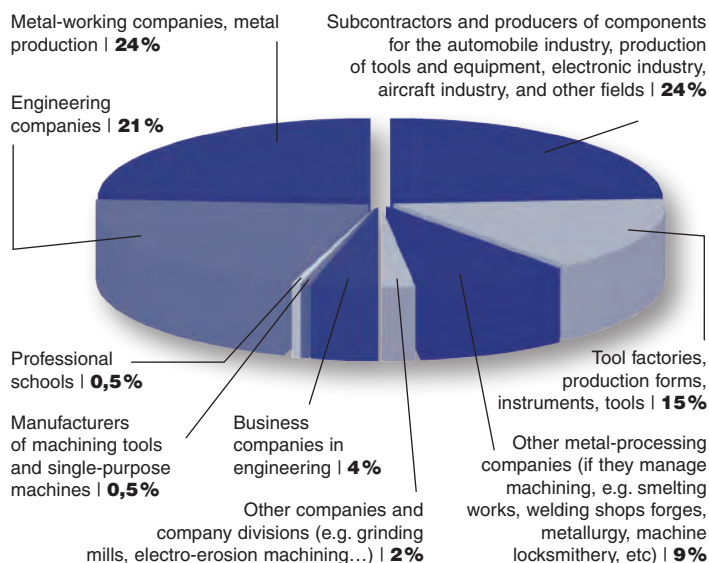


9th year

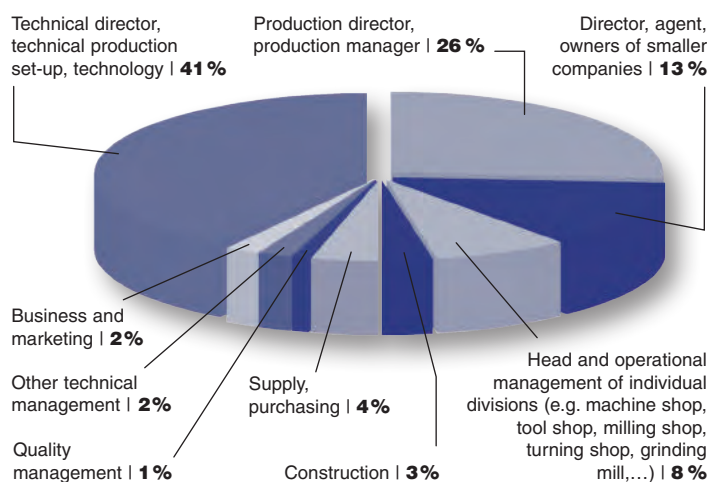
Distribution of the magazine



Structure of recipients according to field



Structure of addressees within companies



Characteristics of the magazine

machining & tooling magazine addresses the decision-making employees and workers responsible for the process of machining of metal with a wide spectrum of production companies. The magazine provides information on innovations in the area of machining, production technology and products. The magazine focuses on the area of metal cutting from piece to large-lot production. However, the magazine does not neglect any other preliminary or subsequent production operations, as well as subsidiary technology or products related to the process of metal machining. Along with the information on own machining technology and machining tools and instruments, you will also find information from the areas of: automation, CAD/CAM software, operation of machines, metallurgic materials, measuring and quality, machine accessories, cutting lubricants, trade fairs, and offers of other products and services for machining companies.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
machining&tooling 1	Mar 13 th	Apr 10 th	4 000	Customer days, MSV Nitra
machining&tooling 2	Aug 11 th	Sep 11 th	4 000	EMO Hannover, MSV Brno

PRICE LIST

	price	framed [mm]	fullpage [mm]
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1/1 + bonus 1/1 A4			
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1/2 + bonus 1/2 A4			
CMYK	1 359 €	190×132	—
1/2 + bonus 1/2 A4			
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1/3 + bonus 2/3 A4			
CMYK	1 059 €	61×270	71×297 [+5 mm bleed]
1/3 + bonus 2/3 A4			
CMYK	1 059 €	190×86	—
1/4			
CMYK	679 €	92×132	—
1/4			
CMYK	679 €	44×270	54×297 [+5 mm bleed]
1/4			
CMYK	679 €	190×64	—

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■ A4 format – 210×297 mm

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flap of the magazine)



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Ad near by editorial (1/3 page – 61×270 mm)	2 099 € (+ bonus 1/1 page)
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Czech Republic
Telefon **+420 549 210 713**
Telefon **+420 549 210 712**
Fax **+420 549 210 711**
Internet **www.infocube.cz**

is a specialized magazine for the Czech and Slovak automobile industry's manufacturers and subcontractors. AUTOMOBIL INDUSTRY is designed to provide a prestigious and efficient presentation within the automobile industry.

Its unique 100 % focus on the industry together with perfectly sophisticated database of addressees make AUTOMOBIL INDUSTRY a perfect platform for absolutely targeted communication with carmakers and subcontractors.

Ivana Nedbalová

editor in chief

Automobil Industry

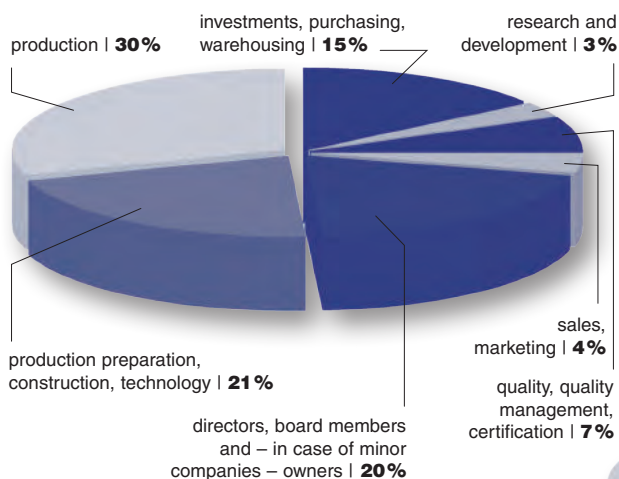
tel.: +420 549 210 712

ivana.nedbalova@infocube.cz

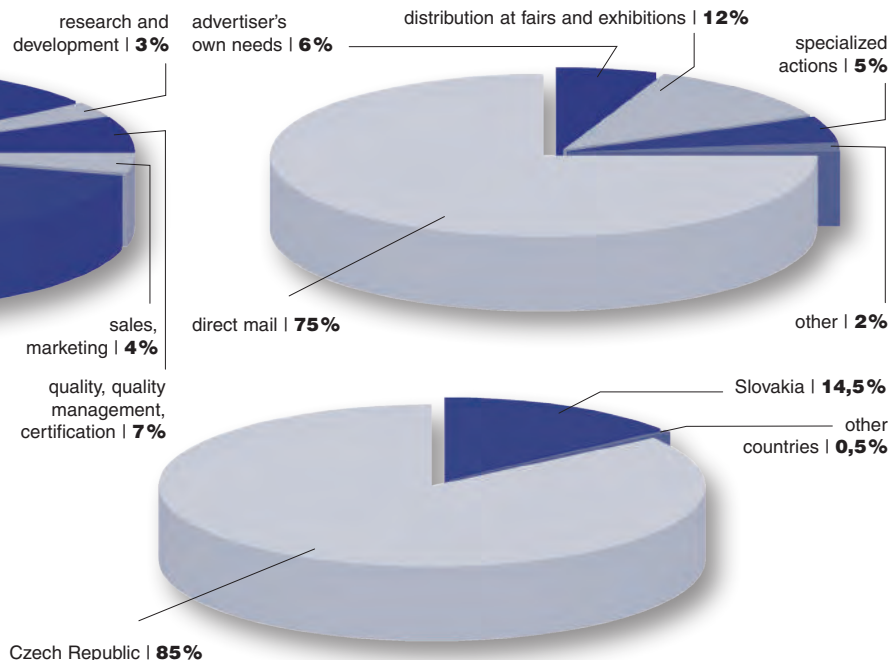


13th year

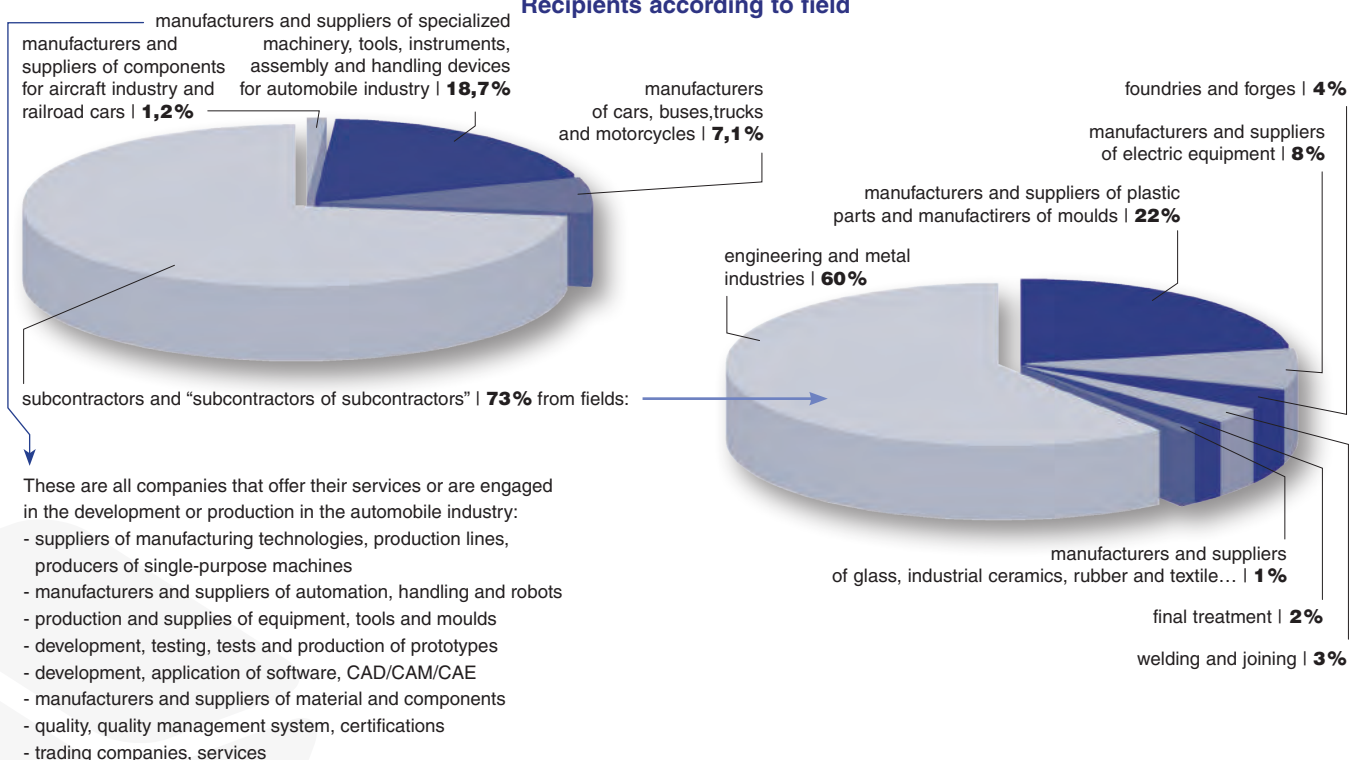
Addressees by Industry



Distribution



Recipients according to field



Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
Automobil Industry 1	Feb 13 th	Mar 13 th	4 000	AMPER Brno, Customer days
Automobil Industry 2	Apr 10 th	May 11 th	4 000	MSV Nitra
Automobil Industry 3	Aug 23 rd	Sep 25 th	4 000	MSV Brno

PRICE LIST

	2/1 + bonus 2/1 A4	price CMYK 3 199 €	framed [mm] 380×270	fullpage [mm] 420×297 [+5 mm bleed]
	1/1 + bonus 1/1 A4	CMYK 2 099 €	190×270	210×297 [+5 mm bleed]
	1/2 + bonus 1/2 A4	CMYK 1 359 €	190×132	—
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	1/3 + bonus 2/3 A4	CMYK 1 059 €	190×86	—
	1/4	CMYK 679 €	92×132	—
	1/4	CMYK 679 €	44×270	54×297 [+5 mm bleed]
	1/4	CMYK 679 €	190×64	—

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■ A4 format – 210×297 mm

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F: +41/44 721 14 74
E: dormann@rdormann.ch

COVER PAGE AND SPECIAL ADVERTISING

Front cover
V-shaped cover
(spread – front outer
flap of the magazine)



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2nd Inner cover page
(2nd page of the magazine) 3 199 € (+ bonus 2/1 pages)

3rd Inner cover page
(penultimate page of the magazine) 2 829 € (+ bonus 2/1 pages)

Back cover 3 199 € (+ bonus 2/1 pages)

Ad near by editorial
(1/3 page – 61×270 mm) 2 099 € (+ bonus 1/1 page)

Inserted advertising
(leaflet, flyer, catalogue, brochure) More information,
including the price list
can be found on page 17.

Placement fee 15 %

DISCOUNTS:

Advertising in two issues 10 %

Advertising in three issues 15 %

Commission to agencies 15 %

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CANCELLATION FEES:

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cancellation after closing date 100 %

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Telefon **+420 549 210 713**
Telefon **+420 549 210 712**
Fax **+420 549 210 711**
Internet **www.infocube.cz**

is a specialized magazine for the Czech and Slovak companies operating in the field of industrial processing of plastics (sets, rubber, composites...).

The Plastics Production provides plastics production businesses with information, topics as well as the most recent trends. The information covers materials, processing, production and markets. Its unique industrial focus and perfectly managed database of addressees make the Plastics Production the most convenient platform for an absolutely targeted transfer of information from you to the manufacturers and suppliers.

The Plastics Production is designed for prestigious and efficient presentation matched by the top quality of cover and binding as well as its excellent standard of paper and print.

Ivana Nedbalová

editor in chief

Plastics Production

tel.: +420 549 210 712

ivana.nedbalova@infocube.cz



12th year

ADDRESSEES – target group:

Top managers and top decision-making executives:

- directors, members of the boards of directors
- production preparation, technologies, construction
- production
- investment, purchasing, logistics
- quality
- research and development

ADDRESSEES – activities:

Preparation and ancillary production stages:

- production, supplies and preparation of raw materials and components
- construction, design, engineering, technological production preparation
- manufacture of molds, tools and instruments
- development, implementation and distribution of CAD/CAM software
- suppliers of machinery, production technologies, single-purpose machines, production lines
- suppliers of automation, handling and robots
- testing, measuring, quality
- research, development, purchasing

Core production operations:

dominant part of the database consists of addressees dealing with the core production operations:

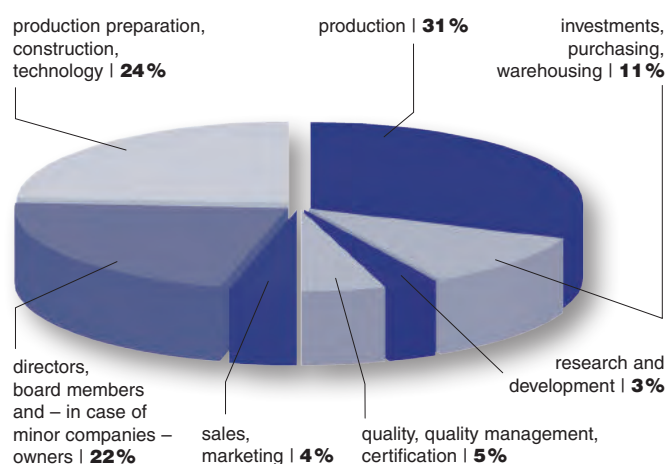
- injection
- pressing
- vacuum processing
- blow molding, thermoforming
- extrusion
- cutting, milling
- welding
- separation, cutting, perforation
- final operation, assembly
- trimming...

ADDRESSEES – supplied industries:

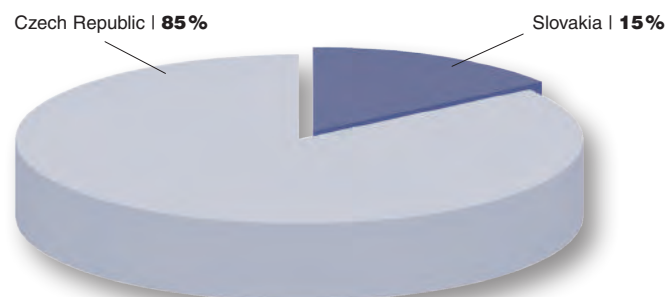
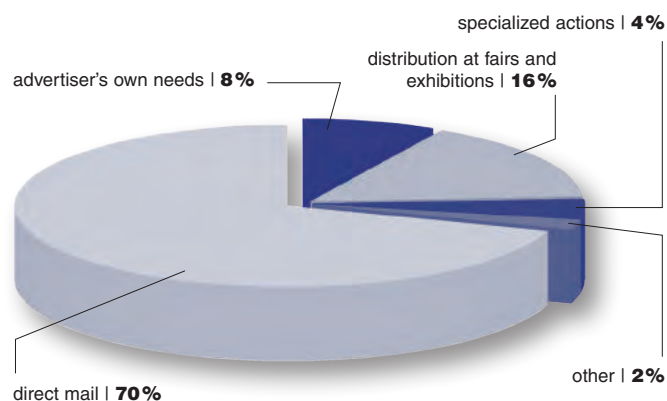
Companies dealing with industrial plastics processing for the following industries:

- automobile industry
- consumer electronics, electric industries
- machinery, production of machinery and equipment
- production of consumer goods
- packaging technology
- food industry
- construction industry
- aviation and production of railroad trucks

Addressees by Industry



Distribution



Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
Plastics Production 1	Mar 20 th	Apr 24 th	4 000	MSV Nitra (CHEMPLAST)
Plastics Production 2	Aug 24 th	Sep 26 th	4 000	MSV Brno

PRICE LIST

	price	framed [mm]	fullpage [mm]
2/1 + bonus 2/1 A4			
CMYK	3 199 €	380×270	420×297 [+5 mm bleed]
1/1 + bonus 1/1 A4			
CMYK	2 099 €	190×270	210×297 [+5 mm bleed]
1/2 + bonus 1/2 A4			
CMYK	1 359 €	190×132	—
1/2 + bonus 1/2 A4			
CMYK	1 359 €	92×270	102×297 [+5 mm bleed]
1/3 + bonus 2/3 A4			
CMYK	1 059 €	61×270	71×297 [+5 mm bleed]
1/3 + bonus 2/3 A4			
CMYK	1 059 €	190×86	—
1/4			
CMYK	679 €	92×132	—
1/4			
CMYK	679 €	44×270	54×297 [+5 mm bleed]
1/4			
CMYK	679 €	190×64	—

■ Prices in € without VAT. For EU clients without VAT Nr. +21 % VAT will apply.

■ A4 format – 210×297 mm

Publisher representative for Switzerland:

Rico Dormann

Media Consultant Marketing
Postfach 574, CH–8803 Rüschlikon
T: +41/44 720 85 50
F: +41/44 721 14 74
E: dormann@rdormann.ch

COVER PAGE AND SPECIAL ADVERTISING

Front cover
V-shaped cover
(spread – front outer
flap of the magazine)



2 nd Inner cover page (2 nd page of the magazine)	3 199 € (+ bonus 2/1 pages)
3 rd Inner cover page (penultimate page of the magazine)	2 829 € (+ bonus 2/1 pages)
Back cover	3 199 € (+ bonus 2/1 pages)
Ad near by editorial (1/3 page – 61×270 mm)	2 099 € (+ bonus 1/1 page)
Inserted advertising (leaflet, flyer, catalogue, brochure)	More information, including the price list can be found on page 17.
Placement fee	15 %

DISCOUNTS:

Advertising in two issues	10 %
Commission to agencies	15 %
Discounts do not apply to insertions.	

CANCELLATION FEES:

cancellation prior closing date	50 %
cancellation after closing date	100 %

YOUR PRINT MATERIALS ARE WELCOMED

By email or via any of online file lockers. If you ensure your own graphic design, we only accept the following formats:

- PDF, TIFF, JPEG – 300Dpi, CMYK
(Other formats possible only upon prior consultation).
- Graphic works – 15 € / 1 hour

YOUR ORDER

please include your company's name, address, contact, VAT registration number, desired size of advertising, number of repetitions. A confirmation is sent upon receiving an order.

DO NOT HESITATE TO CONTACT US

Upon request we will be happy to provide you with sample issues of our magazines and media plans of the individual titles including detailed advertising terms and conditions. The media plans are available in Czech, English and German languages.

Publisher	INFOCUBE s.r.o.
Contact	INFOCUBE s.r.o. • Živného 8 • CZ-635 00 Brno
	Czech Republic
Telefon	+420 549 210 713
Telefon	+420 549 210 712
Fax	+420 549 210 711
Internet	www.infocube.cz

EEM – Electronic Engineering Magazine brings state-of-the-art information, themes and trends from the area of development, production and application of electronics in the most perspective areas of the Czech and Slovak industry.

100% focus on the electronic industry, professional graphic and editorial work, quality typographic product and genuine directness to the decision-makers in this industry make EEM an ideal platform for absolutely targeted transfer of information to current and potential customers.

Renata Kučerová
editor-in-chief
Electronic Engineering Magazine
tel.: +420 549 219 998
renata.kucerova@infocube.cz



11th year

ADDRESSEES – Target group

EEM's readers group covers the leading workers and professionals of the following departments:

- HW development
- SW development
- Design
- Construction
- Research
- System integration
- Application

ADDRESSEES – Area of operation

Portfolio of addressees comprises companies, or their independent units, involved in research, production and application in the electronics industry

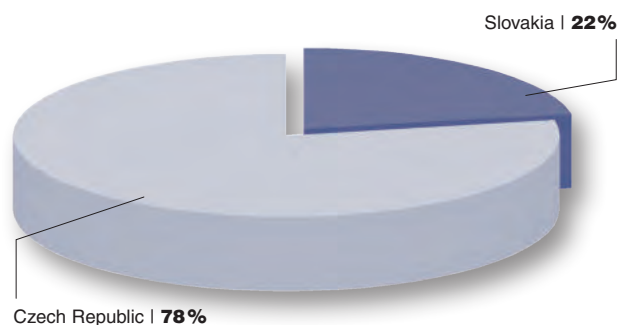
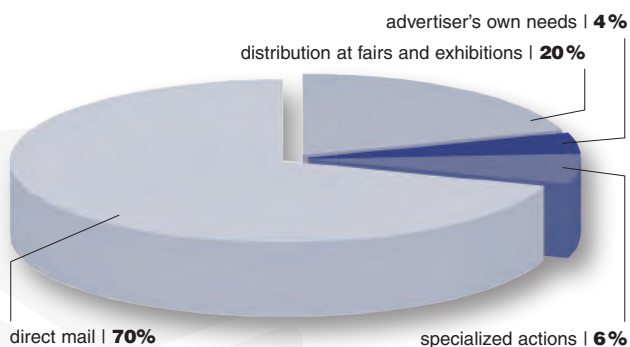
A) Manufacturing companies with own research and production of electronics and electronic components for:

- automotive industry
- telecommunication technologies
- radio electronics
- computing technologies
- consumer electronics
- manufacture of machinery and equipment
- other industrial areas

B) Companies involved in development of solutions for industrial processes for the following industrial areas:

- industrial automation, automation of technological processes
- supply of industrial technologies, production lines, robotized workplaces
- development and manufacture of specialized machines, technology units and machinery parts
- automatic controlling and regulation technology, controlling systems
- mechatronics
- development and application of CAD/CAM/CAE
- testing, measuring, development and production of prototypes
- construction and engineering

Distribution



Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
EEM 1	Feb 20 th	Mar 14 th	3 000	AMPER Brno, MSV Nitra (EMA), ELO SYS Trenčín
EEM 2	Sep 1 st	Oct 2 nd	3 000	MSV Brno

PRICE LIST

	2/1 + bonus 2/1 A4	price CMYK 3 199 €	framed [mm] 380×270	fullpage [mm] 420×297 [+5 mm bleed]
	1/1 + bonus 1/1 A4	CMYK 2 099 €	190×270	210×297 [+5 mm bleed]
	1/2 + bonus 1/2 A4	CMYK 1 359 €	190×132	–
	1/3 + bonus 2/3 A4	CMYK 1 059 €	61×270	71×297 [+5 mm bleed]
	1/3 + bonus 2/3 A4	CMYK 1 059 €	190×86	–

■ Prices in € without VAT. For EU clients without VAT Nr. +21 % VAT will apply.

■ A4 format – 210×297 mm

COVER PAGE AND SPECIAL ADVERTISING

Front cover	Individual approach
2 nd Inner cover page (2 nd page of the magazine)	3 199 € (+ bonus 2/1 pages)
3 rd Inner cover page (penultimate page of the magazine)	2 829 € (+ bonus 2/1 pages)
Back cover	3 199 € (+ bonus 2/1 pages)
Ad near by editorial (1/3 page – 61×270 mm)	2 099 € (+ bonus 1/1 page)
Inserted advertising (leaflet, flyer, catalogue, brochure)	More information, including the price list can be found on page 17.
Placement fee	15 %

DISCOUNTS:

Advertising in two issues	10 %
Commission to agencies	15 %
Discounts do not apply to insertions.	

CANCELLATION FEES:

cancellation prior closing date	50 %
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YOUR PRINT MATERIALS ARE WELCOMED

By email or via any of online file lockers. If you ensure your own graphic design, we only accept the following formats:

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YOUR ORDER

please include your company's name, address, contact, VAT registration number, desired size of advertising, number of repetitions. A confirmation is sent upon receiving an order.

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Publisher **INFOCUBE s.r.o.**
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Fax **+420 549 210 711**
Internet **www.infocube.cz**

Direct mail

Targeted direct mail is an effective way of getting your offer on the table of competent people in manufacturing companies. You can distribute a simple, brief piece of information about latest developments, invitations to corporate events or fair trades. Typically distributed materials are a general overview of your offer and range of products. Our publishing house also distributes brochures and entire product catalogues. Examples include the distribution of 30 000 hundred-page catalogues Svět obrábění (World of Machining) of Machtrade, s. r. o., or the distribution of 9 000 88-page catalogues of K-TOOLS. We have also succeeded in distributing 10 tons of printed matter to our clients!



Use our original and proven databases from machine engineering, automotive, machining, plastics and electronics industries!

We will distribute your materials from 4 000 copies, normally up to 0.5 kg per copy. We can arrange printing of your materials including original formats and finishes.

Attract attention with a material similar to that you are holding in your hands!

Make yourself known also by other means!

In addition to the presentation through space advertising in our magazines, you can also insert your materials in our publications. It is possible to insert flyers, leaflets, brochures, catalogues, CDs and other flat materials.

Price list of inserts (cost of insert for entire issue)

Weight of inserted material	KOVAINZERT	AutomobilIndustry machining & tooling magazine PLASTICS PRODUCTION KOVAINZERT SLOVENSKO	NÁSTROJÁRNA+ EEM
Up to 10 g	1 630 €	1 490 €	1 430 €
10–20 g	1 850 €	1 490 €	1 430 €
20–30 g	2 040 €	1 620 €	1 540 €
30–40 g	2 230 €	1 730 €	1 660 €
40–50 g	2 390 €	1 890 €	1 800 €

Materials over 50 g are accepted following prior consultation.

Prices are shown in EUR without VAT. For EU clients without VAT Nr. + 21 % VAT will be applied.

The price is only for the material inserted in a magazine. If you wish, we can print your materials for inserts. Please ask for price calculation.



Website of the publishing house or the websites of individual magazines

The screenshot shows the KOVOINZERT website layout with several annotated banner areas:

- A**: Top header banner, 960 x 150 pixels.
- B₁**: Banner below the header, 728 x 90 pixels.
- B₂**: Banner at the bottom of the main content area, 728 x 90 pixels.
- C₁**: Vertical banner on the left side, 120 x 600 pixels.
- C₂**: Vertical banner on the right side, 120 x 600 pixels.
- D₁**: Small square banner on the left, 125 x 125 pixels.
- D₂**: Small square banner on the right, 125 x 125 pixels.
- E**: Small square banner in the middle right, 160 x 160 pixels.

The website content includes the KOVOINZERT logo, navigation menu, a search bar, and a main article titled "AMPER 2016 otevře nové obzory na poli elektrotechniky" (AMPER 2016 opens new horizons in the field of electrical engineering).

* Banner size in pixels.

Banner

Size		Price in EUR excl. VAT	Price in EUR excl. VAT	Price in EUR excl. VAT	Price in EUR excl. VAT
Banner	pixels	1 month	3 months	6 months	12 months
A	960 × 150	399	829	1 429	2 399
B1	728 × 90	319	659	1 139	1 919
B2	728 × 90	129	239	439	759
C1	120 × 600	199	409	709	1 199
C2	120 × 600	199	409	709	1 199
D1	125 × 125	129	239	439	759
D2	125 × 125	129	239	439	759
E *	160 × 160	199	409	709	1 199

* The E banner is displayed on the websites of individual magazines only.

Please supply materials for banners in sizes specified above in bitmap formats only (TIFF, JPEG, BMP, and GIF).
If a banner is supplied in HTML or SWF, server statistics cannot be used (prove the number of clicks).

Article

A PR article promoting the client's company, product, services or containing other commercial messages or PR messages, invitations to events, exhibitions etc. The article displays directly on the selected website home page in the Texts column; in addition, it is permanently stored in our archives.

PR article

399 EUR

No more than three banners are displayed in one position.

The price of banners and articles is quoted for presentation on one website.
We offer a total of six websites. In addition to the publishing house's website
www.infocube.cz, we offer the websites of individual magazines:

Andrea Kokrdová
editor's office / webmaster /
online advertising
tel.: +420 549 212 606
andrea.kokrdova@infocube.cz



– www.infocube.cz

KOVAINZERT

– **Engineering**

www.kovoinzert.cz, www.strojirenstvi.com, www.obrabeni.com, www.infocube.cz/cs/kovoinzert/

NÁSTROJÁRNA+

– **Mould and tool construction**

www.nastrojarna.plus, www.strojirenstvi.com, www.obrabeni.com, www.infocube.cz/nastrojarna/



– **Machining**

www.machining.cz, www.strojirenstvi.com, www.obrabeni.com, www.infocube.cz/cs/machining-tooling/

AutomobilIndustry

– **Automobil industry**

www.automobilindustry.cz, www.automobilindustry.sk, www.infocube.cz/cs/automobil-industry/

**PLASTICS
PRODUCTION**

– **Plastics production**

www.plasticsproduction.cz, www.infocube.cz/cs/plastics-production/



– **Electronic and electrotechnical industry**

<http://infocube.cz/cs/eem/>



Browse through our magazines whenever and wherever you wish!

WHAT MORE DOES THIS FORMAT OFFER?

- ➊ New target audience on the internet. This format focuses on those magazine readers who prefer their internet form. In addition to the classical printed magazine, we offer the advertisers double presentation in two target groups "for the same money"!
- ➋ Easy browsing through the whole title.
- ➌ Whole issue on the website, including all ads and articles.
- ➍ Direct link to the websites of advertisers or their email addresses. Just place the pointer on the website in the text or advert and click to get right to the manufacturer or supplier's site. This format is offered to our advertisers for current issues free of charge for ad orders from 1/4 colour page.
- ➎ Full-text search engine indexing. The magazine is indexed in full-text search engines. When a key word from an article or ad is entered, the full-text also shows a page from our magazine.
- ➏ New readers. Prospective and existing subscribers are sent an email with a link to the current issue of the magazine on the date of publication. Subscription is completely free of charge! This format also introduces our magazines to readers employing the internet all over the world, including readers from Slovakia or Czech readers on business trip or other journey. The magazines can also be viewed on mobile devices such as iPads etc.
- ➐ Issue archive. The information about your products and services will not be forgotten as they remain available on the internet. All legacy issues from our archive are converted to the internet format.
- ➑ Possibility to link multimedia to the magazine advert – you can jazz up your ad in our electronic magazine with various multimedia presentations. For example, a video demonstration of work with a machine or tool will start following clicking on your ad or article.

FREE OF CHARGE!

NO REGISTRATION!

**TO VIEW AS OF THE DATE
OF PRINTED MAGAZINE ISSUE**

INCLUDES OLDER ISSUE ARCHIVE



**COMPLETE ISSUE
INCLUDING ALL ADS**

**FULL-TEXT SEARCH
ENGINE INDEXING!**



EMAIL MAGAZINE DISTRIBUTION

All subscribers and potential magazine subscribers are sent an email with a link to the current issue. A massive acquisition of subscribers and potential subscribers of our internet magazines takes place not only on the web but also in our magazines, at trade fairs and tens of professional events we participate as a publishing house. These addresses extend our existing database of email subscribers.

WHERE CAN YOU FIND INTERNET MAGAZINES?

If you have not subscribed for free email distribution of magazines, you can find internet issues of our magazines at all our websites:

www.infocube.cz,
www.kovoinzert.cz,
www.automobilindustry.cz,
www.automobilindustry.sk,
www.machining.cz,
www.plasticsproduction.cz,
www.nastrojarna.plus.



2017 issues overview

KOVOINZERT

Magazine, which brings you information from the mechanical engineering as well as other industrial areas. As a direct mail, it is distributed free-of-charge to addresses of engineering companies and other metal-processing corporations.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
KOVOINZERT 1	Feb 10 th	Mar 10 th	10 000	Customer days
KOVOINZERT Slovakia	Apr 18 th	May 17 th	5 000	MSV Nitra
KOVOINZERT 2	Aug 18 th	Sep 22 nd	10 000	MSV Brno
KOVOINZERT 3	Oct 23 rd	Nov 23 rd	10 000	

20th year



20th year

NÁSTROJÁRNA+

Is specialized magazine focused on all aspects of mould and tool construction. The unique one-hundred-percent focus of the magazine entirely on toolrooms and professional graphic and editorial work provide prestigious and efficient presentation for company in field of mould, tool and instruments manufacturing. Since 1998 we issue specialized industry magazines in field of engineering, metal cutting, machining, automobile industry, industrial processing of plastics and electronics production. Toolrooms have strong position in these all fields. Magazine benefits from our long-term competence in these fields.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
Nástrojárna+ 1	May 5 th	Jun 6 th	3 500	MSV Brno
Nástrojárna+ 2	Oct 16 th	Nov 16 th	3 500	



2nd year



is a specialized magazine focused on Czech and Slovak companies involved in machining of metal from piece to large-lot production. The unique one-hundred-percent focus of the magazine entirely on the field of machining, professionalism and excellent workmanship is a guarantee of your prestigious and effective presentation. Our more than ten years of experience in the areas of engineering and the automobile industry is reflected in the superior, carefully assembled database of the addressees of the magazine, where you can find the decision-making employees from the field of machining.

perior, carefully assembled database of the addressees of the magazine, where you can find the decision-making employees from the field of machining.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
machining & tooling 1	Mar 13 th	Apr 10 th	4 000	Customer days, MSV Nitra
machining & tooling 2	Aug 11 th	Sep 11 th	4 000	EMO Hannover, MSV Brno



9th year

Automobil Industry

is a specialized magazine for the Czech and Slovak automobile industry's manufacturers and subcontractors. AUTOMOBIL INDUSTRY is designed to provide a prestigious and efficient presentation within the automobile industry. Its unique 100 % focus on the industry together

with perfectly sophisticated database of addressees make AUTOMOBIL INDUSTRY a perfect platform for absolutely targeted communication with carmakers and subcontractors.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
Automobil Industry 1	Feb 13 th	Mar 13 th	4 000	AMPER Brno, Customer days
Automobil Industry 2	Apr 10 th	May 11 th	4 000	MSV Nitra
Automobil Industry 3	Aug 23 rd	Sep 25 th	4 000	MSV Brno



13th year

PLASTICS PRODUCTION

is a specialized magazine for the Czech and Slovak companies operating in the field of industrial processing of plastics (sets, rubber, composites...). The Plastics Production provides plastics production businesses with information, topics as well as the most recent trends. The information covers materials, processing, production and markets.

Its unique industrial focus and perfectly managed database of addressees make the Plastics Production the most convenient platform for an absolutely targeted transfer of information from you to the manufacturers and suppliers. The Plastics Production is designed for prestigious and efficient presentation matched by the top quality of cover and binding as well as its excellent standard of paper and print.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
Plastics Production 1	Mar 20 th	Apr 24 th	4 000	MSV Nitra (CHEMPLAST)
Plastics Production 2	Aug 24 th	Sep 26 th	4 000	MSV Brno



12th year



EEM – Electronic Engineering Magazine brings state-of-the-art information, themes and trends from the area of development, production and application of electronics in the most perspective areas of the Czech and Slovak industry. 100 % focus on the electronic industry, professional graphic and editorial work, quality typographic product and genuine directness

to the decision-makers in this industry make EEM an ideal platform for absolutely targeted transfer of information to current and potential customers.

Issue in 2017	Closing date	Publication date	Circulation	Fairs/exhibitions
EEM 1	Feb 20 th	Mar 14 th	3 000	AMPER Brno, MSV Nitra (EMA)
EEM 2	Sep 1 st	Oct 2 nd	3 000	MSV Brno, ELO SYS Trenčín



11th year

Do not hesitate to contact us, we will be happy to prepare your presentation offer in our magazines according to your requirements and needs.

We will be glad to send you a sample issue of individual titles upon request.

You can find the media plan in Czech, English and German on our web pages, or we can send them to you by email.

We look forward to working with you!

Advertising Department / Office

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Media Consultant Marketing

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