

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

MaschinenMarkt

# International Media Kit 2021

 **Poland**

**VOGEL** COMMUNICATIONS  
GROUP



## The Magazine

MM Magazyn Przemyslowy is the leading technical journal for managers and engineers in Polish industry.

MM Magazyn Przemyslowy has been successfully positioned on the Polish market for over 20 years.

MM Magazyn Przemyslowy is published and distributed by Raven Media sp. z.o.o.



### TARGET GROUP

Technical and economic managers, responsible persons for technical investments, specialists in technical universities and research and development institutions.

**FREQUENCY** monthly, 8 issues per year

**PRINT RUN** 5,000 - 7,000 copies

**PLACE OF APPEARANCE** Wrocław/PL

**PUBLISHER** **Raven Media sp. z.o.o.**

Redakcje i biura:  
ul. Muchoborska 6  
PL-54-424 Wrocław

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(Polish, English)

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## Recipient by Position in the Company

(Publisher's statistics)

Top management	50 %
Production / supply	29 %
Marketing, sales	7 %
Research	6 %
Others	8 %

## Recipients by Industrial Sectors

(Publisher's statistics)

Mechanical engineering	31 %
Metal production / metalworking	28 %
Automation and electrical engineering	12 %
Plastics, plastics processing, chemical industry	9 %
Fine machining	5 %
Trade in technical goods	4 %
Power engineering, mining	3 %
Transport, logistics, storage technology	2 %
Research and development	2 %
Science, technical universities, libraries	1 %
Others	8 %

# Rate Card

<b>PROFESSIONAL</b>	Industry
<b>FORMAT</b>	210 mm wide, 297 mm high, DIN A4
	<b>type area</b> 183 mm x 266 mm 3 columns of 58 mm width each
<b>PRINT, PROCESSING</b>	Offset printing, adhesive binding

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

FORMAT	W × H (in mm)	BLEED ADS (incl. 3 mm for each outer side) W × H (in mm)	BASIC PRICE
<b>1/1 page</b>	4 190 × 270	216 × 303	3,470.00
<b>Junior Page</b>	136 × 190	136.5 × 210	2,380.00
<b>1/2 page</b>	2 94 × 270	109 × 303	1,880.00
	4 190 × 133	216 × 151	
<b>1/3 page</b>	4 190 × 88	216 × 97	1,270.00
	1 62 × 270	74 × 303	
<b>1/4 page</b>	4 190 × 65	216 × 73	1,040.00
	2 94 × 133	105 × 151	
	1 46 × 270	58 × 303	
<b>1/8 page</b>	2 94 × 65	105 × 73	600.00
	1 46 × 133	58 × 151	
	4 190 × 31	216 × 39	

Price list No. 27, from 1 January 2021

All prices are exclusive of VAT, prices are subject to change.

## Charges

### FOR COLOR

up to four colours none;  
chromatic colours according to Euroscale

## Prices for Special Formats

Ad pages in sequence right/left and over gutter, up to 4-color (chromatic colors according to Euroscale):

<b>Double pages across binding</b>	6,940.00
<b>Back cover</b>	4,337.50
<b>Inside front cover and inside back cover</b>	4,164.00
Bleed charges:	
Double pages across binding	347.00

## Discounts

for acceptance within one insertion year.  
Beginning with the publication of the first advertisement.

### FREQUENCY DISCOUNT

from 3 ads	10 % on basic price b/w
from 6 ads	15 % on basic price b/w
from 12 ads	20 % on basic price b/w

**MULTIANNUAL ACCOUNTS** on request

## Special Advertising Formats

### BOUND-IN INSERTS AND SUPPLEMENTS

two-page, up to 135 g/m <sup>2</sup>	8,620.00
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# Editorial Calendar 2021

ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
1-2	AC Jan 8  PC Jan 12  PD Jan 25	<b>Cover Story: Industrial Lasers</b>		<b>INDUSTRYmeeting,</b> <b>PLASMeeting</b> <b>HPAmeeting</b> <b>CLEANINGexpo</b> <b>KOMPOZYTmeeting</b> Sosnowiec (PL), Feb 24–25 <b>4INSULATION</b> Kielce (PL), Feb 24–25 <b>ENEX / ENEX NOWA</b> <b>ENERGIA</b> Kielce (PL), Feb 24–25 <b>Intec &amp; Z</b> Leipzig (DE), Mar 2–5
		<b>SECTIONS</b>	<b>SPECIALIST TOPICS</b>	
		Production & manufacture	<ul style="list-style-type: none"> <li>• Separating &amp; joining</li> <li>• Laser technology</li> </ul>	
		Robotics & automation	<ul style="list-style-type: none"> <li>• Heat treatment</li> </ul>	
		Smart factory	<ul style="list-style-type: none"> <li>• Plastics technology</li> </ul>	
		Industrial engineering & material flow	<ul style="list-style-type: none"> <li>• Digital transformation</li> <li>• Connecting elements</li> </ul>	
		Design engineering & development	<ul style="list-style-type: none"> <li>• Pumps, compressors, fittings &amp; pipes</li> </ul>	
		Research & innovation	<ul style="list-style-type: none"> <li>• CAx</li> <li>• Industrial building</li> </ul>	
		Market & management	<ul style="list-style-type: none"> <li>• Air conditioning &amp; ventilation technology</li> <li>• Energy technology/energy efficiency</li> </ul>	
	<b>Series international</b>	International markets in focus		
	<b>Career &amp; training</b>	Initial & further training, career development		
	<b>Products &amp; solutions</b>	New products, product trends & services		
	<b>REPORT</b>	<b>Energy efficiency in industry</b>		
	<b>MARKET REVIEW</b>	<b>Cutting tools</b>		

ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
3	AC Feb 12  PC Feb 16  PD Mar 2	<i>Trade Fair Issue STOM</i>		<b>EuroBLECH</b> Hanover (DE), Mar 9–12
		<b>Special Topic: Tools for Industry</b>		<b>AUTOMATICON</b> Warszawa (PL), Mar 16–18
		<b>SECTIONS</b>	<b>SPECIALIST TOPICS</b>	<b>STOM-TOOL, STOM- BLECH &amp; CUTTING, STOM-ROBOTICS, SPA- WALNICTWO, STOM- LASER, STOM-FIX, TeiA WIRTOPROCES, CON- TROL-STOM, EXPO- SURFACE, FLUID POW- ER, TeiA</b> Kielce (PL), Mar 23–25  <b>METAV</b> Düsseldorf (DE), Mar 23–26
		Production & manufacture	<ul style="list-style-type: none"> <li>• Tools</li> </ul>	
		Robotics & automation	<ul style="list-style-type: none"> <li>• Machining technology</li> </ul>	
		Smart factory	<ul style="list-style-type: none"> <li>• Forming technology</li> </ul>	
		Industrial engineering & material flow	<ul style="list-style-type: none"> <li>• Surface technology</li> </ul>	
		Design engineering & development	<ul style="list-style-type: none"> <li>• Laser technology</li> </ul>	
		Research & innovation	<ul style="list-style-type: none"> <li>• Drive &amp; fluid technology</li> </ul>	
		Market & management	<ul style="list-style-type: none"> <li>• Assembly, handling &amp; robot technology</li> </ul>	
			<ul style="list-style-type: none"> <li>• Automation &amp; control technology</li> </ul>	
			<ul style="list-style-type: none"> <li>• Connecting elements</li> </ul>	
	<ul style="list-style-type: none"> <li>• Oils, lubricants &amp; coolants</li> </ul>			
	<ul style="list-style-type: none"> <li>• Measurement &amp; test technology</li> </ul>			
	<ul style="list-style-type: none"> <li>• Material flow/logistic</li> </ul>			
	<ul style="list-style-type: none"> <li>• Additive manufacturing</li> </ul>			
	<b>Series international</b>	International markets in focus		
	<b>Career &amp; training</b>	Initial & further training, career development		
	<b>Products &amp; solutions</b>	New products, product trends & services		
	<b>REPORT</b>	<b>Automation of industry</b>		
	<b>MARKET REVIEW</b>	<b>Measuring machines</b>		
	<b>Special Newsletter: Trade fair Automaticon – preview on March 11</b>			
	<b>Special Newsletter: Trade fair STOM – preview on March 18</b>			

AC: Ad Close | PC: Print PDF Close | PD: Publishing Date



ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
<b>4</b>	<b>AC</b> Mar 19  <b>PC</b> Mar 24  <b>PD</b> Apr 6	<i>Trade Fair Issue HANNOVER MESSE</i>		<b>HANNOVER MESSE</b> Hanover (DE), Apr 12–16
		Cover Story: <b>Industry 4.0</b>		<b>EURO-LIFT</b> Kielce (PL), Apr 28–29
		<b>SECTIONS</b> <b>Production &amp; manufacture</b> <b>Robotics &amp; automation</b> <b>Smart factory</b> <b>Industrial engineering &amp; material flow</b> <b>Design engineering &amp; development</b> <b>Research &amp; innovation</b> <b>Market &amp; management</b>	<b>SPECIALIST TOPICS</b> <ul style="list-style-type: none"> <li>• Separating &amp; joining</li> <li>• Assembly, handling &amp; robot technology</li> <li>• Automation &amp; control technology</li> <li>• Digital transformation</li> <li>• Maintenance</li> <li>• Oils, lubricants &amp; coolants</li> <li>• Energy technology/energy efficiency</li> <li>• Material flow/logistic</li> <li>• Pumps, compressors, fittings &amp; pipes</li> <li>• Connecting elements</li> <li>• CAx</li> <li>• Workplace safety &amp; safety technology</li> </ul>	<b>SECUREX,</b> <b>INSTALACJE, SAWO</b> Poznań (PL), Apr 26–28
		Series international	Focus on international markets	
		Career & training	Initial & further training, career development	
		Products & solutions	New products, product trends & services	
		<b>REPORT</b>	<b>Intralogistics industry</b>	
		<b>MARKET REVIEW</b>	<b>Handling systems</b>	
		Special Newsletter: Trade fair Hannover Messe – preview on April 8		

ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
<b>5</b>	<b>AC</b> Apr 16  <b>PC</b> Apr 20  <b>PD</b> May 4	<i>Trade Fair Issue PLASTPOL</i>		<b>MASZBUD</b> Kielce (PL), May 11–13
		<b>Cover Story: Cables, Connectors and Wires</b>		<b>PLASTPOL</b>
		<b>SECTIONS</b> <b>Production &amp; manufacture</b> <b>Robotics &amp; automation</b> <b>Smart factory</b> <b>Industrial engineering &amp; material flow</b>	<b>SPECIALIST TOPICS</b> <ul style="list-style-type: none"> <li>• Tools</li> <li>• Separating &amp; joining</li> <li>• Forming technology</li> <li>• Laser technology</li> <li>• Plastics technology</li> <li>• Digital transformation</li> <li>• Measurement &amp; test technology</li> <li>• Industrial chemistry</li> <li>• Industrial building</li> <li>• Software</li> <li>• Finances, marketing/sales, organization, personnel, e-commerce</li> </ul>	
		<b>Design engineering &amp; development</b> <b>Research &amp; innovation</b>		
		<b>Market &amp; management</b>		
		<b>Series international</b>	International markets in focus	
		<b>Career &amp; training</b>	Initial & further training, career development	
		<b>Products &amp; solutions</b>	New products, product trends & services	
		<b>REPORT</b>	<b>Chemical industry</b>	
		<b>MARKET REVIEW</b>	<b>Machines for forming</b>	
<b>Special Newsletter: Trade fair PLASTPOL – preview on May 20</b>				

AC: Ad Close | PC: Print PDF Close | PD: Publishing Date

ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
<b>6-7</b>	<b>AC</b> <b>May 22</b>  <b>PC</b> <b>May 26</b>  <b>PD</b> <b>Jun 11</b>	<i>Trade Fair Issue ITM Industry Europe</i>		
		<b>Cover Story: Maintenance</b>		
		<b>SECTIONS</b> <b>Production &amp; manufacture</b> <b>Robotics &amp; automation</b> <b>Smart factory</b> <b>Industrial engineering &amp; material flow</b> <b>Design engineering &amp; development</b> <b>Research &amp; innovation</b> <b>Market &amp; management</b>	<b>SPECIALIST TOPICS</b> <ul style="list-style-type: none"> <li>• Tools</li> <li>• Machining technology</li> <li>• Surface technology</li> <li>• Forming technology</li> <li>• Heat treatment</li> <li>• Assembly, handling &amp; robot technology</li> <li>• Automation &amp; control technology</li> <li>• Digital transformation</li> <li>• Connecting elements</li> <li>• Material flow/logistic</li> <li>• Additive manufacturing</li> <li>• Oils, lubricants &amp; coolants</li> </ul>	
		<b>Series international</b>	Focus on international markets	
		<b>Career &amp; training</b>	Initial & further training, career development	
		<b>Products &amp; solutions</b>	New products, product trends & services	
		<b>REPORT</b>	<b>Industry 4.0</b>	
		<b>MARKET REVIEW</b>	<b>Metalworking machines</b>	
		<b>Special Newsletter: Trade fair ITM – preview on June 2</b>		



ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
<b>8-9</b>	<b>AC</b> Aug 13  <b>PC</b> Aug 16  <b>PD</b> Aug 30	<i>Trade Fair Issue TOOLEX</i>		<b>ITM Industry Europe</b> Poznań (PL), Jun 8–11
		<b>Cover Story: Automation &amp; Control Technology</b>		<b>Bezpieczeństwo Pracy w Przemysle</b> Poznań (PL), Jun 8–11
		<b>SECTIONS</b> Production & manufacture Robotics & automation Smart factory Industrial engineering & material flow Design engineering & development Research & innovation Market & management	<b>SPECIALIST TOPICS</b> <ul style="list-style-type: none"> <li>• Tools</li> <li>• Machining technology</li> <li>• Surface technology</li> <li>• Assembly, handling &amp; robot technology</li> <li>• Automation &amp; control technology</li> <li>• Digital transformation</li> <li>• Pumps, compressors, fittings &amp; pipes</li> <li>• Connecting elements</li> <li>• Oils, lubricants &amp; coolants</li> <li>• CAx</li> <li>• Energy technology/energy efficiency</li> <li>• Industrial building</li> <li>• Environmental protection</li> </ul>	<b>Katowice 2021</b> Katowice (PL), Sep 7–9  <b>MSPÓ</b> Kielce (PL), Sep 7–10  <b>ENERGETAB</b> Bielsko-Biała (PL), Sep 14–16  <b>DREMA</b> Poznań (PL), Sep 14–17  <b>TRAKO</b> Gdansk (PL), Sep 21–24  <b>WARSAW AUTOMATICA EXPO</b>
		<b>Series international</b>	International markets in focus	Warszawa (PL), Sep 22–24
		<b>Career &amp; training</b>	Initial & further training, career development	<b>TOOLEX</b> Sosnowiec (PL), Sep 28–30
		<b>Products &amp; solutions</b>	New products, product trends & services	
		<b>REPORT</b>	<b>Machine industry time</b>	
		<b>MARKET REVIEW</b>	<b>Tools for industry</b>	
		<b>Special Newsletter: Trade fair TOOLEX – preview on September 23</b>		

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ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
10		<b>Cover Story: Sheet Metal Processing</b>		
	<b>AC</b> <b>Sep 21</b>  <b>PC</b> <b>Sep 23</b>  <b>PD</b> <b>Oct 5</b>	<b>SECTIONS</b> <b>Production &amp; manufacture</b> <b>Robotics &amp; automation</b> <b>Smart factory</b> <b>Industrial engineering &amp; material flow</b> <b>Design engineering &amp; development</b> <b>Research &amp; innovation</b> <b>Market &amp; management</b>	<b>SPECIALIST TOPICS</b> <ul style="list-style-type: none"> <li>• Tools</li> <li>• Forming technology</li> <li>• Heat treatment</li> <li>• Separating &amp; joining</li> <li>• Laser technology</li> <li>• Maintenance</li> <li>• Automation &amp; control technology</li> <li>• Connecting elements</li> <li>• Drive &amp; fluid technology</li> <li>• Material flow/logistic</li> <li>• Workplace safety &amp; safety technology</li> <li>• Air conditioning &amp; ventilation technology</li> <li>• Measurement &amp; test technology</li> </ul>	<b>TAROPAK</b> Poznań (PL), 04.–07.10. <b>EMO MILANO</b> Mailand (IT), 05.–09.10. <b>Motek</b> Stuttgart (DE), 05.–08.10. <b>parts2clean</b> Stuttgart (DE), 05.–07.10. <b>Blechexpo</b> Stuttgart (DE), 26.–29.10.
		Series international	International markets in focus	
		Career & training	Initial & further training, career development	
		Products & solutions	New products, product trends & services	
		<b>REPORT</b>	<b>Coolants, oils, lubricants</b>	
		<b>MARKET REVIEW</b>	<b>Welding machines and accessories</b>	

ISSUE	DATES	FOCUS TOPICS		TRADE FAIRS/ EVENTS
11-12	AC Oct 15  PC Oct 20  PD Nov 2	<b>Cover Story: Modern Industry</b>		<b>SPS smart production solutions</b> Nuremberg (DE), Nov 23–25
		<b>SECTIONS</b> <b>Production &amp; manufacture</b> <b>Robotics &amp; automation</b> <b>Smart factory</b> <b>Industrial engineering &amp; material flow</b> <b>Design engineering &amp; development</b> <b>Research &amp; innovation</b> <b>Market &amp; management</b>	<b>SPECIALIST TOPICS</b> • Machining technology • Tools • Surface technology • Assembly, handling & robot technology • Automation & control technology • Digital transformation • Drive & fluid technology • Additive manufacturing • Energy technology/energy efficiency • Oils, lubricants & coolants • Industrial building • Software • Finances, marketing/sales, organization, personnel, e-commerce	
		<b>Series international</b>	International markets in focus	
		<b>Career &amp; training</b>	Initial & further training, career development	
		<b>Products &amp; solutions</b>	New products, product trends & services	
		<b>REPORT</b>	<b>Industry 4.0</b>	
		<b>MARKET REVIEW</b>	<b>CNC machines and devices</b>	

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# Banner

Generate attention in the relevant target group and enhance the awareness of your brand and products with banners on our website.

## Your Benefit

- Attention in the relevant target group
- High acceptance due to the editorial environment of our media brand
- Enhanced acceptance through co-branding with our media brand
- Recognition at long-term presence and cooperation
- Transparency through reporting

## Remarks

- Price and publication zones for DESKTOP option
- The price is for advertising displayed in rotation (33 %/33 %/33 %)
- The price list and the scope of publication areas do not apply to the Events section
- Individual issue guarantee: surcharge of 100 %
- Companies interested in publishing ads in this zone please contact our advertising department
- This price list is informative and does not constitute a commercial offer within the meaning of art. 66 par. 1 of civil code
- Advertisements should be prepared in accordance with the technical specification

## Prices

NAME	SIZE (PX)	PRICE (per month)
<b>A:</b> Billboard	750 × 100 px	2,400.00
<b>B:</b> Skyscraper	120 × 600 px	2,150.00
<b>C:</b> Wideboard	950 × 200 px	2,530.00
<b>D:</b> Rectangle	300 × 250 px	1,190.00
<b>E: Expand</b> Navibox	600 × 250 px	1,190.00
<b>F:</b> Halfpage	300 × 600 px	1,460.00
<b>G:</b> Wideboard	950 × 200 px	990.00
<b>Advertorial</b>		1,110.00

All prices in EUR plus VAT. The prices are valid for the placement on the homepage, section, subsection and for articles.



# Newsletter Advertising

Advertising in the newsletter offers you direct target group access at the desired point in time.

## Your Benefit

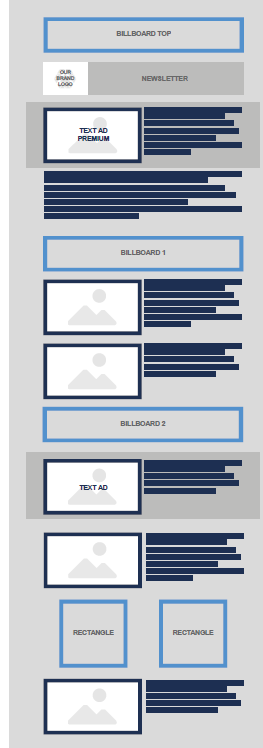
The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

## Price per Mailing

### MM Magazyn Przemyslowy Online Weekly Newsletter

Subscribers	~15,000
Publishing dates	Tuesday
Language	Polish

<b>BILLBOARD TOP</b>	850.00
<b>BILLBOARD 1</b>	660.00
<b>BILLBOARD 2</b>	560.00
<b>RECTANGLE</b>	400.00
<b>TEXT AD</b>	800.00
<b>(PREMIUM SECTION)</b>	
<b>TEXT AD</b>	600.00



All newsletters are **optimised for mobile devices**, such as smartphones or tablets.

## Text Ad Package Price

<b>4 Publications</b>	2,000.00
<b>8 Publications</b>	3,600.00
<b>12 Publications</b>	4,800.00

All prices in EUR plus VAT.

# *Native Special Newsletter*

A native special newsletter provides classic display advertising while positioning your brand in the editorial content. Demonstrate your know-how in an environment with which readers are familiar and position yourself as a solution provider in your area of expertise.

## *Your Benefit*

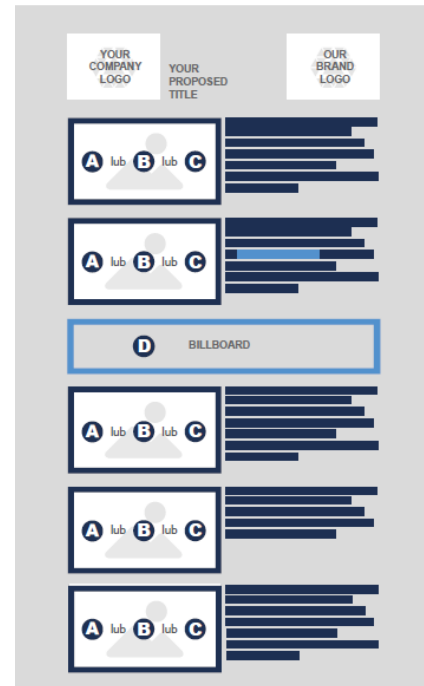
- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

## *Prices per Mailing*

- A: Editorial article  
 B: Editorial article with link  
 C: Advertorial  
 E: Exclusive occupancy of banners  
 (maximum of three banners, 750 × 100 px)

To subscribers of the editorial newsletter \_\_\_\_\_ 5,500.00

All prices in EUR plus VAT.



# Stand Alone Mailing

Profit from maximum exclusivity through a Stand Alone Mailing. Your message gets to the mailbox of your target group and reaches them directly. You provide us with input on the content and desired target group, and we will take care of the rest.

## Your Benefit

- Attention in the relevant target group
- Reduced waste coverage
- Qualified traffic to your website
- Prominent and exclusive display without competition
- Enhanced acceptance through co-branding with our media brand
- Transparency through reporting

## Prices per Mailing

A: Mailing title, proposed by you

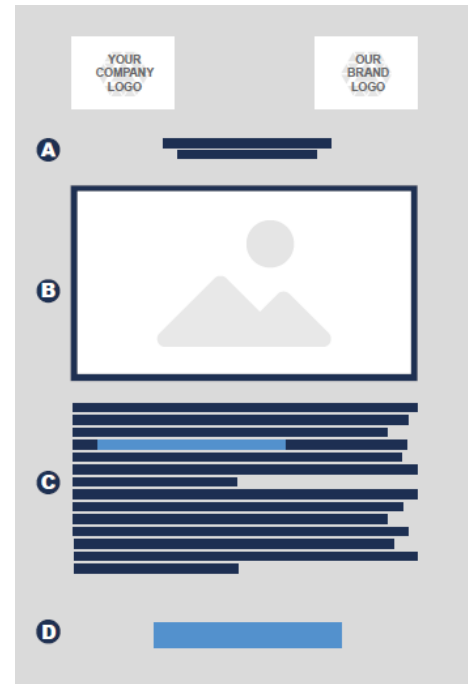
B: Picture material (680 x 290 px)

C: Text with link to your website (1,000 characters max., no spaces)

E: Call-to-Action button

To 5,000 recipients 3,900.00

Extension of the recipients possible.  
All prices in EUR plus VAT.



# Company Profile

## The Content Hub for Your Target Group

The company profile is a platform for your company to distinctively present your products and services.

Your profile is connected with thematically related technical articles, and your content is integrated in the Vogel industry media newsletters. This way, you can be where your target group is – to demonstrate presence and to be remembered.

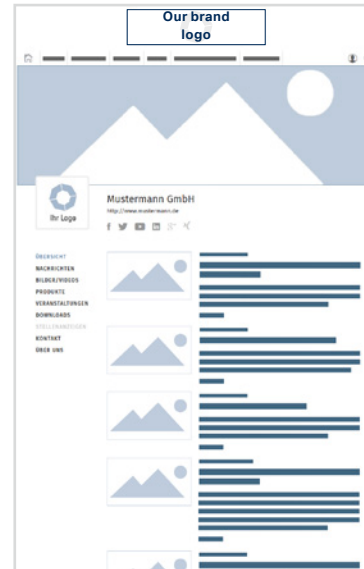
### Your Benefit

- Top-quality content mix**  
 Your company profile is populated with both your own material and with related articles by our editors.
- Enhanced findability**  
 Enhance the visibility and reach of your content through search engine optimised integration in articles and newsletters. Bring traffic to your website and improve your ranking.
- Defined target group – minimum waste coverage**  
 Reach exactly the right users: Your company profile is placed in the professional media read by the decision makers in your target group.
- Transparent reporting and easy updates in our Customer Center**  
 You can access values for ad impressions, clicks and CTR at any time to efficiently measure the success of your company profile.

### Price per Year

Basic price \_\_\_\_\_ 1,100.00

The entry is automatically renewed for another year, at the valid list price, unless terminated in writing three months prior to the expiry date of the contract. All prices in EUR plus VAT.



In the upper section, you present your company with your logo, background image, domain and social media contacts.

The overview page shows a high-quality mix of your own content and articles by our editors. The user clicks to see the full article.



# We empower you!

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**Vogel Communications Group**

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