

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

MaschinenMarkt

International Media Kit 2021

Czech Republic

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.)**

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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	PRICE 4C
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	

Rate Card no. 27, valid from 01/01/2021. All prices in EUR plus VAT.

Additional Charges

FOR PLACEMENT

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

FOR COLOUR

none up to full colour, according to the European colour pattern

Discount

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

FREQUENCY DISCOUNT

3 ads and more	10 %
6 ads and more	15 %
12 ads and more	20 %

ORDERS RUNNING LONGER THAN ONE YEAR

Please enquire about terms

Special Advertising Formats

BOUND INSERTS AND LOOSE INSERTS

2 page up to 135 g/m ²	8,620.00
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Editorial Calendar 2021

ISSUE	DATE	MAIN TOPICS	FAIRS
1,2,3	PD MAR 3	Production of moulds Multifunctional and electroerosive machining Unconventional technologies Innovations in sheet metal and profile processing technology	Amper Brno Brno (CZ), Mar 16–19
	AC FEB 1	Tools for efficient production: Automation Digitalization and robotization Measurement in mechanical engineering Quality control Enterprise resource planning (ERP)	
		Supplement MM Science Journal - March edition	
4	PD APR 1 AC MAR 1	Advanced technologies and materials: 3D technologies Laser technologies Processing of plastics and other innovative materials	HANNOVER MESSE Hanover (DE), Apr 13–16
5	PD MAY 5 AC APR 6	Cutting tools Materials and their coatings for machining traditional and special materials Cutting fluids (inconel, aluminium, hard materials, composites)	MSV Nitra Nitra (SK), May 25–28
6	PD JUN 2 AC MAY 3	Innovations in the field of cutting operation: Machines Technologies Control systems and software production support	

ISSUE	DATE	MAIN TOPICS	FAIRS
7/8	PD JUN 23	Automation of processes clamping of machining tools Clamping of workpieces and palletizing Single-purpose machines and semi-automatic production equipment	
	AC MAY 25	Supplement MM Science Journal - June edition	
9	PD SEP 1	<i>1st Trade Fair Edition</i> Special edition focused on machining technology on the occasion of the International Engineering Fair MSV Brno	MSV Brno Brno (CZ), Sep 13–17
	AC AUG 2		
10	PD SEP 9	<i>2nd Trade Fair Edition</i> Focused on novelties at the 62th International Engineering Fair Brno 2021 and on machining technology at the machine tool exhibition EMO Milano 2021	MSV Brno Brno (CZ), Sep 13–17 EMO Milano Milan (IT), Oct 4–8
	AC AUG 15		
11	PD NOV 10	Components of production equipment – drives, transmissions, bearings and couplings Predictive maintenance for intelligent production Automation of small-lot and single-part production	
	AC OCT 11	Supplement MM Science Journal - November edition	
12	PD DEC 8	Technology of machining focused on the medical industry and power engineering Multifunctional machining	
	AC NOV 8	Supplement MM Science Journal - December edition	

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

Digital Advertising

Banner

Domain www.mmspektrum.com

The banner will be placed on home page level in rotating.

Each position will contain max. 3 alternating banners.

Visits \varnothing 1,300 on workdays

Permitted graphic formats jpg, gif, png, svg, webp, html5

Maximum file size 50 KB per file

Discounts

2 months term 3 %

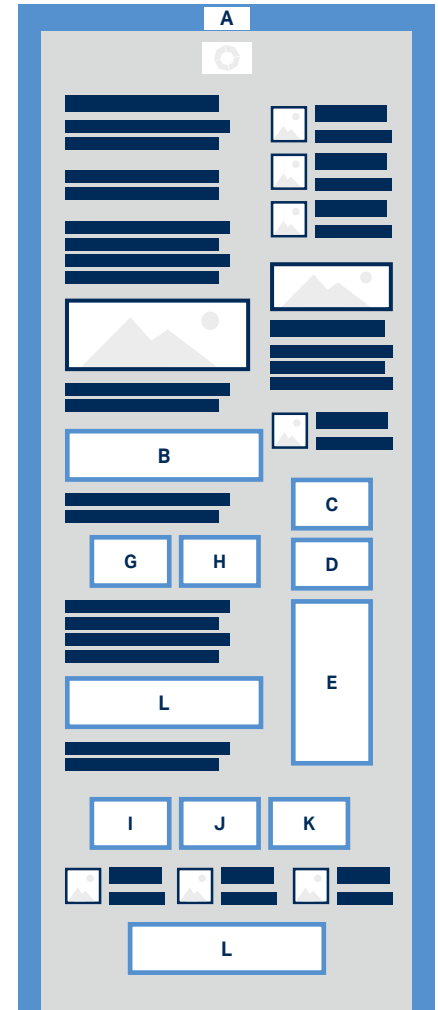
3 months term 4 %

5 months term 5 %

12 months term 15 %

BANNER	SIZE DESKTOP (px)	SIZE MOBILE (px)	PLACEMENT	PRICE (one month in EUR)
Branding Gate all around (A)	2,000 × 1,400	2,000 × 1,400	all pages	2,000.00
Billboard top position (B)	970 × 250	320 × 100	all pages	780.00
Inline Rectangle right position (C, D)	300 × 250	300 × 250	all pages	520.00
Halfpage Ad right position (E)	300 × 600	320 × 100 / 970 × 210	all pages	780.00
Billboard bottom position down (F)	970 × 250	300 × 600	all pages	680.00
Inline Rectangle (G, H) or position down (I, J, K)	300 × 250	300 × 250	all pages except homepage	420.00
Billboard middle of article (L)	970 × 250	300 × 600	all pages except homepage	520.00
Large Mobile homepage top	300 × 100	300 × 100	only homepage	420.00

All prices in EUR plus VAT.



We empower you!

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