

Over 30 years in Poland



Magazyn Przemysłowy

# International **Media Data 2024**



## Poland

Publisher

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# The Magazine

## „MM Magazyn Przemysłowy”

is the leading technical journal for managers and engineers in Polish industry. MM Magazyn Przemysłowy has been successfully positioned on the Polish market for over 30 years. MM Magazyn Przemysłowy 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.

<b>Frequency</b>	monthly, 8 issues per year
<b>Reach</b>	22. thous. recipients, print + e-issue
<b>Print run</b>	5.000 copies
<b>Place of appearance</b>	Wroclaw/PL
<b>Publisher</b>	<p><b>Raven Media sp. z o.o.</b>                  ul. Strzegomska 42AB                  PL-53-611 Wroclaw  <b>PUBLISHER</b>                  Pawel Kruk                  (Polish, English)                  Tel.: +48 71 78 23 181                  pawel.kruk@ravenmedia.pl</p>



## Recipient by Position in the Company

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

## Recipient by Industrial Sectors

• 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 %

# Editorial Calendar 2024

ISSUE & DATES	FEATURE TOPICS	
<b>1-2</b> AC 22.01 PC 25.01 PD 5.02	<b>Cover Story: Intralogistics in Industry</b>	
	<b>Report</b>	Transport industry (production of cars, airplanes, ships, rolling stock)
	<b>Market Review</b>	Handling systems
	<b>Production &amp; Manufacture</b>	Automated machine tools flexible manufacturing processes management
	<b>Robotics &amp; Automation</b>	Assembly, handling & robot technology
	<b>Maintenance</b>	Test devices, tools, operating resources
	<b>Logistics &amp; Material Flow</b>	Storage devices, picking technology
	<b>Engineering &amp; Development</b>	CAX
	<b>Research &amp; Innovation</b>	Plastics technology
	<b>Market &amp; Management</b>	Laser technologies
	<b>Smart Factory</b>	Digital transformation
<b>3</b> AC 22.02 PC 27.02 PD 8.03	<b>Fair issue: STOM-TOOL</b>	
	<b>Cover story: Tools for Industry</b>	
	<b>Report</b>	Automation of industry
	<b>Market Review</b>	Sheet metal processing machines
	<b>Production &amp; Manufacture</b>	Surface technology (systems, machines, devices, processes, auxiliaries and operating material in surface technology)
	<b>Robotics &amp; Automation</b>	Assembly, handling & robot technology
	<b>Maintenance</b>	Oils, lubricants & coolants
	<b>Logistics &amp; Material Flow</b>	Transport devices, driverless transport vehicles, industrial trucks
	<b>Engineering &amp; Development</b>	Motion Control, drives, motors, frequency converter, linear technology
	<b>Research &amp; Innovation</b>	Cables, bundles, system cables, industrial connectors
	<b>Market &amp; Management</b>	Business financing
	<b>Smart Factory</b>	Automation & control technology
<b>4</b> AC 28.03 PC 2.04 PD 12.04	<b>Cover story: FORMING</b>	
	<b>Report</b>	Plastics in industry
	<b>Market Review</b>	Cutting tools
	<b>Production &amp; Manufacture</b>	Plastic processing
	<b>Robotics &amp; Automation</b>	Assembly, handling & robot technology
	<b>Maintenance</b>	Automated machine tools flexible manufacturing processes management
	<b>Logistics &amp; Material Flow</b>	Storage devices, picking technology
	<b>Engineering &amp; Development</b>	Electric and mechanical drive technology
	<b>Research &amp; Innovation</b>	Energy technology/energy efficiency
	<b>Market &amp; Management</b>	Logistics for industry
	<b>Smart Factory</b>	Industry 4.0
<b>5-6</b> AC 13.05 PC 15.05 PD 27.05	<b>Fair issue: ITM INDUSTRY EUROPE</b>	
	<b>Cover Story: Science and industry - modern industrial technologies</b>	
	<b>Report</b>	Industrial production in Poland
	<b>Market Review</b>	Metalworking machines
	<b>Production &amp; Manufacture</b>	Machining technology
	<b>Robotics &amp; Automation</b>	Assembly, handling & robot technology
	<b>Maintenance</b>	Oils, lubricants & coolants
	<b>Logistics &amp; Material Flow</b>	Transport devices, industrial trucks, driverless transport vehicles
	<b>Engineering &amp; Development</b>	Fasteners
	<b>Research &amp; Innovation</b>	Tools for Industry
	<b>Market &amp; Management</b>	Business financing
	<b>Smart Factory</b>	Automation & control technology

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

# Editorial Calendar 2024

ISSUE & DATES	FEATURE TOPICS	
<b>7-8</b> AC 21.06 PC 25.06 PD 5.07	<b>Cover Story: MM Poland Award 2024</b>	
	<b>Report</b>	Defence industry
	<b>Market Review</b>	Presentations of the best products and solutions for the industry
	<b>Production &amp; Manufacture</b>	Cutting & joining
	<b>Robotics &amp; Automation</b>	Industrial robotics, robot periphery,
	<b>Maintanance</b>	Metrology in production processes, recording, measurement data, sensors, software
	<b>Logistics &amp; Material Flow</b>	Logistics IT, production supplies strategy
	<b>Engineering &amp; Development</b>	Additive manufacturing
	<b>Research &amp; Innovation</b>	Industrial sensors
	<b>Market &amp; Management</b>	Guaranteed power systems
	<b>Smart Factory</b>	Automation & control technology
<b>9</b> AC 2.09 PC 5.09 PD 16.09	<b>Fair issue: TOOLEX</b>	
	<b>Cover Story: Sheet Metal Proces</b>	
	<b>Report</b>	Tool industry
	<b>Market Review</b>	Welding machines
	<b>Production &amp; Manufacture</b>	Metal Forming
	<b>Robotics &amp; Automation</b>	Transfer and delivery systems
	<b>Maintanance</b>	Measuring tools
	<b>Logistics &amp; Materail Flow</b>	Storage devices, picking technology
	<b>Engineering &amp; Development</b>	Ecotechnologies in Industry
	<b>Research &amp; Innovation</b>	Energy technology/energy efficiency
	<b>Market &amp; Management</b>	Oils, lubricants & coolants
	<b>Smart Factory</b>	Logistics 4.0
<b>10</b> AC 30.09 PC 2.10 PD 14.10	<b>Cover story: WELDING</b>	
	<b>Report</b>	Market for cables, bundles, system wires
	<b>Market Review</b>	Industrial lasers
	<b>Production &amp; Manufacture</b>	Forming
	<b>Robotics &amp; Automation</b>	Service robotics, Human-Robot Collaboration
	<b>Maintanance</b>	Machine overhaul, teleservices, maintenance devices, Predictive Maintenance
	<b>Logistics &amp; Materail Flow</b>	Identification, RFID, smart logistics
	<b>Engineering &amp; Development</b>	Air conditioning and ventilation
	<b>Research &amp; Innovation</b>	Fasteners
	<b>Market &amp; Management</b>	Business financing
	<b>Smart Factory</b>	Logistics 4.0
<b>11-12</b> AC 8.11 PC 13.11 PD 25.11	<b>Cover Story: MM Poland Award 2024 - the best of the best (results)</b>	
	<b>Report</b>	Fastener industry
	<b>Market Review</b>	Machine tools for metal
	<b>Production &amp; Manufacture</b>	Surface technology
	<b>Robotics &amp; Automation</b>	Human-robot collaboration/ cooperation, cobots, grippers
	<b>Maintanance</b>	Machine overhaul, teleservices, maintenance devices, Predictive Maintenance
	<b>Logistics &amp; Materail Flow</b>	Transport devices, driverless transport vehicles, industrial trucks
	<b>Engineering &amp; Development</b>	Festeners
	<b>Research &amp; Innovation</b>	Modern industrial technologies
	<b>Market &amp; Management</b>	Electric drive technology, Motion Control, drives, motors, frequency converter
	<b>Smart Factory</b>	Industry 4.0

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

# Rate card

Professional ..... Industry  
 Format ..... 210 mm wide, 297 mm high, DIN A4  
 PRINT, PROCESSING ..... Offset printing, adhesive, binding

## Advertisement formats and prices (1c = 4c)

FORMAT	Format (columns) w x h in mm	Format (bleed ads) w x h in mm	Price (4c)
1/1 Page	190 × 270	210 × 297	3 470 €
Junior Page	136 × 190	136 × 190	2,380 €
1/2 Page	190 × 133   94 × 270	210 × 148   104 × 297	1 880 €
1/3 Page	190 × 88   62 × 270	210 × 94   71 × 297	1 270 €
1/4 Page	94 × 133   190 × 65   46 × 270	102 × 148   210 × 70   55 × 297	1 040 €
1/8 Page	46 × 133   94 × 65   190 × 31	55 × 148   102 × 70   210 × 36	600 €

For bleed ads plus 3 mm for each outer side

## Special placements

COVERS	Format (bleed ads) w x h in mm	Price
IV Cover	210 × 297	4 337 €
II and III Cover	210 × 297	4 164 €
All other special placements: 10% surcharge on the basic price		

## Discounts

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%
9 ads and more	20%

## Special advertising formats in print

Adapted to the design of the editorial contributions, your own content appears in the high-quality environment of the editorial office. Visually they are adapted to the editorially created articles.

ADVERTORIAL	
Scope	Price
1/1 page	2 300 €
2/1 pages	3 200 €

\* Incl. editorial consulting, creation and layout.  
 \* Not incl. translation

## INSERTS (not discountable)

Weight of insert	Price/per copy
up to 25 g	0,36 €
26–50 g	0,62 €
51–75 g	1,10 €
over 75 g	on request
Maximum size: 200 x 290 mm. Supplement to partial run (minimum 2,000 copies) + 10% basic price	

SHIPPING ADDRESS FOR INSERTS  
 Magazyn Raven Media, ul. Przemkowska 20, 54-426 Wrocław, Poland

## Image promotion

This variant comprises several pages with large-format images and associated signatures, short statements or teasers, which are placed per image or per page. In this way, additional explanations or detailed descriptions can be displayed

Scope	Price
4/1 pages	4 020 €

\* Incl. editorial consulting, creation and layout.

## Infographics

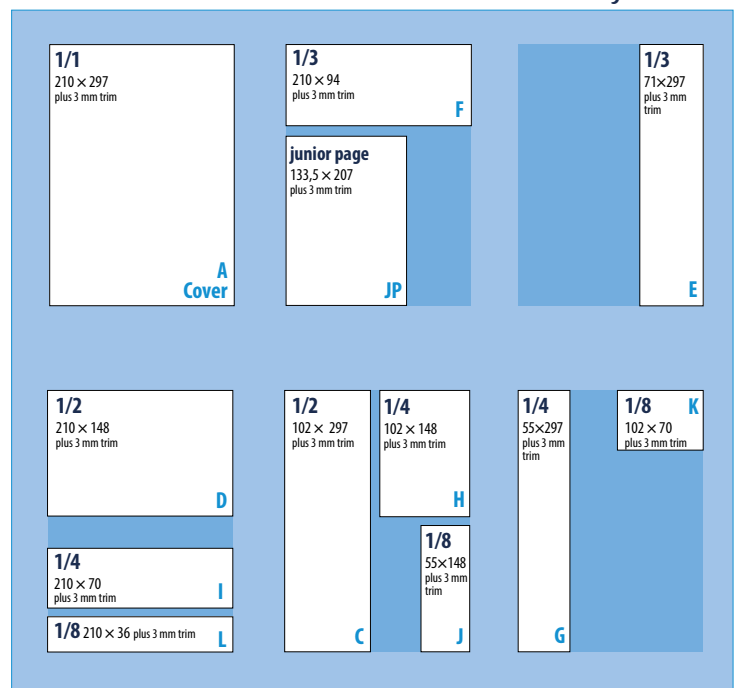
Present complex interrelationships and processes in the form of an infographics. In this way you can, e.g., visually prepare and present a special problem, service offers or a new technology.

Explanation-intensive contents can be conveyed in this way simply and at the same time vividly, and at the same time vividly.

Scope	Price
2/1 pages	4 500 €

\* Incl. editorial consulting, creation and layout.

## Advertisement formats



# Banners on the portal

## – magazynprzemyslowy.pl

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

### Price and publication zones for DESKTOP option

- A** BILLBOARD  
750 x 100 px
- B** WIDEBOARD TOP  
950 x 200 px
- C** SKYSCRAPER  
120 x 600 px
- D** RECTANGLE  
300 x 250 px
- E** NAVIBOX  
600 x 250 px
- F** HALFPAGE  
300 x 600 px
- G** WIDEBOARD  
950 x 200 px

### Price for DESKTOP option

NAME	SIZE (px)	PRICE for 1 month
A: Billboard	750 x 100	2 400 €
B: Wideboard TOP	950 x 200	2 530 €
C: Skyscraper	120 x 600	2 150 €
D: Rectangle	300 x 250	990 €
E: Navibox	600 x 250	1 190 €
F: Halfpage	300 x 600	1 460 €
G: Wideboard	950 x 200	990 €
Advertorial		1 110 €

### Price and publication zones for MOBILE option

- Size: 300x100 (px)
- Mobile banner placement: 15% surcharge on the basic price
- Mobile banners are played in places and zones designated for desktop counterparts

### Remarks

- The price is for advertising displayed in rotation (A, B, C- 33%/33%/33%, D, E, F, G- 50%/50%)
- Banners D,E,F,G: the scope of publication areas do not apply to the not editorial sections (Events, Firm Profile, Advertorials)
- 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



# Company profile

magazynprzemyslowy.pl

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 MM Poland media newsletters. This way, you can be where your target group is – to demonstrate presence and to be remembered.

## The Content Hub for Your Target Group

### Your Benefit

- **Top-quality content mix**  
Your company profile is populated with both your 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 up dates.**  
You can access values for ad impressions, click and TR at any time to efficiently measure the success of your company profile.

Your profile is connected with thematically related technical articles, and your content is integrated in the MM Poland media newsletters. Unlimited content press releases, products, videos and more. With your company profile, you publish as much content on the portal as you like.

### Price per year

Basic price 1 900 EUR



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



# 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 Przemysłowy online Weekly Newsletter  
 Subscribers ~17 thous.  
 Publishing dates Thursday  
 Language Polish

## Price per Mailing

NAME	PRICE per1 issue
Billboard TOP	850 €
Bilboard 1	660 €
Bilboard 2	560 €
Rectangle	400 €
Text Ad TOP	800 €
Text Ad	600 €

## Text Ad Package Price

	4 publications	8 publications	12 publications
price (EUR):	2 000	3 600	4 800

All prices are quoted net in EUR.

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

The visual examples show various ad placements within a newsletter layout. At the top, there is a 'billboard TOP' section. Below it, a red header bar contains the 'MM Magazyn Przemysłowy' logo, the tagline 'Tak działa przemysł', and the word 'Newsletter'. The main content area features several text blocks, some with a person icon and the label 'TEXT AD TOP'. Below these are more text blocks, some with a person icon and the label 'TEXT AD'. At the bottom, there are two 'rectangle' ad placements.



# 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

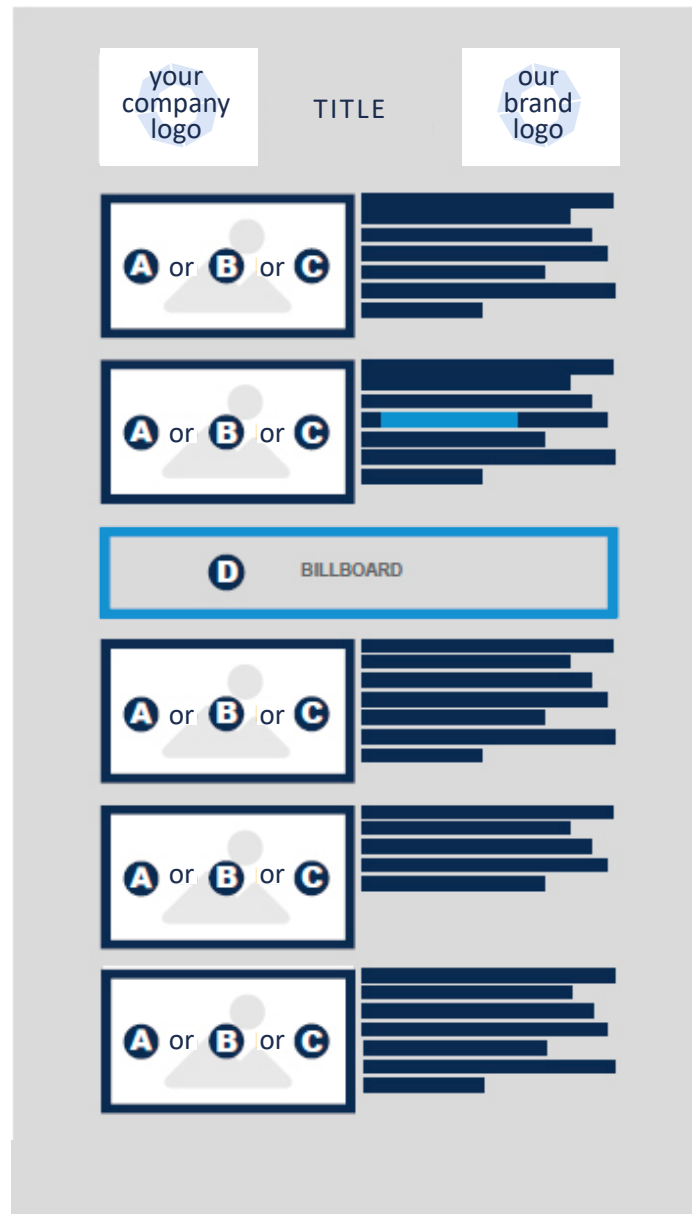
- Positioning as an expert on a specific topic
- High acceptance due to the editorial environment of our media brand
- Enhanced awareness in the relevant target group
- Prominent and exclusive presentation with logo and banner formats
- Full transparency and measurability through our reporting

## Contents

- A** Editorial article
- B** Editorial article with link
- C** Text AD
- D** Exclusive occupancy of banners (maximum of three banners, 750 × 100 px)

## Price per Mailing:

To subscribers  
of the editorial  
newsletter 4500 EUR



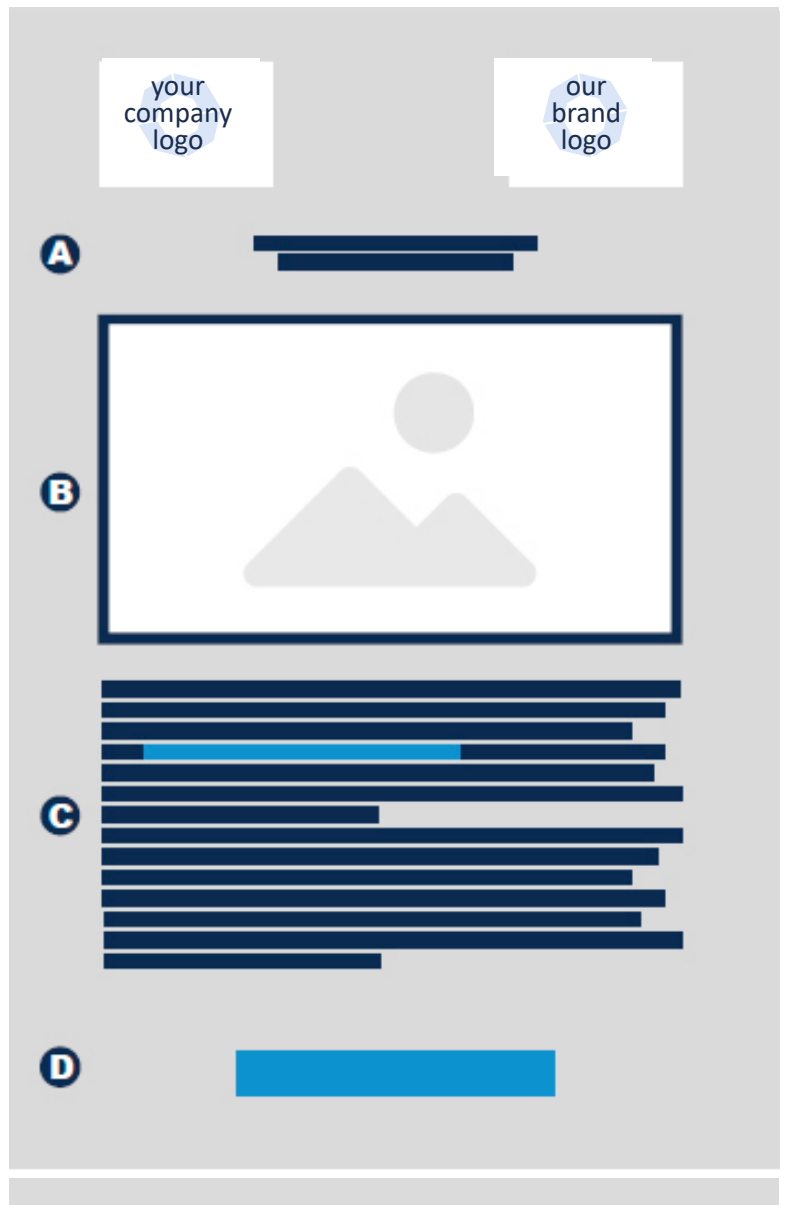
All prices are quoted net in EUR..

# Targeted Stand Alone Mailing

Profit from maximum exclusivity through a Stand Alone Mailing. Your message gets to the mail box 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.

## Contents

- 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)
- D** Call-to-Action button



## Your benefit:

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

## Price per Mailing:

To subscribers  
of the editorial  
newsletter 2 900 EUR

All prices are quoted net in EUR.

## We empower you!

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**Raven Media Sp. z o.o.**

ul. Strzegomska 42AB  
53-611 Wrocław  
Poland  
biuro@ravenmedia.pl  
ravenmedia.pl

Your Personal Contact

**Paweł Kruk**

EDITOR-IN-CHIEF

pawel.kruk@ravenmedia.pl

Tel. +48 71 78 23 181



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