

The logo consists of two large, bold, red capital letters 'M' placed side-by-side, creating a stylized 'MM'.

MaschinenMarkt

International Media Kit 2020 Poland

A white line-art graphic in the bottom left corner, consisting of several curved lines that suggest a stylized landscape or abstract shape.

VOGEL COMMUNICATIONS
GROUP

The Magazine

MM Magazyn Przemyslowy is the leading technical magazine for managers and engineers in the Polish industry.

MM Magazyn Przemyslowy is successfully positioned at the market for over 20 years.

MM Magazyn Przemyslowy is published and distributed in Polish language by Raven Media sp.zo.o.

TARGET GROUP

Technical and commercial managers, decision-makers in all industrial enterprises, specialists in technical schools, research and development institutes.

FREQUENCY monthly, 11 times per year

CIRCULATION 5,000 – 7,000 copies

PLACE OF PUBLICATION Wrocław/PL

PUBLISHER **Raven Media sp. z o.o.**

Redakcje i biura:

ul. Muchoborska 6

PL-54-424 Wrocław

Mr. Pawel Kruk

(Polish, English)

Phone: +48 71 78 23 195

Fax: +48 71 78 23 184

pawel.kruk@ravenmedia.pl



Operational Position

Corporate Management	50 %
Production/Storage	29 %
Marketing & Sales	7 %
Research & Development	6 %
Other	8 %

Target Group by Industry

Machine Building	31 %
Metal Production, Metal Working	28 %
Automation and Electrical Engineering	12 %
Plastics, Plastics Processing, Chemical Industry	9 %
Finishing	5 %
Technical Good Trade	4 %
Energetics, Mining	3 %
Transport, Logistics, Storage	2 %
Research and Development	2 %
Science, Technical Universities, Libraries	1 %
Other Sectors	8 %

Rate Card

SCOPE	Industry
SIZE OF MAGAZINE	210 × 297 mm (width × height), DIN A4
	Type Area 183 mm × 266 mm
	3 columns each 58 mm wide
PRINTING, BINDING	Offset printing, perfect binding

Ad Formats and Prices (1c = 4c)

FORMAT	COLUMNS. W x H in mm	WIDTH × HEIGHT BLEED OFF + 3 mm bleed	BASIC PRICE
1/1 page	4 190 × 270	216 × 303	3,470.00
Junior page	136 × 190	136.5 × 210	2,380.00
1/2 page	2 94 × 270	109 × 303	1,880.00
	4 190 × 133	216 × 151	
1/3 page	4 190 × 88	216 × 97	1,270.00
	1 62 × 270	74 × 303	
1/4 page	4 190 × 65	216 × 73	1,040.00
	2 94 × 133	105 × 151	
	1 46 × 270	58 × 303	
1/8 page	2 94 × 65	105 × 73	600.00
	1 46 × 133	58 × 151	
	4 190 × 31	216 × 39	

Rate Card no. 26, valid from 01/01/2020
All prices in EUR plus VAT.

COLOUR CHARGES

None up to full colour, according to the European colour patter.

Extra charges for special sizes

Consecutive pages recto/verso and double pages
(up to 4 colours according to the European colour pattern)

Double page spread	6,940.00
Back cover	4,337.50
Inside front and back cover	4,164.00
Bleed charges: (for all sizes, also for single-side bleed only)	347.00

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Please enquire about terms

BOUND INSERTS AND LOOSE INSERTS

2-page up to 135 g/m ²	8,620.00
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ELECTRONIC ADVERTISING

www.magazynprzemyslowy.pl (e.g. Banner) on request

Editorial Calendar 2020

ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
1	AC DEC 12	Cover story: Industrial events in 2020		POLAGRA PREMIERY Poznan (PL), 17. – 19.01.
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Drive & Fluid Technology • Material flow / Logistic • Finance, Marketing / Sales, Organization, Human Resources, E-Commerce • Additive manufacturing • Maintenance • Oils, lubricants and coolants • Energy technology / Efficient energy • Occupational safety & security technology • Software 	
	PC DEC 17	International Series	Focus on international markets	
	PD JAN 07	Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Agricultural machinery industry	
		MARKET REVIEW	Machines for forming	
		Special Newsletter: trade fair POLAGRA PREMIERY – preview (Jan 14)		

ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS/ EVENTS	
2	AC JAN 16 PC JAN 20 PD FEB 03	Cover story: Industrial lasers	BUDMA Poznan (PL), Feb 04-07 INDUSTRYMEETING, KOMPOZYTmeeting Sosnowiec (PL), Feb 26-27 ENEX / ENEX NEW ENERGY Kielce (PL), Feb 26-27	
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy		SPECIALIST TOPICS <ul style="list-style-type: none"> • Disconnect and connect • Digital transformation • Fasteners • CAD/CAM • Plastics technology • Laser technology • Industrial building • Air conditioning and ventilation technology
		International Series		Focus on international markets
		Career & Education		Education & training, professional development
		Products & Solutions		New Products, Product Trends & Services
		REPORT		Energy efficiency in industry
		MARKET REVIEW		Cutting tools

ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS/ EVENTS
Special	February 2020	Trade Fair Newspaper: MM Magazyn Targowy INNOFORM The official trade fair newspaper for INNOFORM trade fair Exclusive distribution Distribution via post before the fair (to potential visitors) and directly at the fair ground Latest coverage Information on fairs and accompanying events, recent news, branch reports, visitors and supplier statements plus the most interesting products of the fair.	INNOFORM Bydgoszcz (PL), Mar 03-05
		Special Newsletter: trade fair INNOFORM – preview (Feb 25)	

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ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
3	AC FEB 13 PC FEB 17 PD MAR 02	<i>Trade fair issue STOM</i>		INNOFORM Bydgoszcz (PL), Mar 03-05 METAV Düsseldorf (DE), Mar 10-13 AUTOMATICON Warsaw (PL), Mar 17-19 STOM-TOOL, STOM-BLECH, CONTROL-STOM, WELDING, STOM-LASER, EXPO-SURFACE, WIRTOPROCESY, FLUID POWER, TeiA Kielce (PL), Mar 31 - Apr 02
		Special topic: Tools for industry		
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Drive & Fluid Technology • Machining • Assembly, Handling & Robotics • Material flow / Logistic • Finance, Marketing / Sales, Organization, Human Resources, E-Commerce • Forming • Surface technology • Automation & control technology • Measurement and Testing Technology • Laser technology • Tools • Occupational safety & security technology • Additive manufacturing 	
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Automation of Polish industry	
		MARKET REVIEW	Measuring machines	
		Special Newsletter: trade fair Automaticon – preview (Mar 10)		
		Special Newsletter: trade fair STOM – preview (Mar 24)		

ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS/ EVENTS
Special	March 2020	<p style="text-align: center;"><i>Trade Fair Newspaper: MM Magazyn Targowy STOM</i></p> <p style="text-align: center;">The official trade fair newspaper for STOM trade fair</p> <p style="text-align: center;">Exclusive distribution Distribution via post before the fair (to potential visitors) and directly at the fair ground</p> <p style="text-align: center;">Latest coverage Recent news, branch reports, visitors and supplier statements plus the most interesting products of the fair.</p>	<p>STOM-TOOL, STOM-BLECH, CONTROL-STOM, WELDING, STOM-LASER, EXPO-SURFACE, WIRTOPROCESY, FLUID POWER, TeiA Kielce (PL), Mar 31 - Apr 02</p>
		<p>Trade Fair Daily Newsletter: STOM (Mar 31)</p>	
		<p>Trade Fair Daily Newsletter: STOM (Apr 01)</p>	
		<p>Trade Fair Daily Newsletter: STOM (Apr 02)</p>	

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ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
4	AC MAR 19 PC MAR 23 PD APR 06	<i>Trade fair issue HANNOVER MESSE</i>		HANNOVER MESSE Hannover (DE), Apr 20-24 LOGISTEX Sosnowiec (PL), Apr 21-22 EXPOPOWER, greenPOWER, SECUREX, SAWO Poznan (PL), Apr 21-23
		<i>Cover story: Packaging machinery</i>		
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Disconnect and connect • Drive & Fluid Technology • Assembly, Handling & Robotics • Material flow / Logistic • Fasteners • CAD/CAM • Environmental protection • Maintenance • Automation & control technology • Oils, lubricants and coolants • Energy technology / Efficient energy • Pumps, compressors, fittings & pipes 	
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Logistics for industry - equipment and services	
		MARKET REVIEW	Guaranteed power supply systems	
		Special Newsletter: trade fair Hannover Messe – preview (Apr 14)		

ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
5	AC APR 16 PC APR 20 PD MAY 04	<i>Trade fair issue PLASTPOL</i>		PLASTPOL Kielce (PL), May 19-22
		Cover story: Cables, connectors and wires		
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Disconnect and connect • Forming • Finance, Marketing / Sales, Organization, Human Resources, E-Commerce • Measurement and Testing Technology • Occupational safety & security technology • Plastics technology • Industrial chemistry • Tools • Software • Laser technology 	
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Plastics and composites	
		MARKET REVIEW	Plastic processing machines	
		Special Newsletter: trade fair PLASTPOL – preview (May 12)		
		Special Newsletter: trade fair ITM – preview (May 26)		

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ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS/ EVENTS
Special	May 2020	<p><i>Trade Fair Newspaper: MM Magazyn Targowy ITM INDUSTRY EUROPE</i></p> <p>The official trade fair newspaper for ITM trade fair</p> <p>Exclusive distribution Distribution via post before the fair (to potencial visitors) and directly at the fair ground</p> <p>Latest coverage Recent news, branch reports, visitors and supplier statements plus the most interesting products of the fair.</p>	<p>ITM INDUSTRY EUROPE, MACH-TOOL, METAL- FORUM, SURFEX, WELDING Poznan (PL), Jun 02-05</p>
		<p>Trade Fair Daily Newsletter: ITM (Jun 02)</p>	
		<p>Trade Fair Daily Newsletter: ITM (Jun 03)</p>	
		<p>Trade Fair Daily Newsletter: ITM (Jun 04)</p>	
		<p>Trade Fair Daily Newsletter: ITM (Jun 05)</p>	

ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
6	AC MAY 15 PC MAY 19 PD JUN 01	<i>Trade fair issue ITM INDUSTRY EUROPE</i>		ITM INDUSTRY EUROPE, MACH-TOOL, METAL-FORUM, SURFEX,WELDING, SUBCONTRACTING Poznan (PL), Jun 02-05 automatica Munich (DE), Jun 16-19
		Cover story: Industry 4.0		
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS • Digital transformation • Machining • Assembly, Handling & Robotics • Surface technology • Additive manufacturing • Fasteners • Automation & control technology • Oils, lubricants and coolants • Forming • Material flow / Logistic • Tools	
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Machine industry	
		MARKET REVIEW	Metalworking machines	
		Special Newsletter: trade fair automatica – preview (Jun 09)		

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ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
7-8	AC JUN 19 PC JUN 23 PD JUL 06	<i>Post Trade Fair Coverage ITM INDUSTRY EUROPE</i> summary, supplier statements, the most interesting products of the fair		
		Cover story: Maintenance		
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Digital transformation • Finance, Marketing / Sales, Organization, Human Resources, E-Commerce • Pumps, compressors, fittings & pipes • Measurement and Testing Technology • Automation & control technology • Maintenance • Industrial chemistry • Air conditioning and ventilation technology • Software • Laser technology 	
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Automotive industry	
		MARKET REVIEW	Machine safety systems	

ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
9	AC AUG 24 PC AUG 27 PD SEP 08	<i>Trade fair issue TOOLEX</i>		DREMA Poznań (PL), September
		Cover story: Metallurgy, heat engineering and foundry		MSPO Kielce (PL), Sep 08-11
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Machining • Tools • Drive & Fluid Technology • Assembly, Handling & Robotics • Material flow / Logistic • Surface technology • Oils, lubricants and coolants • CAD/CAM • Energy technology / Efficient energy • Environmental protection • Industrial building • Occupational safety & security technology • Pumps, compressors, fittings & pipes • Fasteners 	ENERGETAB Bielsko-Biała (PL), Sep 15-17 AMB Stuttgart (DE), Sep 15-19 TOOLEX Sosnowiec (PL), Sep 28-Oct 01 METAL, HEAT TREATMENT, ALUMINIUM & NON-FERMENT, RECYKLING Kielce (PL), Sep 29-Oct 01
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Energy and industry	
		MARKET REVIEW	Tools for industry	
		Special Newsletter: trade fair MSPO – preview (Sep 01)		
		Special Newsletter: trade fair ENERGETAB – preview (Sep 08)		

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ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS/ EVENTS
Special	September 2020	<p><i>Trade Fair Newspaper: MM Magazyn Targowy TOOLEX</i></p> <p>The official trade fair newspaper for TOOLEX trade fair</p> <p>Exclusive distribution Distribution via post before the fair (to potential visitors) and directly at the fair ground</p> <p>Latest coverage Information on fairs and accompanying events, recent news, branch reports, visitors and supplier statements plus the most interesting products of the fair.</p>	TOOLEX Sosnowiec (PL), Sep 28-Oct 01
		Special Newsletter: trade fair TOOLEX – preview (Sep 22)	

ISSUE	DATE	FOCUS TOPICS	TRADE FAIRS/ EVENTS
Special	September 2020	<p><i>Trade Fair Newspaper: MM Magazyn Targowy METAL</i></p> <p>The official trade fair newspaper for METAL trade fair</p> <p>Exclusive distribution Distribution via post before the fair (to potential visitors) and directly at the fair ground</p> <p>Latest coverage Information on fairs and accompanying events, recent news, branch reports, visitors and supplier statements plus the most interesting products of the fair.</p>	METAL, HEAT TREATMENT, ALUMINIUM & NON- FERMENT, RECYKLING Kielce (PL), Sep 29-Oct 01
		Special Newsletter: trade fair METAL – preview (Sep 22)	

ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
10	AC SEP 21 PC SEP 23 PD OCT 05	<i>Trade fair issue ExpoWELDING</i>		MOTEK Stuttgart (DE), Oct 05-08
		Cover story: Cutting technologies		KOMPOZYT-EXPO Cracow (PL), Oct 06-07
		SECTIONS	SPECIALIST TOPICS	ExpoWELDING, NDT Expo, RobotShow, SafeWelding-expo, CuttingShow Sosnowiec (PL), Oct 13-15 MAINTANANCE, SYMAS Cracow (PL), Oct 14-15 EuroBLECH Hannover (DE), Oct 27-30
		Production & Manufacturing	<ul style="list-style-type: none"> • Forming 	
		Design & Development	<ul style="list-style-type: none"> • Tools 	
		Research & Innovation	<ul style="list-style-type: none"> • Disconnect and connect 	
		Smart Factory	<ul style="list-style-type: none"> • Measurement and Testing Technology 	
		Robotics & Automation	<ul style="list-style-type: none"> • Maintenance 	
		Operating technology & material flow	<ul style="list-style-type: none"> • Plastics technology 	
		Management & Strategy	<ul style="list-style-type: none"> • Laser technology 	
			<ul style="list-style-type: none"> • Air conditioning and ventilation technology 	
			<ul style="list-style-type: none"> • Fasteners 	
International Series	Focus on international markets			
Career & Education	Education & training, professional development			
Products & Solutions	New Products, Product Trends & Services			
REPORT	Welding market in Poland			
MARKET REVIEW	Coolants, oils, lubricant			
Special Newsletter: trade fair ExpoWELDING – preview (Oct 09)				
Special Newsletter: trade fair Maintanance – Maintanance (Oct 13)				

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ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS
11	AC OCT 19 PC OCT 22 PD NOV 03	<i>Trade fair issue WARSAW INDUSTRY WEEK</i>		WARSAW INDUSTRY WEEK Warsaw (PL), November
		Cover story: Automation in production		SPS Nuremberg (DE), Nov 24-26
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Machining • Tools • Drive & Fluid Technology • Assembly, Handling & Robotics • Digital transformation • Finance, Marketing / Sales, Organization, Human Resources, E-Commerce • Surface technology • Additive manufacturing • Automation & control technology • Energy technology / Efficient energy • Oils, lubricants and coolants • Industrial building • Software 	
		International Series	Focus on international markets	
		Career & Education	Education & training, professional development	
		Products & Solutions	New Products, Product Trends & Services	
		REPORT	Robotization of the Polish industry	
		MARKET REVIEW	Cables, connectors and wires	
		Special Newsletter: trade fair WIW – preview (November 2020)		

ISSUE	DATE	FOCUS TOPICS		TRADE FAIRS/ EVENTS	
<h1>12</h1>	AC NOV 16 PC NOV 19 PD DEC 01	Cover story: Smart Factory			
		SECTIONS Production & Manufacturing Design & Development Research & Innovation Smart Factory Robotics & Automation Operating technology & material flow Management & Strategy	SPECIALIST TOPICS <ul style="list-style-type: none"> • Disconnect and connect • Digital transformation • Forming • CAD/CAM • Automation & control technology • Measurement and Testing Technology • Occupational safety & security technology • Energy technology / Efficient energy • Plastics technology • Air conditioning and ventilation technology • Environmental protection • Industrial chemistry • Maintenance 		
		International Series	Focus on international markets		
		Career & Education	Education & training, professional development		
		Products & Solutions	New Products, Product Trends & Services		
		REPORT	Innovations in the Polish industry		
		MARKET REVIEW	Industrial connectors		

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Banner

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Billboard	750 × 100	1,600.00
Skyscraper	120 × 600	1,600.00
Wideboard	950 × 200	1,140.00
Rectangle	300 × 250	690.00
Halfpage	300 × 600	910.00
Advertorial		760.00

All prices in EUR plus VAT.

Available pages: main page, category page, subcategory page, article.

Newsletter

WEEKLY NEWSLETTER WITH THE NEWS FROM THE LAST 7 DAYS

The MM Magazyn Przemyslowy newsletter contains the latest weekly news from the manufacturing industry compiled by the editors of MM PL.

- weekly, Tuesday
- 9,000 contacts

NAME	SIZE (PX)	PRICE
Billboard Top	750 × 100	410.00
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Billboard 2	750 × 100	290.00
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Advertorial	max. 50 KB	220.00

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6 - 10 newsletter	15 %
> 10 newsletter	to be agreed

We empower you!

**Vogel Communications Group
GmbH & Co. KG**

Max-Planck-Straße 7/9

97082 Würzburg

sales@vogel.de

t +49 931 418-2982

www.vogel.de

