Media Data 2020
**Brief Characteristic:**
elektrotechnik AUTOMATYK provides users in the production and processing industries a comprehensive overview of the entire value chain of products, technologies and services in automation. The actual application, the conditions of use and the potential for improvement and the use-value of new developments for operational practice are the focus of this publication.

**Target Groups:**
Electronic design engineers, planners and project engineers, operations and production engineers, purchasers and service providers, the technical management level in the manufacturing industry.

**Appearances:**
6 regular issues (bimonthly) plus 2 specials

**Distribution**

**Methods of distribution:**
- free of charge – via controlled circulation, the readership is specifically selected (from our database) according to the editorial content of each issue,
- by subscription,
- a trade fairs and branch events related to magazine.

**Our Recipients:**
- Industrial Process Measurement and Control, Automation Engineering
- Machine Construction, Apparatus Construction
- Electronic Engineering (incl. Retail Market)
- Consulting Engineers, Engineering Advice
- Chemical Industry, Pharmacy, Plastic Industry, Oil and Gas Industry
- Automotive Engineering
- Iron Metal Production
- Scientific Institute, Exploratory Organisation
- Power Industry
- Others

**Content structure**
75% Editorial
25% Ads

**Circulation**
4000 - 6000 copies

contact offices | Representation

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## Editorial calendar

<table>
<thead>
<tr>
<th>ISSUE &amp; DATES</th>
<th>FEATURE TOPICS</th>
<th>TRADE FAIRS</th>
</tr>
</thead>
</table>
| 1/2           | **Trade Fairs Issue ENEX/ ENEX New Energy**  
- Report: Electrical engineering  
- Review: Industrial cables and wires  
- Expert opinions: Industry in 2020 - facts and prospect  
- Measurement & test  
- Control  
- Signal devices  
- Electric motors  
- Motion control & energy efficiency  
- Power supply  
- Electric installations  
- energy engineering  
- Industrial communication and network security  
- Special topic: Renewable energy sources  
@CrossMedia Special Newsletter ENEX/ENEX Nowa Energia (19.02.2020) |

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</table>
| 3/4           | **Trade Fairs Issue Automaticon • STOM • Hannover Messe**  
- Report: Automation industry in Poland  
- Review: Drives  
- Expert opinions: Automation in the food industry  
- Sensors  
- Industrial computers, service and monitoring  
- Machine safety  
- Motion control & energy efficiency  
- Robotics, assembly & handling  
- Electrical engineering  
- Electric installations  
- Industrial communication and network security  
- Production Control  
- Special topic: Industry 4.0  
@CrossMedia Special Newsletter Automaticon (11.03.2020)  
@CrossMedia Special Newsletter STOM (25.03.2020)  
@CrossMedia Special Newsletter EXPOPOWER (15.04.2020) |

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</table>
| 5/6           | **Trade Fairs Issue ITM Industry Europe • automatica**  
- Report: Industrial Electronics Market  
- Review: Measuring instruments  
- Expert opinion: Robots and manipulators  
- Relays & regulators  
- Sensors  
- Signal devices  
- Motion control & energy efficiency  
- Complete drive systems & mechatronics  
- Electric installations  
- Industrial communication and network security  
- Design for Manufacturing & visualisation of production processes  
- Special topic: Industrial automation  
@CrossMedia Special Newsletter ITM Industry Europe (27.05.2020)  
@CrossMedia Special Newsletter automatica (10.06.2020) |

*BD: Booking deadline | AD: Advertising material deadline | PD: Publication date

[www.elektrotechnikAUTOMATYK.pl](http://www.elektrotechnikAUTOMATYK.pl)
# editorial calendar

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<th>ISSUE &amp; DATES</th>
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<th>TRADE FAIRS</th>
</tr>
</thead>
</table>
| 7/8 | **Special Issue Smart Factory**  
- Report: IoT  
- Distributors of electrotechnics and industrial automation (review: wholesalers and on-line stores)  
- Expert opinions: Automation - challenges for the Polish industry  
- Sensors  
- Industrial computers, service and monitoring  
- Motion control & energy efficiency  
- Robotics, assembly and handling  
- Electric installations  
- Industrial communication and network security  
- Design for Manufacturing & visualisation of production processes  
- Special topic: Electrical engineering  
  [CrossMedia](#) Special Newsletter MSPO (26.08.2020) | Post Show Coverage  
ITM Industry Europe  
**Automatica** - summary, supplier statements, the most interesting products of the fair  
MSPO (Kielce)  
8-11.09.2020 |
| 9/10 | **Trade Fair Issue Energetab**  
- Report: Industrial energy  
- Review: Industrial lighting  
- Expert opinion: Connectors  
- Measurement & test  
- Machine safety  
- Relays & regulators  
- Electric motors  
- Complete drive systems & mechatronics  
- Electrical engineering  
- Power supply  
- Electric installations  
- Production Control  
- Energy engineering  
- Special topic: Motion & Drives  
  [CrossMedia](#) Special Newsletter Energetab (09.09.2020) | Energetab (Bielsko-Biała)  
15-17.09.2020  
**Eurolift** (Kielce)  
13-15.10.2020 |
| 11/12 | **Trade Fairs Issue Warsaw Industry Week • Energetics • SPS IPC Drives**  
- Report: Robotization and automation of the Polish industry  
- Review: Sensors  
- Expert opinions: Industry 4.0 - employee in industry  
- Control  
- Measurement & test  
- Machine safety  
- Complete drive systems & mechatronics  
- Motion control & energy efficiency  
- Power supply  
- Electrical engineering  
- Design for Manufacturing & visualisation of production processes  
- Industrial communication and network security  
- Special topic: Industrial electronics  
  [CrossMedia](#) Special Newsletter Warsaw Industry Week (November)  
  [CrossMedia](#) Special Newsletter Energetics (November)  
  [CrossMedia](#) Special Newsletter SPS IPC Drives (18.11.2020) | Post Show Coverage  
Energetab (Lublin)  
November 2020  
Warshaw Industry Week  
Warsaw  
November 2020  
**Energetics** (Warsaw)  
LUMENexpos (Sosnowiec)  
October 2020  
**Warshaw Industry Week**  
Warsaw  
November 2020  
**Energetics** (Lublin)  
November 2020  
electronica (Munich, GER)  
10-13.11.2020  
SPS IPC Drives (Nuremberg, GER)  
24-26.11.2020 |

*BD: Booking deadline | AD: Advertising material deadline | PD: Publication date*
## Advertising Formats (width x height mm)

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (EUR)</th>
<th>Size (width x height in mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2900 €</td>
<td>190 × 270 (bleed ad: 210 × 297)</td>
</tr>
<tr>
<td>9/16 page (Junior page)</td>
<td>1770 €</td>
<td>136 × 190 (bleed ad: 148 × 210)</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1600 €</td>
<td>94 × 270 (bleed ad: 104 × 297)</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1150 €</td>
<td>62 × 270 (bleed ad: 72 × 297)</td>
</tr>
<tr>
<td>1/4 page</td>
<td>820 €</td>
<td>46 × 270 (bleed ad: 56 × 297)</td>
</tr>
<tr>
<td>1/8 page</td>
<td>510 €</td>
<td>46 × 134</td>
</tr>
<tr>
<td>II cover (1/1 page)</td>
<td>3450 €</td>
<td>210 × 297</td>
</tr>
<tr>
<td>III cover (1/1 page)</td>
<td>3300 €</td>
<td>210 × 297</td>
</tr>
<tr>
<td>IV cover (1/1 page)</td>
<td>3590 €</td>
<td>210 × 297</td>
</tr>
</tbody>
</table>

*Allow 3 mm trim per bleed edge and trim marks.

## Ad formats and prices

### Sizes and prices of insertions

<table>
<thead>
<tr>
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<td>3590 €</td>
<td>210 × 297</td>
</tr>
</tbody>
</table>

### Discount:

According to the series and space contracts (for advertisements placed within a period of 12 months)

#### Frequency discount:

<table>
<thead>
<tr>
<th>Insertions</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>9%</td>
</tr>
<tr>
<td>5 or more</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### Quantity discount:

<table>
<thead>
<tr>
<th>Pages</th>
<th>Discount (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 or more</td>
<td>5%</td>
</tr>
<tr>
<td>6 or more</td>
<td>10%</td>
</tr>
<tr>
<td>9 or more</td>
<td>15%</td>
</tr>
<tr>
<td>11 or more</td>
<td>20%</td>
</tr>
</tbody>
</table>

### Specifications of inserts:

- Maximum size: 210 × 297 mm (A4)
- Minimum quantity: 2000 copies

### Sizes and prices of insertions

On request

A sample must be submitted before order can be confirmed.

For non-standard inserts: please inquire
**Profile**
elektrotechnikAUTOMATYK.pl provides up-to-date coverage of industry trends, new products and technological applications in the field of automation and electrical engineering.

**Target Group**
Electronic design engineers, planners and project engineers, operations and production engineers, purchasers and service providers, as well as the technical management level in the manufacturing industry.

**Sizes and prices of insertions/desktop**

<table>
<thead>
<tr>
<th>Name</th>
<th>Size (px)</th>
<th>Publishing zone</th>
<th>Price (EUR) (per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILBOARD</td>
<td>750 × 100</td>
<td>Main page</td>
<td>1120 €</td>
</tr>
<tr>
<td>SKYSCRAPER</td>
<td>120 × 600</td>
<td>Main page</td>
<td>1120 €</td>
</tr>
<tr>
<td>WIDEBOARD</td>
<td>270 × 60</td>
<td>Category page</td>
<td>800 €</td>
</tr>
<tr>
<td>RECTANGLE</td>
<td>468 × 60</td>
<td>Subcategory page</td>
<td>490 €</td>
</tr>
<tr>
<td>HALFPAGE</td>
<td>210 × 150</td>
<td>Article</td>
<td>630 €</td>
</tr>
<tr>
<td>ADVERTORIAL</td>
<td>300 × 250</td>
<td>Article</td>
<td>520 €</td>
</tr>
</tbody>
</table>

All prices are net in Euro.
Advertisements can be published in rotating system (max 50/50).

**Technical requirements and additional information:**
- standard of advertising creatives: GIF, JPEG, SWF, HTML Flash,
- ad unit sizes & file size should be in accordance with specifications,
- linking URL should be provided,
- ads must be tested before for approval,
- advertising should be provided at least 3 days before planned emission.
Weekly newsletter with news from the last 7 days

Newsletter: elektrotechnik AUTOMATYK newsletter contains latest weekly news from the field of industrial automation and electrical engineering

Publisher: Raven Media Sp. z o.o.

Editorial office: ul. Muchoborska 6, 54-434 Wroclaw, Poland
Ph: +48 71 78 23 182, F: +48 71 78 23 184

Frequency: weekly, Wednesday

Language: Polish

The following formats are available:

<table>
<thead>
<tr>
<th>Format</th>
<th>Size (px)</th>
<th>Price (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLBOARD</td>
<td>750 × 100</td>
<td>410 €</td>
</tr>
<tr>
<td>FULL BANNER</td>
<td>468 × 60</td>
<td>210 €</td>
</tr>
<tr>
<td>BOX</td>
<td>180 × 150</td>
<td>305 €</td>
</tr>
<tr>
<td>ADVERTORIAL In section “Branch Info”</td>
<td>4000 characters (text) + 100 characters headline + picture (400 × 300 px) as jpg, gif or png max. 50 KB</td>
<td>305 €</td>
</tr>
</tbody>
</table>

Rates per mailing for the booked period:

<table>
<thead>
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<th>Size (px)</th>
<th>Price (EUR)</th>
</tr>
</thead>
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</tr>
<tr>
<td>BOX</td>
<td>180 × 150</td>
<td>305 €</td>
</tr>
</tbody>
</table>

Discounts:

- BANNER + ADVERTORIAL 5%
- 2-5 mailings 10%
- 6-10 mailings 15%
- >10 mailings 20%