

NEW IN 2018:

ARTICLE
ONLINE

AEROSPACE INDUSTRY



infocube



MEDIA INFORMATION 2018



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Direct mail



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Offer of inserts



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Internet presentation

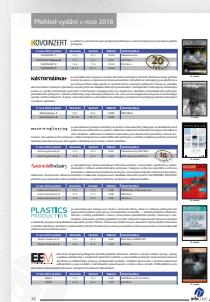


Page 12-13



Page 20

ARTICLE
ONLINE



Page 22
Issues overview
2018



Our publishing house will celebrate 20 years in business in 2018. During that time, we have grown as the creators of unique industry-oriented magazines and online products. Thanks to our readers and advertisers, we have learned a great deal on our journey toward the perfect product and we continue to change. However, the original concept we started our company with: **“real firms — real people — specialized production”** has not changed! We would like to continue to offer you unique products and our competence in the industry!

The Infocube s. r. o. team

New



AEROSPACE INDUSTRY

We are expanding the database of selected magazines with contacts from the Czech and Slovak aerospace and space industries. We have been reaching out to these companies for a long time, what's new is a thorough updating of the data and a complete and detailed elaboration of the aerospace industry according to the fields of activity, the production of the companies, their branches and divisions, including contact persons and functions. This will allow us to expand the distribution lists of the magazines machining & tooling magazine, Plastics Production, KOVOINZERT and EEM — Electronic Engineering Magazine with more attractive contacts. We currently register more than 500 contact persons from more than 300 Czech and Slovak companies involved in the development, production and subcontracting of components for the aerospace and space industry. In addition to traditional aircraft manufacturers and twenty small aircraft manufacturers, it is primarily a group of component manufacturers for Airbus, Boeing and Embraer, which today form the core and the largest volume of production in this area. Just the agency CzechInvest brokered the

arrival of 26 separate investments in the total amount of EUR 500 million. Another reason for our interest in the industry is the development of air transport, which has grown dramatically worldwide in the last few years, with Boeing and Airbus supplying 1,456 aircraft in total in 2017, which is almost 50% more than in 2011! The aerospace industry is a prestigious high-tech field with a great future, cutting-edge parameters for accuracy and the quality of production, with tremendous potential to apply new materials and technologies, and just like the space industry, is at the forefront of development and research. The annual turnover of the field, which amounts to EUR 1.35 billion for both countries, speaks of the importance of the role played in the Czech and Slovak economies. Information from the aerospace industry will also be increasingly involved in the content of our magazines and web news. A comprehensive and up-to-date list of key contact persons on technical and production positions in the aerospace industry is a valuable assessment of the databases of our magazines. I believe that you, the clients of our publishing house, will also appreciate this value!



KOVOINZERT

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.



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

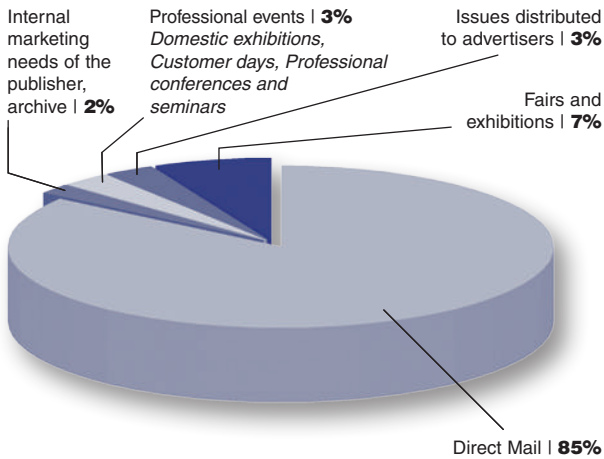


21st year

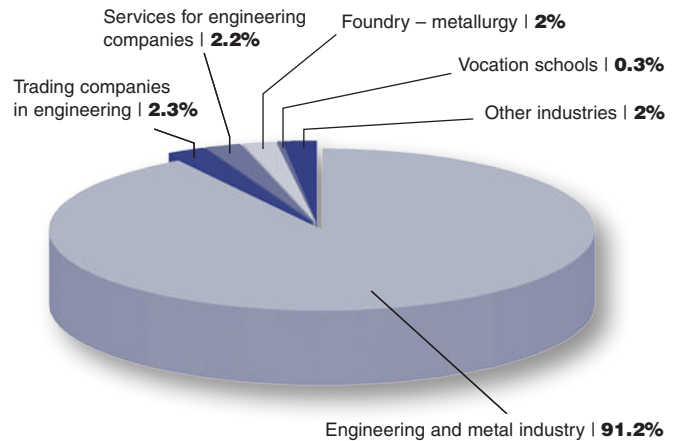
KOVOINZERT.CZ



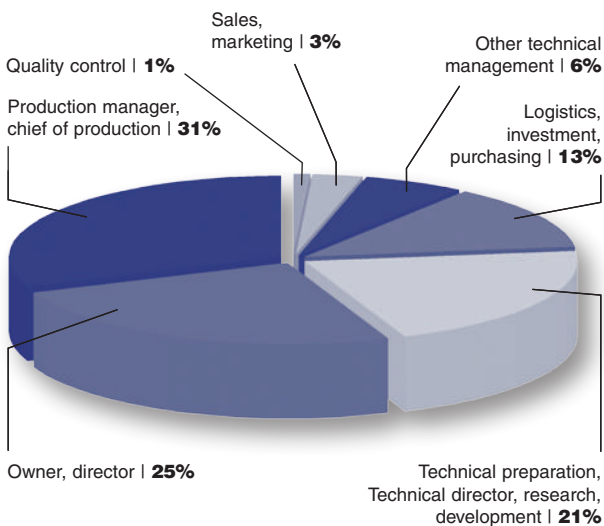
Distribution



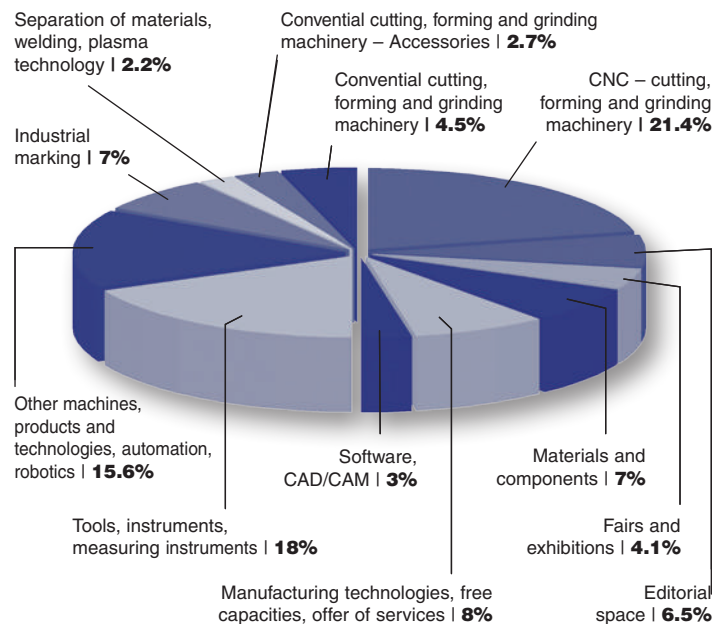
Addresses by Industry



Addressees by Job Function



Magazines Structure



Issues in 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
KOVOINZERT 1	Feb 10 th	Mar 10 th	10,000	Customer days
KOVOINZERT Slovakia	Apr 17 th	May 15 th	5,000	MSV Nitra
KOVOINZERT 2	Aug 15 th	Sep 17 th	10,000	MSV Brno
KOVOINZERT 3	Oct 23 rd	Nov 23 rd	10,000	

PRICE LIST

	2/1	price + bonus 2/1 A4	framed [mm]	fullpage [mm]
	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	—
	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

Publisher representative for Switzerland:

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

New contacts from

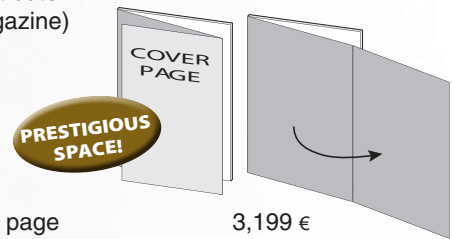
AEROSPACE **INDUSTRY**



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)

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(+ bonus 2/1 pages)

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

2,829 €
(+ bonus 2/1 pages)

Back cover

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(+ bonus 2/1 pages)

Ad near by editorial
(44×270 mm or 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%
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 own graphic design, we only accept the following formats:

- PDF, TIFF, JPEG—300 Dpi, 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**

KOVOINZERT.CZ

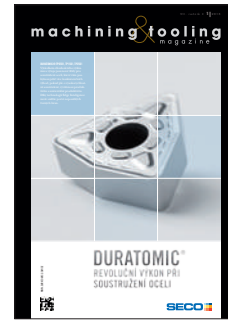
is a specialized magazine focused on Czech and Slovak companies involved in machining of metal from piece to large-lot production.

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.



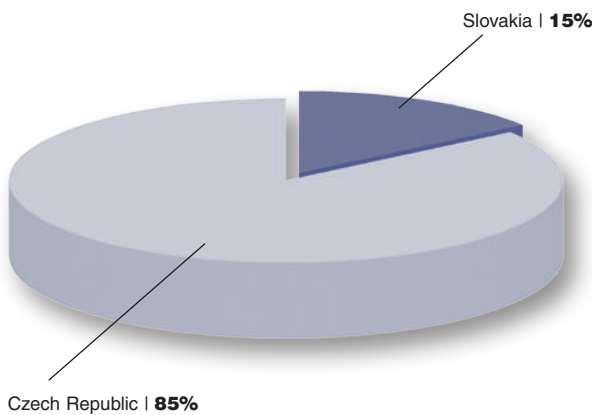
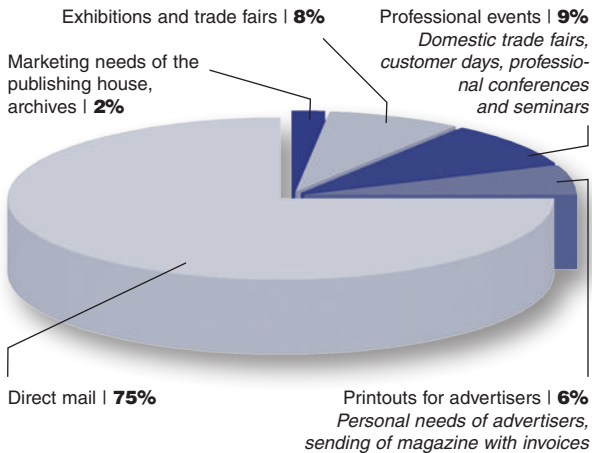
Jiří Klusáček
director

tel.: +420 549 210 713
jiri.klusacek@infocube.cz

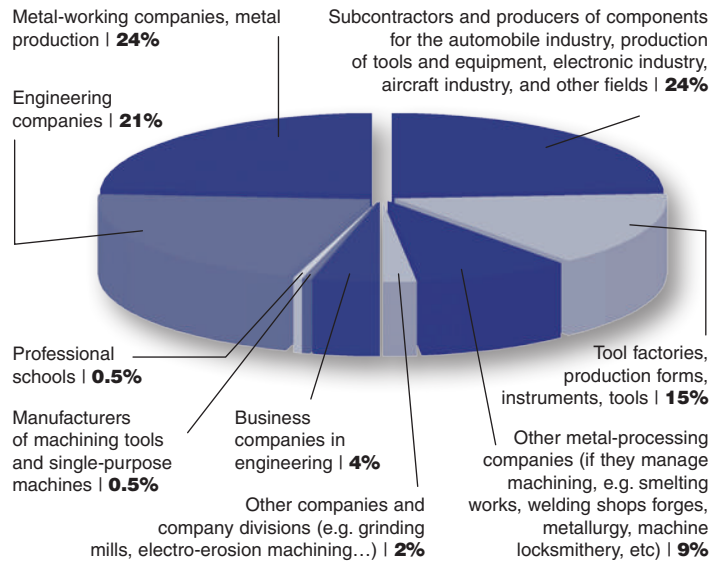


10th Year

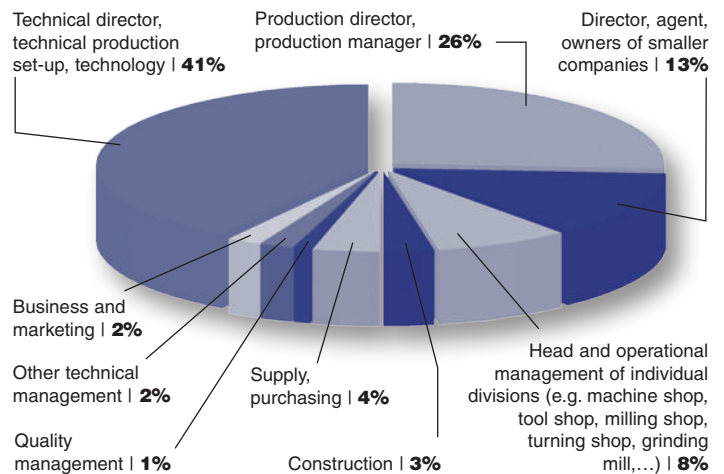
Distribution of the magazine



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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
machining&tooling 1	Mar 12 th	Apr 10 th	4,000	Customer days, MSV Nitra
machining&tooling 2	Aug 10 th	Sep 10 th	4,000	MSV Brno



PRICE LIST

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 1/2 + bonus 1/2 A4 CMYK 1,359 €	1,359 €	92×270	102×297 [+5mm bleed]
 1/3 + bonus 2/3 A4 CMYK 1,059 €	1,059 €	61×270	71×297 [+5mm bleed]
 1/3 + bonus 2/3 A4 CMYK 1,059 €	1,059 €	190×86	—
 1/4 CMYK 679 €	679 €	92×132	—
 1/4 CMYK 679 €	679 €	44×270	54×297 [+5mm bleed]
 1/4 CMYK 679 €	679 €	190×64	—

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

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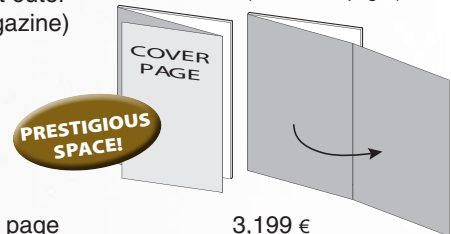
AEROSPACE INDUSTRY



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Czech Republic
Telefon **+420 549 210 713**
Telefon **+420 549 210 712**

machining.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.



Jiří Klusáček
director

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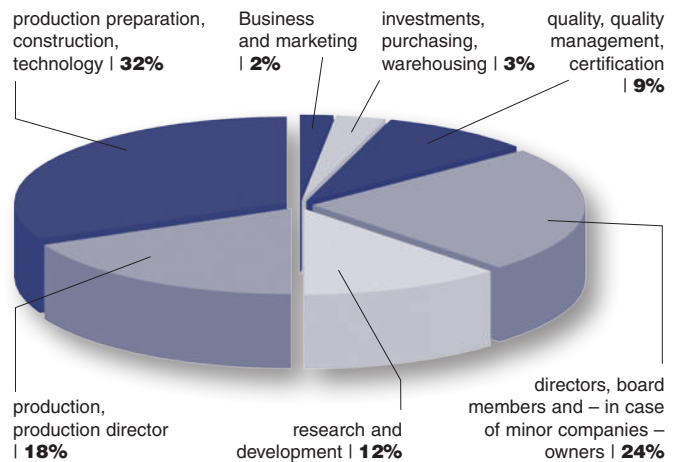
3rd Year

NÁSTROJÁRNA.PLIS

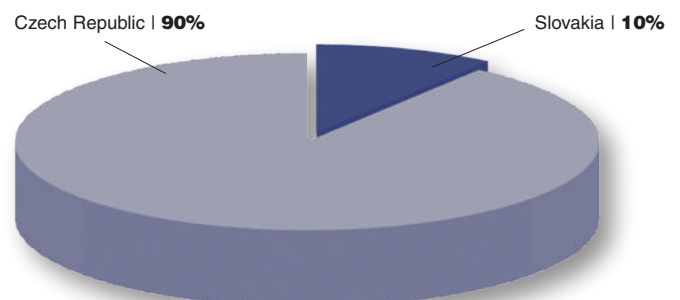
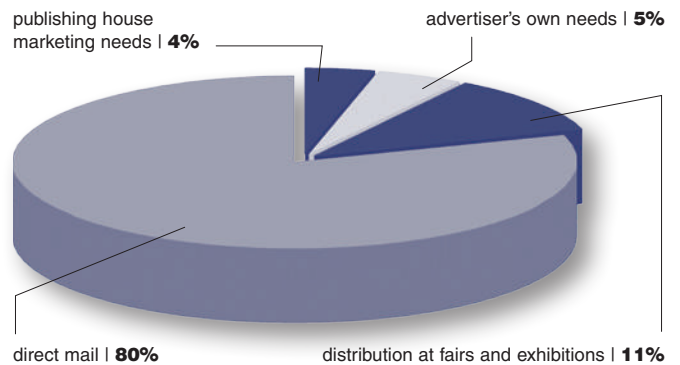
ADDRESSEES – activities:

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

Addressees by Industry



Distribution



Issue in 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
Nástrojárna+ 1	May 9 th	Jun 6 th	3,500	MSV Brno
Nástrojárna+ 2	Oct 16 th	Nov 19 th	3,500	

PRICE LIST

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 2/1 + bonus 2/1 A4 CMYK 3,199 €	3,199 €	380×270	420×297 [+5mm bleed]
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- A4 format—210×297 mm

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Czech Republic
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NASTROJARNA.PLI IS

AutomobilIndustry

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.



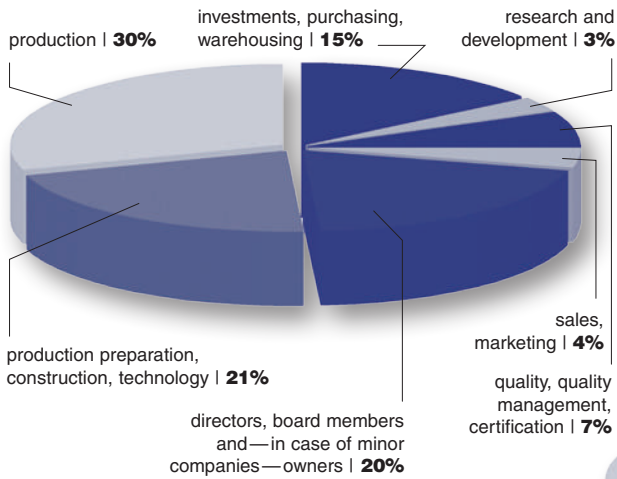
Ivana Nedbalová
editor in chief
Automobil Industry
tel.: +420 549 210 712
ivana.nedbalova@infocube.cz



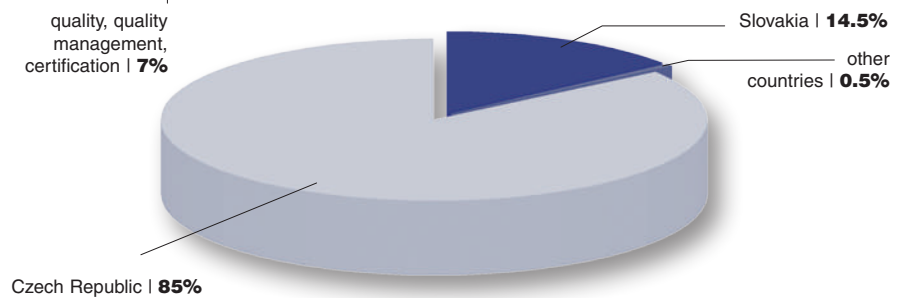
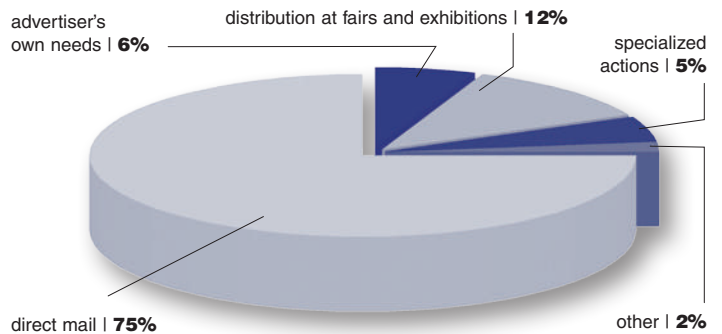
14th Year

AutomobilIndustry.cz

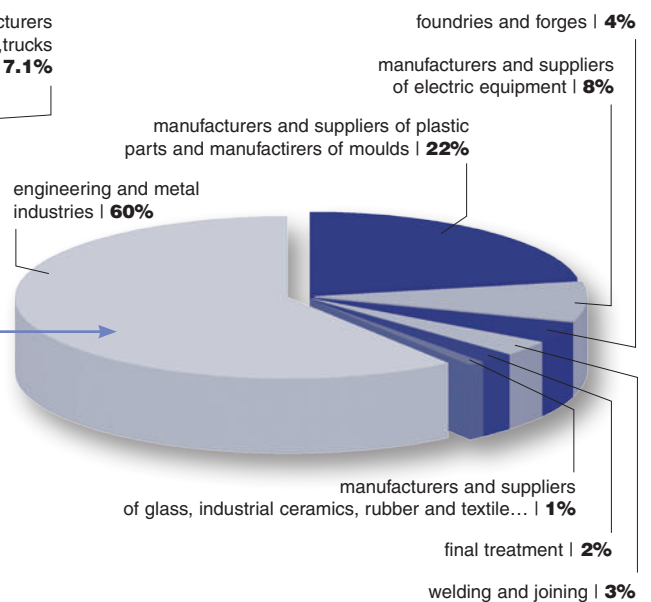
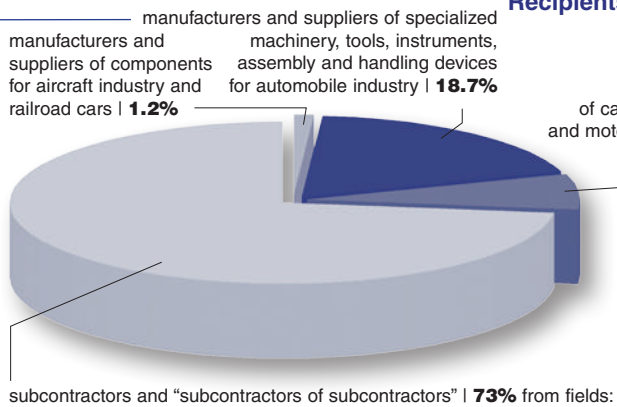
Addressees by Industry



Distribution



Recipients according to field



These are all companies that offer their services or are engaged in the development or production in the automobile industry:

- suppliers of manufacturing technologies, production lines, producers of single-purpose machines
- manufacturers and suppliers of automation, handling and robots
- production and supplies of equipment, tools and moulds
- development, testing, tests and production of prototypes
- development, application of software, CAD/CAM/CAE
- manufacturers and suppliers of material and components
- quality, quality management system, certifications
- trading companies, services

Issue in 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
Automobil Industry 1	Feb 12 th	Mar 13 th	4,000	AMPER Brno, Customer days
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Automobil Industry 3	Aug 17 th	Sep 19 th	4,000	MSV Brno

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AutomobilIndustry.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.



Ivana Nedbalová
 editor in chief
 Plastics Production
 tel.: +420 549 210 712
 ivana.nedbalova@infocube.cz



13th 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:

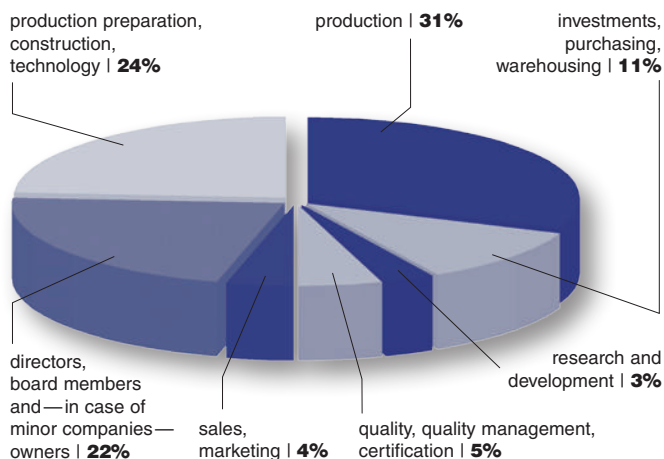
- injection
- pressing
- vacuum processing
- blow molding, thermoforming
- extrusion
- cutting, milling
- welding
- separation, cutting, perforation
- final operation, assembly
- trimming...

ADDRESSEES—supplied industries:

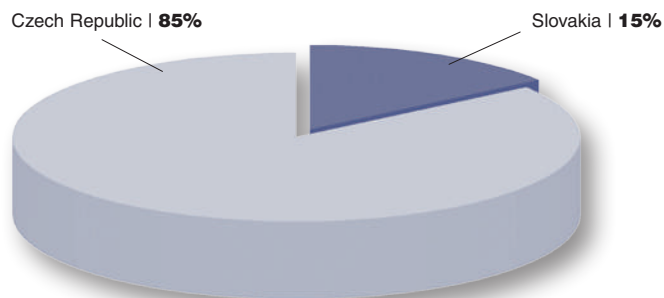
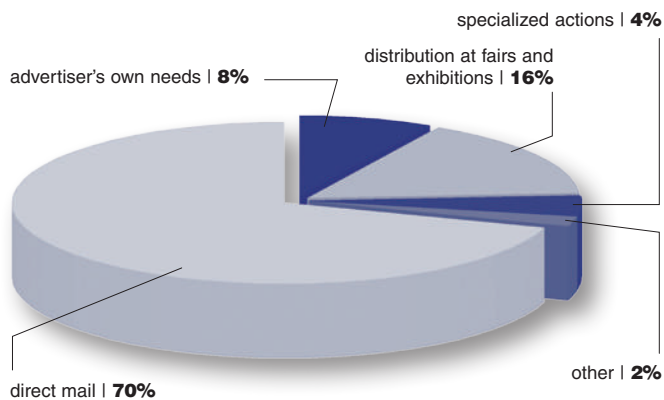
Companies dealing with industrial plastics processing for the following industries:

- 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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
Plastics Production 1	Mar 19 th	Apr 20 th	4,000	MSV Nitra (CHEMPLAST)
Plastics Production 2	Aug 20 th	Sep 20 th	4,000	MSV Brno (PLASTEX)

PRICE LIST

	price	framed [mm]	fullpage [mm]
 2/1 + bonus 2/1 A4 CMYK 3,199 €	3,199 €	380×270	420×297 [+5mm bleed]
 1/1 + bonus 1/1 A4 CMYK 2,099 €	2,099 €	190×270	210×297 [+5mm bleed]
 1/2 + bonus 1/2 A4 CMYK 1,359 €	1,359 €	190×132	—
 1/2 + bonus 1/2 A4 CMYK 1,359 €	1,359 €	92×270	102×297 [+5mm bleed]
 1/3 + bonus 2/3 A4 CMYK 1,059 €	1,059 €	61×270	71×297 [+5mm bleed]
 1/3 + bonus 2/3 A4 CMYK 1,059 €	1,059 €	190×86	—
 1/4 CMYK 679 €	679 €	92×132	—
 1/4 CMYK 679 €	679 €	44×270	54×297 [+5mm bleed]
 1/4 CMYK 679 €	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 Rüschiikon
T: +41/44 720 85 50
F: +41/44 721 14 74
E: dormann@rdormann.ch

New contacts from

AEROSPACE **INDUSTRY**



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
(44×270 mm or 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 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

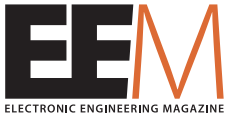
YOUR ORDER

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**
PLASTICSPRODUCTION.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



12th 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

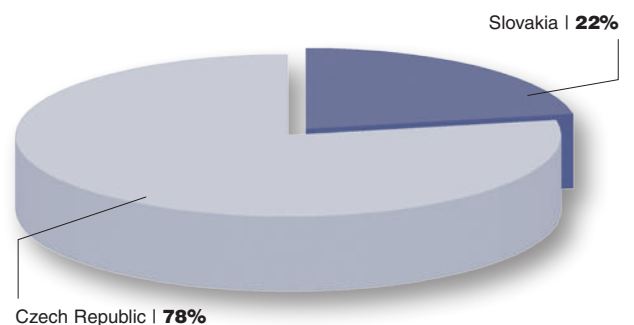
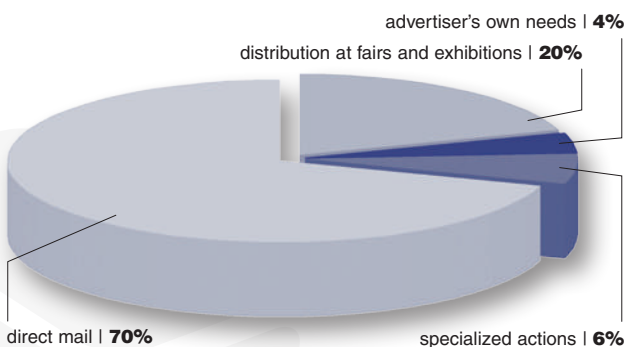
A) Manufacturing companies with own research and production of electronics and electronic components for:

- 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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
EEM 1	Feb 12 th	Mar 12 th	3,000	AMPER Brno, ELO SYS Nitra
EEM 2	Aug 27 th	Sep 24 th	3,000	MSV Brno

PRICE LIST

	price	framed [mm]	fullpage [mm]
 2/1 + bonus 2/1 A4 CMYK 3,199 € 380×270 420×297 [+5mm bleed]	3,199 €	380×270	420×297 [+5mm bleed]
 1/1 + bonus 1/1 A4 CMYK 2,099 € 190×270 210×297 [+5mm bleed]	2,099 €	190×270	210×297 [+5mm bleed]
 1/2 + bonus 1/2 A4 CMYK 1,359 € 190×132 –	1,359 €	190×132	–
 1/3 + bonus 2/3 A4 CMYK 1,059 € 61×270 71×297 [+5mm bleed]	1,059 €	61×270	71×297 [+5mm bleed]
 1/3 + bonus 2/3 A4 CMYK 1,059 € 190×86 –	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 (44×270 mm or 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 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

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Publisher representative for Switzerland:

Rico Dormann
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Postfach 574, CH-8803 Rüslikon
T: +41/44 720 85 50
F: +41/44 721 14 74
E: dormann@rdormann.ch

New contacts from

AEROSPACE **INDUSTRY**

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**

EEM.one

In addition to the inserted advertisements in the magazines, we also offer our customers the “direct mail” service—the distribution of their own materials to customers separately through the Česká pošta s.p. (Czech Post). Direct mail is a classic proven service that uses the continuously updated databases of our magazines in the fields of mechanical engineering, machining, tooling, automotive, aerospace and electronics. It has many advantages: The first is the exclusivity of the distribution—you address the customer exclusively only with your own material. Direct mail is ideal for distributing more comprehensive publications such as comprehensive product catalogues, industry brochures, product overviews, product studies, company magazines, or more exclusive materials that are addressed directly to one’s own hand, such as annual publications, prints with high-quality printing, the presentation of an exclusive assortment and the like. The second advantage is the possibility of distributing bulkier and more massive materials, which cannot be inserted into a regular magazine (about 50 to 500 g/1 item). Another positive thing is also the timing of the distribution according to the customer’s request, for example when presenting news, before corporate events (customer days, home fairs). A further advantage is the possibility

of distributing any number of materials beyond the printed volume of our magazines (we have even carried out promotions with 30,000 addresses) and the possibility to reach out to the addressees of various fields such as the automotive industry + plastics or, for example, machining and tooling companies.

Through separate distributions, materials from a minimum quantity of 4,000 units can be shipped. These are packaged at the customer’s request into a transparent or opaque foil or in a paper envelope. Materials may also include multiple folders, such as a cover letter and a set of leaflets.

We will be glad to provide you with a price calculation for the distribution of your materials. You will need to know the total number of pieces to be sent and their weight, or at least the expected weight of the shipment (the number of pages of the future prospectus to be printed, the weight of the paper to be printed and the format—the most common are A4 and A5). In the case of multiple items in one envelope, the price will also be affected by the number of items.

Upon request, we are glad to recommend our proven printing offices, managing a wide range of printing materials, original formats and finishes.



Take advantage of our original and proven databases in the fields of engineering, automotive, machining, tooling, plastics, electronics and the aerospace industry!

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	KOVOINZERT	AutomobilIndustry machining & tooling magazine PLASTICS PRODUCTION KOVOINZERT SLOVENSKO	NÁSTROJÁRNA+ EEM ELECTRONIC ENGINEERING MAGAZINE
Up to 10 g	1,760 €	1,560 €	1,520 €
10–20 g	1,960 €	1,560 €	1,520 €
20–30 g	2,160 €	1,720 €	1,640 €
30–40 g	2,360 €	1,840 €	1,760 €
40–50 g	2,560 €	1,999 €	1,920 €

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 apply.

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.



A Garant
 GARANT MasterSteel
 Společnost tvrdokovových fréz
 960 × 150
 Více informací...
 www.hoffmann-group.com

B₁ LEGENDARY PERFORMANCE DRAGONSKIN
 728 × 90

C₁ 120 × 600

D₁ Společně přijímáme každý x vy 125

D₂ A 125 R x 125

E 160 x 160

C₂ 120 × 600

B₂ LEGENDARY PERFORMANCE DRAGONSKIN
 728 × 90

Article

Poslední čísla našich časopisů

EEM 2/2015 9. 9. 2015	Plastics Production 2/2015 8. 9. 2015	KOVOINZERT 2/2015 7. 9. 2015	Automobil Industry 3/2015 4. 9. 2015	machining & tooling 2/2015 1. 9. 2015	Automobil Industry 2/2015 12. 5. 2015
KOVOINZERT Slovensko 1/2015 11. 5. 2015	Plastics Production 1/2015 20. 4. 2015	machining & tooling 1/2015 6. 4. 2015	EEM 1/2015 17. 3. 2015	Automobil Industry 1/2015 16. 3. 2015	KOVOINZERT 1/2015 10. 3. 2015

* 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 AO	2,399 AO
B1	728×90	319	659	1,139 AO	1,919 AO
B2	728×90	129	239	439	759
C1	120×600	199	409	709	1,199 AO
C2	120×600	199	409	709	1,199 AO
D1	125×125	129	239	439	759
D2	125×125	129	239	439	759
E	160×160	199	409	709	1,199 AO

AO — when you order this banner **ARTICLE ONLINE** in the price EUR 399 free of charge!
Agency commissions 15%.

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).
No more than three banners are displayed in one position.
The price of banners and articles is quoted for presentation on one website.

Overview of industry portals where a banner can be placed:

KOVOINZERT.CZ



machining.cz



NÁSTROJÁRNA.PLIS



AutomobilIndustry.cz



PLASTICS PRODUCTION.cz



EEM.one



ARTICLE ONLINE

NEW

An article on one of our industry websites is, alongside banners, an increasingly common form of the online presentation of a company, product or service. Under the generic title **Article online** there is a short presentation, news about the company, PR text, product information, a case study, commercial announcement, event invitation (fair, seminar, customer day) and so on. The article will appear on the main page of the selected branch site in the "Texts/News" section. The display time on the main page depends on the number of editorial and commercial articles placed on the site for a given period, which gradually moves the article from the first to the subsequent positions. Your text is permanently traceable in the online archive.

Article online — TECHNICAL SPECIFICATIONS:

Text range: Up to 4,000 characters incl. spaces, which corresponds to text at a length of a 1/1 page in a magazine (the default standard page scope is 1,800 characters). A longer article is available for an additional fee of EUR 0.04/each additional character.

Composition and structure: In addition to the content, the form of the article is key on a website, because of its ideal display on all platforms and better content indexing. Therefore, it is advisable to choose this form:

- Heading.** Heading range: up to 60 characters incl. spaces.
- Teaser.** Between the heading and the actual text, it's a good idea to place a teaser on the content of the article or video content. This should be in the form of a few brief and concise points, a minimalist annotation of the content, or a prex that should attract readers to the content of the article and is already part of it.
- Text.** The article text should be divided into paragraphs with a maximum of about 300–400 characters (40–70 words). Each paragraph has a brief heading that characterizes the content of the paragraph. Our editorial tip:
 - Keywords in the heading! (company and product names)
 - Main information at the beginning!
 - Brevity! (only essential, simple sentences, short sentences).
Language version of the text and video:
Czech, Slovak, English.
- URL link.** In the article price, you can place one or two active URL links. When placing multiple links in the article, we charge EUR 12 for each additional one. A click-through is possible, for example, to your website, e-shop, or the e-mail of the author or merchant.
- Graphics.** Next to the text, up to 3 photos, pictures, charts can be included in the article. When placing multiple images in the article, we charge EUR 12 for each additional one.
- Photo Gallery.** You can attach a photo gallery to the article. Extra charge: 1 photograph in the photo gallery for EUR 12.
- Video.** It can also include 1 video inserted into the article. Video length max. 1 min.

Delivery date: at least 3 business days prior to publication.

Text materials: .doc, .docx, .txt

Image materials: .png, .jpg, .gif

Video materials: .mpeg, .mp4, .avi

Price for publication:

Article online:

1 publication	399 EUR
3 publications	949 EUR
5 publications	1,349 EUR
10 publications	1,959 EUR

In addition to the one-time publication of an article on the selected site, we also offer the option of any combination of displaying one article on multiple sites or displaying multiple articles on one or different sites throughout the year. This way, you can optimally break down the online presentation campaign in the form of texts, articles and news in time and focus on one or more disciplines. For an effective campaign, it is advisable to combine an **Article online** with banner advertising or magazine advertising. Publishing one article repeatedly on one site is not recommended as it goes against the sense of information flow on the specialized information portal. Here we are happy to offer the possibility of a gradual publication of an article on different websites or in magazines.

Agency commissions: 15%

Article online — FREE FOR MAGAZINE ADVERTISERS!

All the articles printed in a particular magazine edition, including, in particular, so-called "bonus articles" for paid advertising, will be automatically displayed in the "Texts/News" section of the specific specialized portal after the issue of a paper version! Every advertiser of our magazine, who orders an ad with the article, will, apart from their own publication in the printed version of the magazine, receive a free Article online in the price of EUR 399! Your article will then be published 3 times in different formats and in different places:

- Printed version of the magazine (advertisement + free article)
- Online version of the magazine (for information on this service, see the next page)
- Article online on the specialized portal under the heading "Texts/Messages"

DETAILS ON THE Article online — FREE FOR MAGAZINE ADVERTISERS!

- Articles printed in a magazine appear on the given site gradually over several weeks. The free publication of Article online for magazine advertisers is a bonus service, in this case we do not guarantee the exact term of placement on the web.
- In contrast to the "Article online", there is no limit to the length of the text up to 4,000 characters, and we also do not charge any surcharge beyond this range. The article is published to the same extent as in the magazine, including the same number of photographs, pictures, charts, etc.
- From the nature of things, the article may only be in Czech or Slovak, in which case the English version is excluded because the texts in the journals are only in Czech or Slovak.

An overview of industry websites where the Article online can be placed (an overview of websites where the article will be automatically placed along with an advertisement in the printed version of a magazine):

NASTROJARNA.PL IS

AutomobilIndustry.cz

KOVAINZERT.CZ

PLASTICSPRODUCTION.cz

m a c h i n i n g . c z

EEM.one

Browse through our magazines whenever and wherever you wish!

- To view as of the date of printed magazine issue!
- Free of charge!
- No registration!
- Complete issue including all ads!
- Easy browsing of titles on your computer monitor, smartphone, tablet!
- Archive of issues — permanently available archive of older issues!
- Direct link to the websites of advertisers or their email addresses.
- Possibility to link multimedia to the magazine advert
- Prospective and existing subscribers are sent an email with a link to the current issue of the magazine!

KOVOINZERT

machining & tooling
magazine

NÁSTROJÁRNA+

AutomobilIndustry

PLASTICS
PRODUCTION

EEM
ELECTRONIC ENGINEERING MAGAZINE

KOVOINZERT.CZ

machining.cz

NASTROJARNA.PLUS

AutomobilIndustry.cz

PLASTICSPRODUCTION.cz

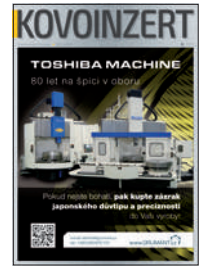
EEM.one



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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
KOVOINZERT 1	Feb 10 th	Mar 10 th	10,000	Customer days
KOVOINZERT Slovakia	Apr 17 th	May 15 th	5,000	MSV Nitra
KOVOINZERT 2	Aug 15 th	Sep 17 th	10,000	MSV Brno
KOVOINZERT 3	Oct 23 rd	Nov 23 rd	10,000	



21st year

machining&tooling

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.

Issue in 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
machining&tooling 1	Mar 12 th	Apr 10 th	4,000	Customer days, MSV Nitra
machining&tooling 2	Aug 10 th	Sep 10 th	4,000	MSV Brno



10th 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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
Nástrojárna+ 1	May 9 th	Jun 6 th	3,500	MSV Brno
Nástrojárna+ 2	Oct 16 th	Nov 19 th	3,500	



3rd 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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
Automobil Industry 1	Feb 12 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 17 th	Sep 19 th	4,000	MSV Brno



14th 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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
Plastics Production 1	Mar 19 th	Apr 20 th	4,000	MSV Nitra (CHEMPLAST)
Plastics Production 2	Aug 20 th	Sep 20 th	4,000	MSV Brno (PLASTEX)



13th year

EEM

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 2018	Closing date	Publication date	Circulation	Fairs/exhibitions
EEM 1	Feb 12 th	Mar 12 th	3,000	AMPER Brno, ELO SYS Nitra
EEM 2	Aug 27 th	Sep 24 th	3,000	MSV Brno



12th 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

Verlagsvertretung Schweiz:

Rico Dormann

Media Consultant Marketing

Postfach 574, CH-8803 Rüschlikon

Tel.: +41/44 720 85 50, Fax: +41/44 721 14 74

dormann@rdormann.ch

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www.infocube.cz



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www.infocube.cz