

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

MaschinenMarkt

International Media Kit 2020 Czech Republic

A white line-art graphic in the bottom left corner, resembling a stylized bird or a wing with curved lines.

VOGEL COMMUNICATIONS
GROUP

The Magazine

MM Průmyslové spektrum is a technical magazine for the management in the Czech industry.

MM Průmyslové spektrum presents current information not only from the Czech Republic but also international information on the industry and on new trends and fairs.

TARGET GROUP

Target groups are reached by a system of alternating distribution based on the specific content of each issue.

FREQUENCY 10 times a year

CIRCULATION 9,000 copies

PLACE OF PUBLICATION Prague/CZ

PUBLISHER **MM publishing s.r.o. (Ltd.)**

Připotocní 1519/10A

CZ-101 00 Praha 10

Ms. Tereza Snajdrova

(Czech, English)

Phone: +420 222 365 396

Fax: +420 267 216 440

Mobile: +420 775 245 802

tereza.snajdrova@mmspektrum.com

Readership analysis

Top Management	29 %
Design, Processes, R & D	22 %
Commercial Section, Marketing Dept.	20 %
Engineering Section Management	17 %
QA/QC, Manufacturing	7 %
Other	5 %

Target Group by Industry

Metal Production / Metal Working	41 %
Automation and Electrical Engineering	15 %
Automotive Industry, Vehicle Construction	10 %
Logistics and Transportation Industry	9 %
Plastics and Rubber Processing, Chemical Industry	8 %
Science & Research, Technical Universities	7 %
Power Engineering	5 %
Precision Mechanics / Optical Instruments	3 %
Other Industry	2 %

Rate Card

SCOPE	Industry
SIZE OF MAGAZINE	210 × 297 mm (width × height), DIN A4
	Type Area 180 mm × 270 mm
	4 columns each 46 mm wide
PRINTING, BINDING	Offset printing, perfect binding

Ad Formats and Prices (1c = 4c)

FORMAT	COLUMNS. W x H IN MM	WIDTH × HEIGHT BLED OFF + 3 MM BLEED	BASIC PRICE €
1/1 page	4 180 × 270	216 × 303	3,470.00
Junior page	134 × 210	155 × 216	2,380.00
1/2 page	2 88 × 270	109 × 303	1,880.00
	4 180 × 134	216 × 163	
1/3 page	1 58 × 270	79 × 303	1,270.00
	4 180 × 88	216 × 113	
1/4 page	2 88 × 132	109 × 163	1,040.00
	4 180 × 64	216 × 95	
	1 46 × 270	63 × 303	
1/6 page	3 118 × 60	139 × 91	695.00
	4 180 × 40	216 × 71	
1/8 page	2 88 × 64	109 × 95	600.00

Rate Card no. 25, valid from 01/01/2019. 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

Discount

For placement within one insertion year,
starting with publication of the first ad.

FREQUENCY DISCOUNT

3 ads and more	10 % of basic price b/w
6 ads and more	15 % of basic price b/w
12 ads and more	20 % of basic price b/w

ORDERS RUNNING LONGER THAN ONE YEAR

Please enquire about terms

BOUND INSERTS AND LOOSE INSERTS

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

Editorial Calender 2020

ISSUE	DATE		MAIN TOPICS	FAIRS
1/2	PD FEB 02	AC JAN 08	Forming machines and technologies, sheet metal and profile processing, Production of semi-finished products, technologies for welding and joining of materials - machines and equipment, filler materials, gases, financing of company development	METAV Düsseldorf (DE), Mar 10-13 wire/Tube Düsseldorf (DE), Mar 30- Apr 03
3	PD MAY 04	AC FEB 03	Automation, digitisation and robotization for current and future production Measurement in process engineering, quality control Business information systems Supplement MM Science Journal	Amper Brno (CZ), Mar 17-20
4	PD APR 01	AC MAR 02	Innovative manufacturing technologies and advanced materials - 3D technologies, processing of plastics and other innovative laser materials and their use in industry Service, maintenance, protective equipment, occupational safety	HANNOVER MESSE Hannover (DE), Apr 20-24
5	PD MAY 04	AC APR 01	Cutting tools, materials and their coatings for the machining of traditional and special materials (Inconel, aluminium, composite materials) Lubricants, technical oils and cutting fluids	FOR INDUSTRY Prague (CZ), May 12-15 MSV Nitra (SK), May 26-29
6	PD JUN 03	AC MAY 04	New machine technologies and machines in chip machining Control systems for sophisticated machining, software production support Logistics and lean production Supplement MM Science Journal	
7/8	PD JUN 23	AC MAY 25	Pneumatic and hydraulic components, clamping of cutting tools, palletizing and clamping of workpieces Automation of service processes	
9	PD SEP 09	AC AUG 10	1st edition of the fair – News in machining technology – International engineering fair and fair IMT, Brno and fair AMB Stuttgart 2020	AMB Stuttgart (DE), Sep 15-19 MSV Brno (CZ), Oct 05-09

ISSUE	DATE		MAIN TOPICS	FAIRS
10	PD SEP 29	AC AUG 31	2nd edition of the fair – edition focusing on innovations presented at the MSV and IMT fairs in Brno Supplement: Participation of member companies of SST and TPSVT platform in MSV Brno 2020 fair Supplement MM Science Journal	MSV Brno (CZ), Oct 05-09
11	PD NOV 11	AC OCT 12	Drives, gears, bearings and couplings Electrical and electronic components of machinery - cables, control panels, lighting, sensors Predictive maintenance for intelligent production Financing machine production	
12	PD DEC 09	AC NOV 09	Machining technology with focus on aerospace, automotive and aerospace industry Multifunctional and electroerosion machining, mould construction Supplement MM Science Journal	

All editions deal with manufacturing technology, machining, machine tools, tooling, materials and CAD topics.

Digital Advertising

Banner

BANNER	SIZE (PX)	DURATION	PLACING	PRICE
Medium rectangle, pages except homepage	300 x 250	month	rotation	400.00
3:1 Rectangle, pages except homepage	300 x 100	month	rotation	350.00
Leaderboard, on all pages	728 x 90	month	rotation	650.00
Full banner, on all pages	468 x 60	month	rotation	500.00
Wide skyscraper, on all pages	160 x 600	month	rotation	700.00
Skyscraper, on all pages	120 x 600	month	rotation	650.00
Small Banner, on all pages	160 x 160	month	rotation	330.00

All prices in EUR plus VAT.

Domain www.mmspektrum.com

The banner will be placed on home page level in rotating.
Each position will contain max. 3 alternating banners.

Portal visit rate \approx 1,300 visits on workdays

Possible file formats jpg, gif, png, swf, JavaScript,
Iframe, standard-tag

Maximum file size 50 KB per file

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

