

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

MaschinenMarkt

# International Media Kit 2020 Hungary

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 Műszaki Magazin is Hungary's leading, independent technical magazine

MM Műszaki Magazin presents business information, feature articles and news about national and international products, innovations and developments of use to manufacturers and users, sales staff and buyers.

### TARGET GROUP

Managers and professional development engineers and users in industry, the crafts and trade.

**FREQUENCY** 10 times a year  
(2 double issues 1/2, 7/8)

**CIRCULATION** 8,000 Exemplare

**PLACE OF PUBLICATION** Budapest/Ungarn

**PUBLISHER** Műszaki Média Kiadó Kft.  
Fillér u. 36. 1./1.  
H-1026 Budapest  
**Mr. Mészáros Zsolt**  
(Hungarian, English)  
Phone: +36 1 20 3967 942  
Fax: +36 1 793 5597  
mzsolt@muszaki-magazin.hu



## Distribution by industry sector

Mechanical Engineering, Metalworking, Precision Tools, Automation, Drive Systems, Hydraulics, Pneumatics, Fluidics, Mounting and Assembly Lines, C-Technologies	47 %
Water, Gas, Oil, Electric Power (and their generation and distribution), Water Treatment and Purification, Recycling, Environmental Protection	13 %
Measurement and Control, Instrumentation, Process Control, Safety	11 %
Electrical Engineering, Industrial Electronics, Micro-Electronics, Electrical Elements, Electronic Components, Optoelectronics, Sensors	10 %
Vehicle Industry	7 %
Telecommunication, Computing, Information and Organisation Systems, Office Systems	6 %
Local Authorities, Other Business Sectors	4 %
Heating, Air-Conditioning, Installation, Sanitation, Lighting Technique	2 %

# Rate Card

<b>SCOPE</b>	Industry
<b>SIZE OF MAGAZINE</b>	210 × 297 mm (width × height), DIN A4
	<b>Type Area</b> 200 mm × 287 mm
	3 columns each 46 mm wide
<b>PRINTING, BINDING</b>	Offset printing, perfect binding

## Ad Formats and Prices (1c = 4c)

FORMAT	Width × Height (mm)	WITH BLEED Width × Height (mm)	BLEED (INCL. 5 MM BLEED)	Basic PRICE €
Double page	400 × 287	420 × 307	440 × 307	6,940.00
1/1 page	200 × 287	210 × 297	220 × 307	3,470.00
1/2 page	90 × 287	100 × 297	110 × 307	1,880.00
	200 × 140	210 × 150	220 × 160	
1/3 page	70 × 287	75 × 297	85 × 307	1,270.00
	200 × 85	210 × 95	220 × 105	
FORMAT	Width × Height (mm)	WITH BLEED Width × Height (mm)	BLEED (INCL. 5 MM BLEED)	Basic PRICE €
Junior Page	136 × 190	142 × 205	148 × 211	2,380.00
1/4 page	46 × 270	56 × 297	62 × 303	1,040.00
	94 × 134	104 × 148	110 × 154	
	190 × 66	210 × 80	216 × 86	
1/8 page	46 × 133	56 × 148	62 × 154	600.00
	94 × 66	104 × 80	110 × 86	
	190 × 32	210 × 50	216 × 56	

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

### MM COVER PAGE STORY

4 pages ..... 6,300.00 €      8 pages ..... 8,820.00 €

## Extra charges for special sizes

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

<b>Double page spread</b>	6,940.00
<b>Back cover</b>	4,337.50
<b>Inside front and back cover</b>	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
6 ads and more	15 % of basic price
12 ads and more	20 % of basic price

### ELECTRONIC ADVERTISING

[www.mm-online.hu](http://www.mm-online.hu) (weekly electronic newsletter)

**MM YEARBOOK** / November – Mechanical engineering  
(Format: on request)

# Editorial Calender 2020

ISSUE	DATES		TOPICS	FAIRS
	AC	PD		
1/2	AC Jan 20	PD Feb 03	Used machines, systems and technologies; International trade fairs overview; Labor market, employment & industry; Mechanical engineering industry; Fasteners	<b>NORTEC</b> , Hamburg (DE) Jan 21-24 <b>maintenance</b> , Dortmund (DE), Feb 12-13
3	AC Feb 17	PD Mar 02	Automation and automating, industrial robots and manipulators, measurement and control; Mechanical engineering, automation technology, metalworking	<b>METAV</b> , Düsseldorf (DE), Mar 10-13 <b>LogiMAT</b> , Stuttgart (DE), Mar 10-12 <b>AMPER</b> , Brünn (CZ), Mar 17-20 <b>Tube/Wire</b> , Düsseldorf (DE), Mar 30 - Apr 03
4	AC Mar 16	PD Mar 30	Process control systems, automation technology, supply industry, subcontracting; Mechanical engineering, metalworking; green energy eco-technologies	<b>HANOVER MESSE</b> , Hannover (DE), Apr 20-24 <b>PaintExpo</b> , Karlsruhe (DE), Apr 21-24
5	AC Apr 14	PD Apr 27	Mechanical engineering industry, maintenance, surface treatment, financing, plastics processing, pneumatics and hydraulics, pumps and fittings; industrial robots and manipulators; laser technologies; industrial electronics, drive engineering; Medical technologies	<b>Industry Days - Ipar Napjai</b> , Budapest (HU), May 05-08 <b>Interpack</b> , Düsseldorf (DE), May 06-13 <b>Control</b> , Stuttgart (DE), May 05-08
6	AC May 18	PD Jun 02	Quality control and standards (TQM), certificates; energy technology, transmissions; mechanical engineering industry; Building industry, building engineering, heating, ventilation, air condition technology;	<b>automatica</b> , Munich (DE), Jun 16-19 <b>SENSOR+TEST</b> , Nuremberg (DE), Jun 23-25
7/8	AC Jul 06	PD Jul 20	Supply industry, subcontracting; industrial robots and manipulators; laser technologies; Plastics industry	<b>Global Connect</b> , Stuttgart (DE), Jul 01-02
9	AC Aug 24	PD Sep 07	Mechanical engineering, automation technology, metalworking; CAD/CAM systems; Automotive industry	<b>AMB</b> , Stuttgart (DE), Sep 15-19

ISSUE	DATES		TOPICS	FAIRS
10	AC Sep 21	PD Oct 05	Process control systems, drive engineering, automation technology, assembly, industrial electronics; Mechanical engineering industry, sheet metal working industry	<b>Motek</b> , Stuttgart (DE), Oct 05-08 <b>MSV</b> , Brno (CZ), Oct 05-09 <b>Fakuma</b> , Friedrichshafen(DE), Oct 13-17 <b>Automotive Hungary</b> , Budapest (HU), Oct 14-16 <b>EuroBLECH</b> , Hannover (DE), Oct 27-30
11	AC Oct 19	PD Nov 02	Mechanical engineering industry, industrial safety and security, aviation and aerospace; Automotive industry; logistics, transport and materials handling, packaging	<b>electronica</b> , Munich (DE), Nov 10-13 <b>SPS</b> , Nuremberg (DE), Nov 24-26
Yearbook	AC Nov 02	PD Nov 16	Mechanical engineering industry, plastics processing, pneumatics and hydraulics, pumps and fittings, logistics, industrial robots and manipulators, automation, measurement and control	
12	AC Nov 30	PD Dec 14	Chemical industry, plastics industry, oils and lubricants; Mechanical engineering, automation technology	<b>JIMTOF</b> , Tokio (JP), Dec 07-12

AC: Ad Close | PD: Publication Date

## Digital Advertising

### Banner

[www.muszaki-magazin.hu](http://www.muszaki-magazin.hu)

Page Impressions/month 43,553

Visits/month 16,312

NAME	SIZE (PX)	DURATION	PLACING	PRICE
Leaderboard	728x90	month	rotation	340.00
Skyscraper	160x600	month	rotation	340.00
Skyscraper	120x600	month	rotation	340.00

All prices in EUR plus VAT.

# We empower you!

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

Max-Planck-Straße 7/9

97082 Würzburg

[sales@vogel.de](mailto:sales@vogel.de)

t +49 931 418-2982

[www.vogel.de](http://www.vogel.de)

