

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

MaschinenMarkt

# International Media Kit 2021

A small icon of the Czech Republic flag, featuring a white triangle at the top, a red triangle at the bottom, and a blue triangle on the left side.

## Czech Republic

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 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

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

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

FORMAT	COLUMNS, W × 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	
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. 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):

<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

### 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 <sup>2</sup>	8,620.00
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# Editorial Calendar 2021

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

ISSUE	DATE	MAIN TOPICS	FAIRS
5/6	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	
7	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		
8	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		
9	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	
10	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

BANNER	SIZE (PX)	DURATION	PLACING	PRICE (per month)
Medium rectangle, pages except homepage	300 x 250	month	rotation	5,000.00
Small Banner, pages except homepage	160 x 160	month	rotation	3,500.00
3:1 Rectangle, pages except homepage	300 x 100	month	rotation	3,000.00
Leaderboard, on all pages	728 x 90	month	rotation	8,000.00
Full banner, on all pages	468 x 60	month	rotation	6,000.00
Wide skyscraper, on all pages	160 x 600	month	rotation	7,000.00
Skyscraper, on all pages	120 x 600	month	rotation	6,000.00

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.

**Visits** \_\_\_\_\_ ø 1,300 on workdays

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

**Maximum file size** \_\_\_\_\_ 50 KB per file

### Discounts

2 months term \_\_\_\_\_ 3 %

3 months term \_\_\_\_\_ 4 %

5 months term \_\_\_\_\_ 5 %

12 months term \_\_\_\_\_ 15 %

# We empower you!

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