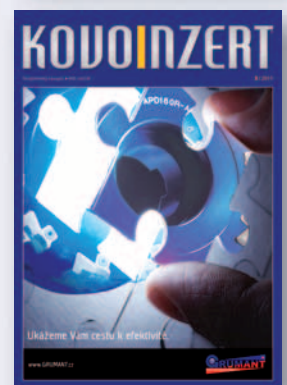
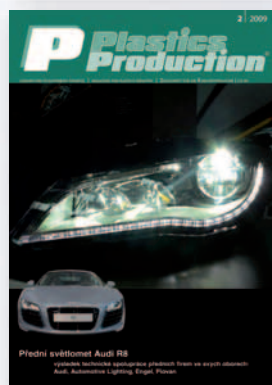
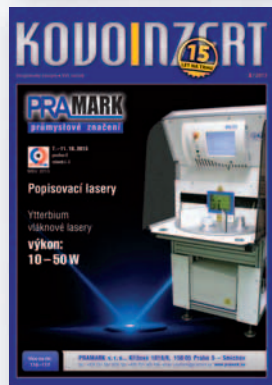
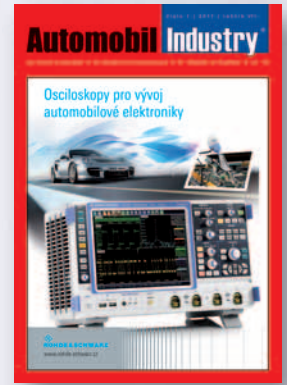




MEDIA INFORMATION **2015**



Our publishing house has been in the business for seventeen years now. We have become professionals in the publishing of 100 percent business magazines. This year we would like to offer you six titles in numerous issues; our offer of internet presentation is extensive as well. Each individually designed magazine is focused on one particular industry sector and offers professional content in this area. We work hard on a continuous basis to create and manage our databases.

We would like to offer you our experience, partnership and knowledge of the market!



From left: Iva Duroňová, Daniela Klusáčková, Jiří Klusáček, Pavla Krobotová, Ivana Nedbalová

We are looking forward to meeting you at all significant industry fairs in the Czech Republic and Slovakia, as well as at dozens of customer days, domestic exhibitions, conferences and events which we attend in person or through our magazines.

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.

Issue for the Slovak Republic

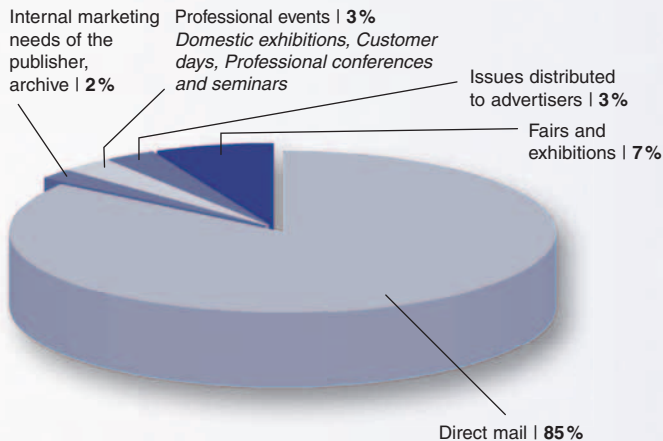


18th year

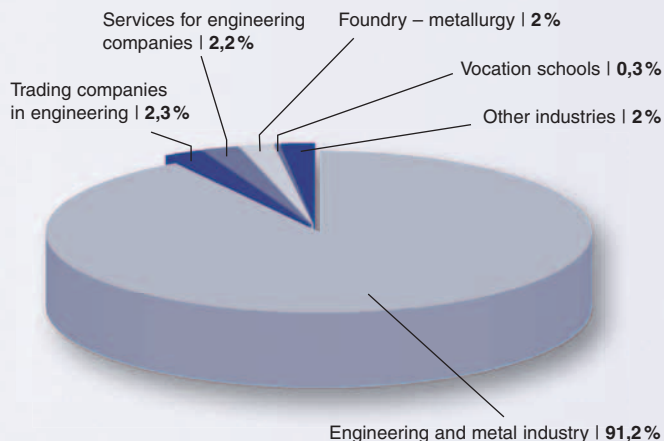


15th year

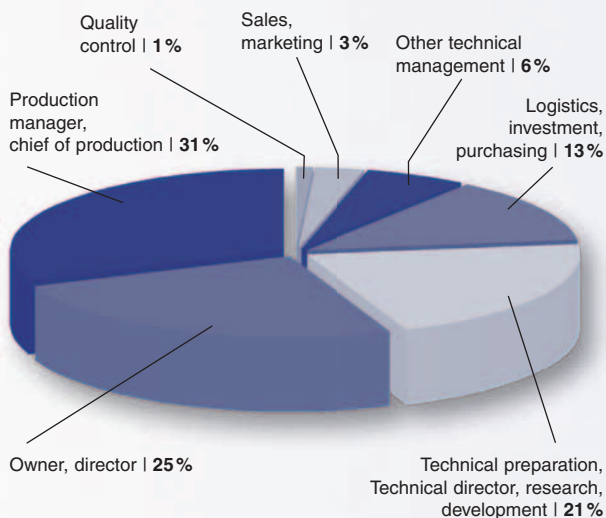
Distribution



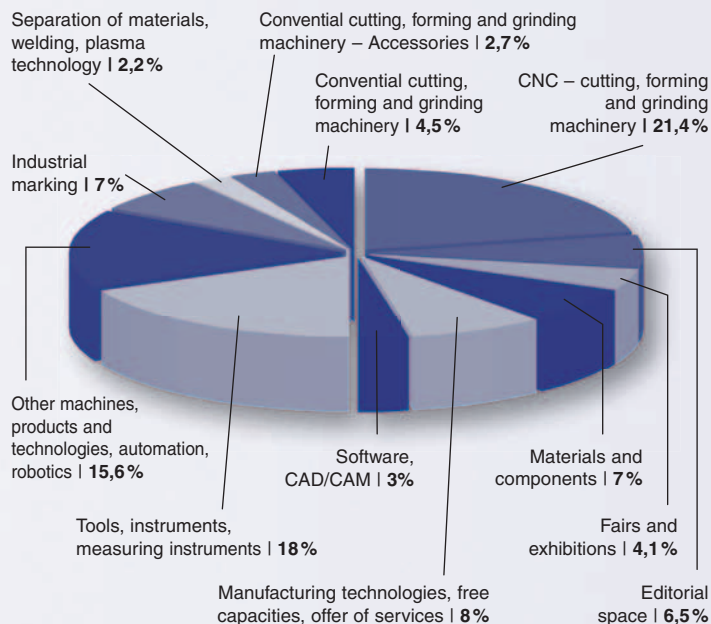
Addresses by Industry



Addressees by Job Function













Magazines Structure



Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
KOVOINZERT 1	Feb 10 th	Mar 10 th	10000	AMPER Brno.CZ
KOVOINZERT Slovensko	Apr 15 th	May 11 th	6000	MSV Nitra.SK
KOVOINZERT 2	Jul 31 st	Sep 7 th	10000	MSV Brno.CZ, EMO Milano.IT
KOVOINZERT 3	Oct 23 rd	Nov 20 th	10000	

PRICE LIST

		price	framed [mm]	fullpage [mm]
	2/1 + bonus 2/1 A4 CMYK	2 840 €	380×270	420×297 [+5 mm]
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	1/2 + bonus 1/2 A4 CMYK	1 040 €	190×132	–
	1/2 + bonus 1/2 A4 CMYK	1 040 €	92×270	102×297 [+5 mm]
	1/3 + bonus 2/3 A4 CMYK	790 €	61×270	71×297 [+5 mm]
	1/3 + bonus 2/3 A4 CMYK	790 €	190×86	–
	1/4 CMYK	570 €	92×132	–
	1/4 CMYK	570 €	44×270	54×297 [+5 mm]
	1/4 CMYK	570 €	190×64	–
	1/8 CMYK	340 €	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
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F: +41/44 721 14 74
E: dormann@rdormann.ch

COVER PAGE AND SPECIAL ADVERTISING

Front cover 2 900 €
V-shaped cover 2 900 €
(spread – front outer flap of the magazine)



Inner cover pages 2 090 €
Back cover 2 490 €
Ad near by editorial (44x270 mm or 61x270 mm) extra charge 50 %
Inserted advertising (leaflet, flyer) 150 € / 1,000 pcs quotation
(catalogue, brochure)
Placement fee 15 %
Graphic works 15 € / 1 hour

DISCOUNTS:

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Discounts do not apply to insertions.

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cancellation after closing date 100 %

YOUR PRINT MATERIALS ARE WELCOMED

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Own graphic designs:

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bitmap: TIFF, JPEG, BMP, GIF (min. resolution 300 dpi)
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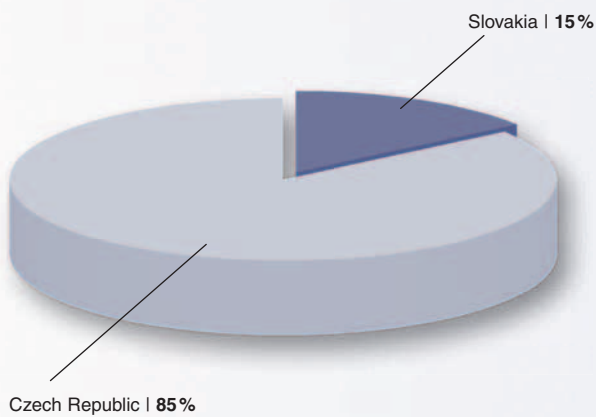
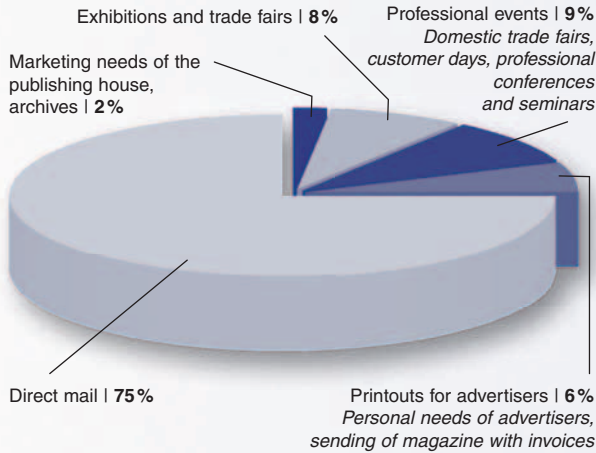
is a specialized magazine focused on Czech and Slovak companies involved in machining of metal from piece to large-lot production.

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.

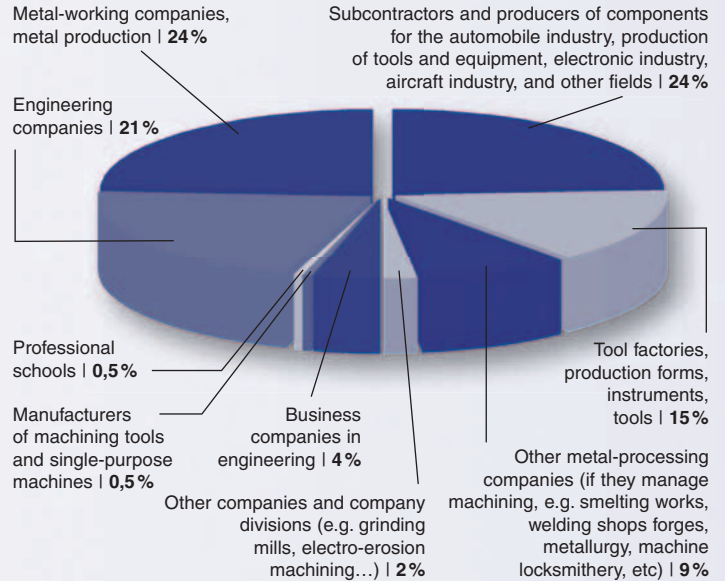


7th year

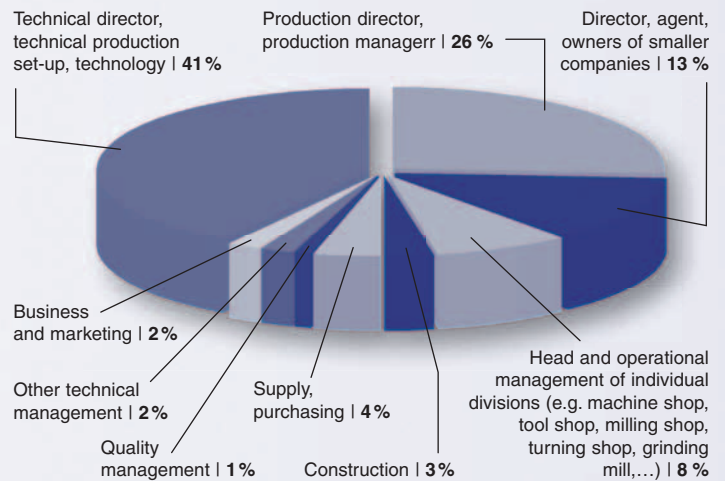
Distribution of the magazine



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.

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
machining & tooling magazine 1	Mar 16 th	Apr 6 th	4 000	MSV Nitra.SK
machining & tooling magazine 2	Jul 31 st	Sep 1 st	4 000	MSV Brno.CZ, EMO Milano.IT
machining & tooling magazine 3	Oct 19 th	Nov 16 th	4 000	

PRICE LIST

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- A4 format – 210×297 mm

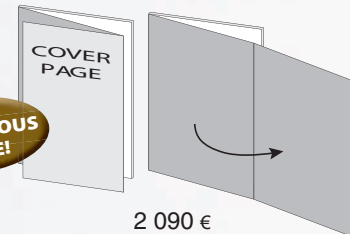
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Placement fee	15 %
Graphic works	15 € / 1 hour

PRESTIGIOUS SPACE!



DISCOUNTS:

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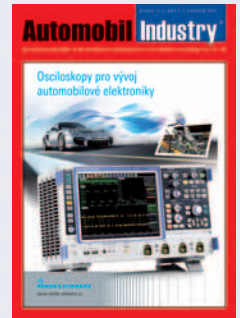
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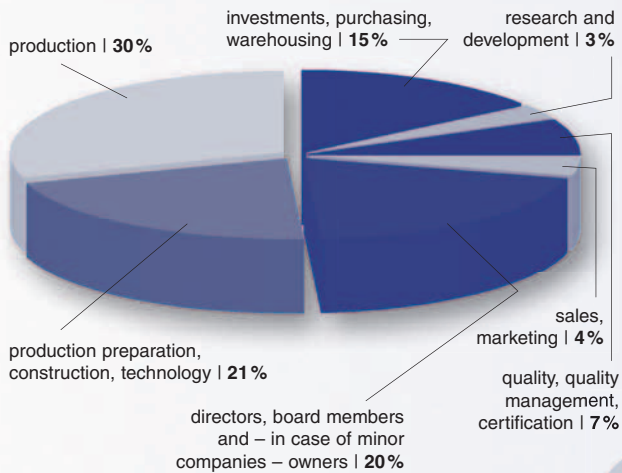
is a specialized magazine for the Czech and Slovak automobile industry's manufacturers and subcontractors. AUTOMOBIL INDUSTRY is designed to provide a prestigious and efficient presentation within the automobile industry.

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.

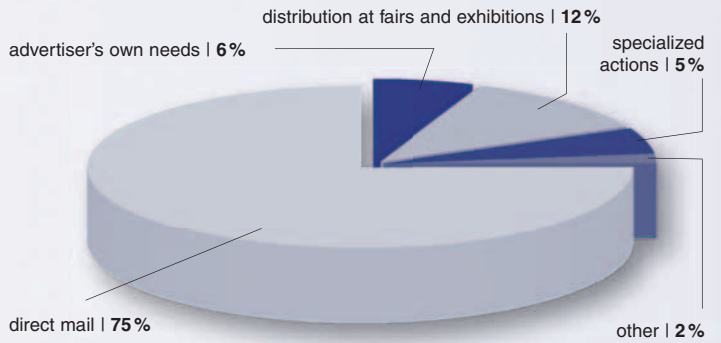


11th year

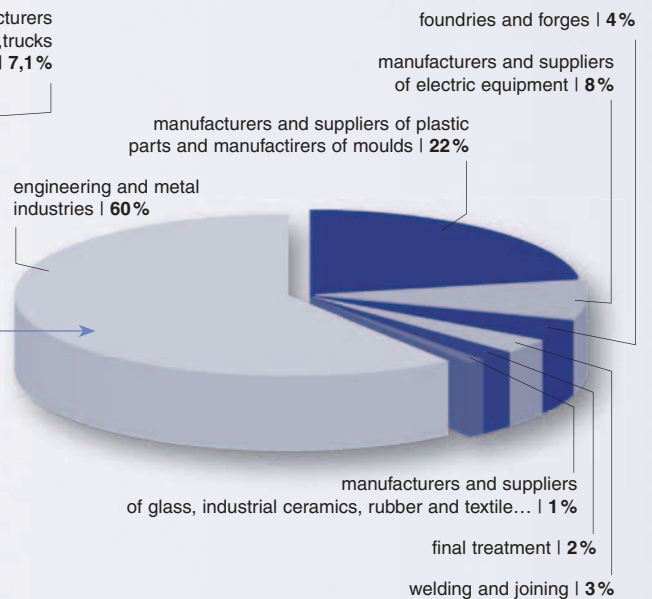
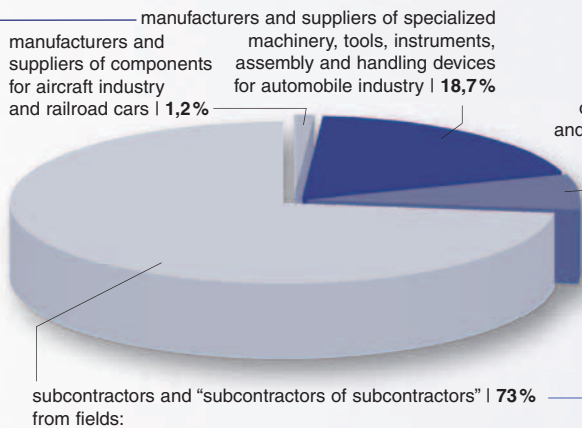
Addressees by Industry



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

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
Automobil Industry 1	Feb 16 th	Mar 16 th	4 000	AMPER Brno.CZ
Automobil Industry 2	Apr 15 th	May 12 th	4 000	MSV Nitra.SK
Automobil Industry 3	Jul 31 st	Sep 4 th	4 000	MSV Brno.CZ

PRICE LIST

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

■ A4 format – 210×297 mm

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10th year

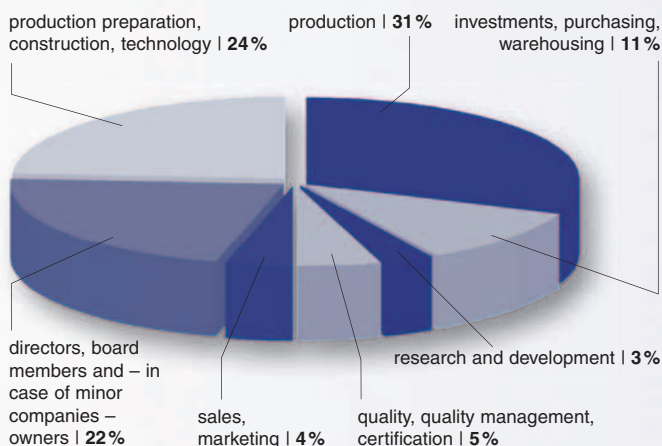
is a specialized magazine for the Czech and Slovak companies operating in the field of industrial processing of plastics (sets, rubber, composites...).

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.

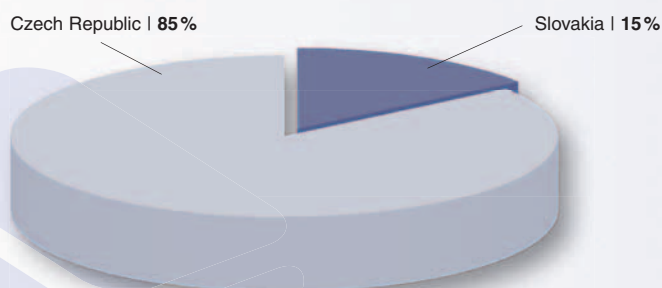
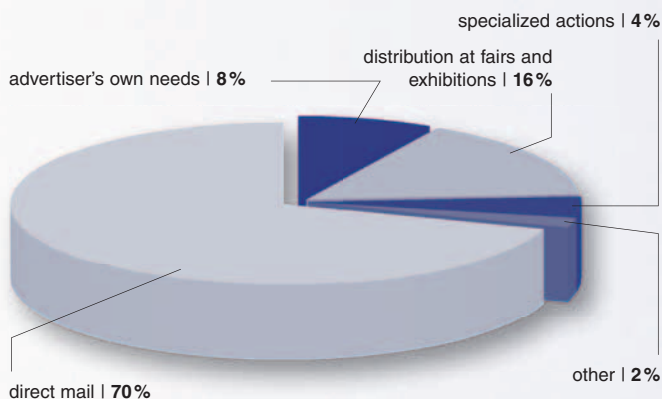
Its unique industrial focus and perfectly managed database of addressees make the Plastics Production the most convenient platform for an absolutely targeted transfer of information from you to the manufacturers and suppliers.

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.

Addressees by Industry



Distribution



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

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
Plastics Production 1	Mar 23 rd	Apr 20 th	4 000	CHEMPLAST Nitra.SK (MSV Nitra.SK)
Plastics Production 2	Aug 7 th	Sep 8 th	4 000	MSV Brno.CZ

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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.



9th 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

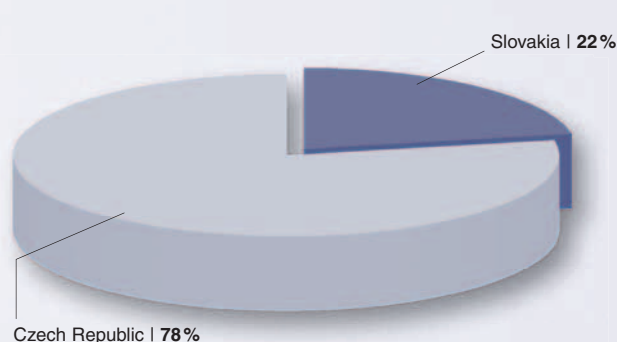
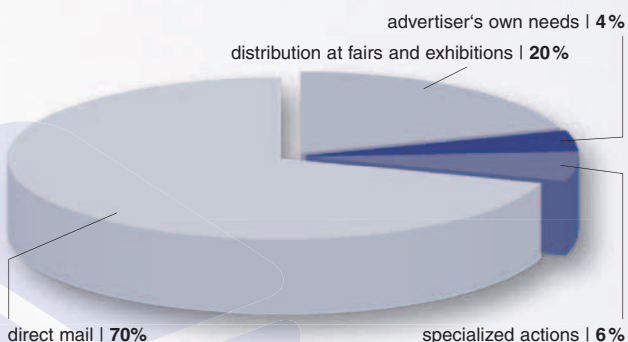
A) Manufacturing companies with own research and production of electronics and electronic components for:

- 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



Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
EEM 1	Feb 17 th	Mar 17 th	3 500	AMPER Brno.CZ, EMA Nitra.SK (MSV Nitra.SK)
EEM 2	Aug 7 th	Sep 9 th	3 500	MSV Brno.CZ, ELO SYS Trenčín.SK

PRICE LIST

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

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Advertising in both 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

- in form of floppy disks, ZIP, CD at the editor's address or via e-mail: info@infocube.cz. Fax transmissions for texts only.

Own graphic designs:

- curves: CDR, AI, PSD, QXD (up to version 4), WMF, PDF, INDD (up to version CS 5.5)
bitmap: TIFF, JPEG, BMP, GIF (min. resolution 300 dpi)
- Other formats possible only upon prior consultation.

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.

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Offer of internet presentation

Website of the publishing house or the websites of individual magazines

A
960 × 150

KOVOINZERT

D₁

125
×
125

B₁
728 × 90

D₂

125
×
125

C₁

120 × 600

KOVOINZERT

KOVOINZERT is an advertising magazine, which bring 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

KOVOINZERT is issued 3 times per year in Czech Republic and once a year in Slovakia.

E

160
×
160

C₂

120 × 600

Texts

D₁

125
×
125

B₂
728 × 90

D₂

125
×
125

Last issues of our magazines

KOVOINZERT Slovensko 1/2012 18. 5. 2012	EEM 2/2012 16. 5. 2012	machining & tooling magazine 1/2012 7. 5. 2012	Plastics Production 1/2012 16. 4. 2012	KOVOINZERT 1/2012 12. 3. 2012	EEM 1/2012 9. 3. 2012

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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

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

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:



– **Engineering**

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



– **Machining**

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



– **Automobil industry**

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



– **Plastics production**

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



– **Electronic and electrotechnical industry**

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

No more than three banners are displayed in one position.

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

Read all our magazines on the internet!



www.kovinzert.cz



www.machining.cz



www.automobilindustry.cz



www.plasticsproduction.cz



www.infocube.cz/eem

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.

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
KOVOINZERT 1	Feb 10 th	Mar 10 th	10 000	AMPER Brno.CZ
KOVOINZERT Slovensko	Apr 15 th	May 11 th	6 000	MSV Nitra.SK
KOVOINZERT 2	Jul 31 st	Sep 7 th	10 000	MSV Brno.CZ, EMO Milano.IT
KOVOINZERT 3	Oct 23 rd	Nov 20 th	10 000	



18th year

machining & tooling magazine

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.

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
machining & tooling magazine 1	Mar 16 th	Apr 6 th	4 000	MSV Nitra.SK
machining & tooling magazine 2	Jul 31 st	Sep 1 st	4 000	MSV Brno.CZ, EMO Milano.IT
machining & tooling magazine 3	Oct 19 th	Nov 16 th	4 000	



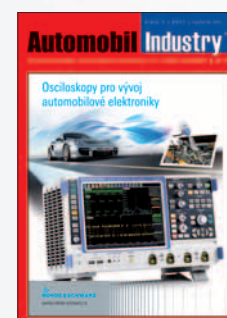
7th year

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.

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
Automobil Industry 1	Feb 16 th	Mar 16 th	4 000	AMPER Brno.CZ
Automobil Industry 2	Apr 15 th	May 12 th	4 000	MSV Nitra.SK
Automobil Industry 3	Jul 31 st	Sep 4 th	4 000	MSV Brno.CZ



11th year

P 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.

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
Plastics Production 1	Mar 23 rd	Apr 20 th	4 000	CHEMPLAST Nitra.SK (MSV Nitra.SK)
Plastics Production 2	Aug 7 th	Sep 8 th	4 000	MSV Brno.CZ



10th 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.

Issues in 2015	Closing date	Publication date	Circulation	Fairs/exhibitions
EEM 1	Feb 17 th	Mar 17 th	3 500	AMPER Brno.CZ, EMA Nitra.SK (MSV Nitra.SK)
EEM 2	Aug 7 th	Sep 9 th	3 500	MSV Brno.CZ, ELO SYS Trenčín.SK



9th 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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