

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

MaschinenMarkt

International Media Kit 2021

 **Hungary**

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.**
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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

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

Ad Formats and Prices (1c = 4c)

FORMAT	SIZE (W x H in MM)	WITH BLEED (W x H in mm)	BLEED (incl. 5 mm Bleed)	PRICE (in EUR)
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 × 287 200 × 140	100 × 297 210 × 150	110 × 307 220 × 160	1,880.00
1/3 page	70 × 287 200 × 85	75 × 297 210 × 95	85 × 307 220 × 105	1,270.00
Junior Page	136 × 190	142 × 205	148 × 211	2,380.00
1/4 page	46 × 270 94 × 134 190 × 66	56 × 297 104 × 148 210 × 80	62 × 303 110 × 154 216 × 86	1,040.00
1/8 page	46 × 133 94 × 66 190 × 32	56 × 148 104 × 80 210 × 50	62 × 154 110 × 86 216 × 56	600.00

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):

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
6 ads and more	15 % of basic price
12 ads and more	20 % of basic price

ELECTRONIC ADVERTISING

www.mm-online.hu (weekly electronic newsletter)

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

Editorial Calendar 2021

ISSUE	DATES	TOPICS	FAIRS
1/2	AC Jan 25 PD Feb 8	Used machines, systems and technologies International trade fairs overview Labor market, employment & industry Mechanical engineering industry Fasteners	
3	AC Feb 22 PD Mar 8	Automation and automating Industrial robots and manipulators Measurement and control Mechanical engineering, metalworking	intec Leipzig (DE), Mar 2–5 AMPER Brno (CZ), Mar 16–19 METAVdigital Mar 23–26
4	AC Mar 22 PD Apr 6	Process control systems Automation technology Supply industry, subcontracting Mechanical engineering, metalworking Green energy eco-technologies	HANNOVER MESSE Hanover (DE), Apr 12–16 Electrosub (HU) April
5	AC Apr 19 PD May 3	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	MACH-TECH (Industry Days) Budapest (HU), May Control Stuttgart (DE), May 4–7 SENSOR+TEST Nuremberg (DE), May 4–6 maintenance Dortmund (DE), May 19–20 Lamiera Milan (IT), May 26–29

ISSUE	DATES	TOPICS	FAIRS
6	AC May 31 PD Jun 14	Quality control and standards (TQM), certificates Energy technology, transmissions Mechanical engineering industry Building industry, building engineering, heating, ventilation, air condition technology	Moulding Expo Stuttgart (DE), Jun 8–11
7/8	AC Jul 12 PD Jul 26	Supply industry, subcontracting Industrial robots and manipulators Laser technologies Plastics industry	
9	AC Aug 23 PD Sep 6	Mechanical engineering, automation technology, metalworking CAD/CAM systems Automotive industry	MSV Brno (CZ), Sep 13–17
10	AC Sep 27 PD Oct 11	Process control systems Drive engineering Automation technology Assembly Industrial electronics Mechanical engineering industry, sheet metal working industry	EMO Milan (IT) Oct 4–9 Motek Stuttgart (DE), Oct 5–8 Fakuma Friedrichshafen (DE), Oct 12–16 Automotive Hungary Budapest (HU), October Blechexpo Stuttgart (DE) Oct 26–29
11	AC Oct 25 PD Nov 8	Mechanical engineering industry, industrial safety and security, aviation and aerospace Automotive industry Logistics, transport and materials handling, packaging	productronica Munich (DE), Nov 16–19 SPS smart productions solutions Nuremberg (DE), Nov 23–25

ISSUE	DATES	TOPICS	FAIRS
Yearbook	AC Nov 8 PD Nov 22	Mechanical engineering industry Plastics processing Pneumatics and hydraulics Pumps and fittings Logistics Industrial robots and manipulators Automation Measurement and control	
12	AC Nov 29 PD Dec 13	Chemical industry, plastics industry, oils and lubricants Mechanical engineering, automation technology	

AC: Ad Close | PD: Publication Date

Digital Advertising

Banner

www.muszaki-magazin.hu

Page Impressions/month about 59,000

Visits/month about 35,000

NAME	SIZE (PX)	DURATION	PLACING	PRICE
Leaderboard	728x90	month	rotation	340.00
Rectangle	300x250	month	rotation	340.00
Skyscraper	120x600	month	rotation	340.00
Newsletter Banner	564x100	month (2x/week)	rotation	400.00

All prices in EUR plus VAT.

We empower you!

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