



International Media Kit 2024



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.) Připotocní 1519/10A CZ-101 00 Praha 10 Mrs. Helena Syručková (Czech, English) Mobile: +420 775 245 802 helena.syruckova@mmspektrum.com

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 BLEED OFF + 3 MM BLEED	PRICE 4C
1/1 page	4 180 × 270	216 × 303	4,160.00
Junior page	149 × 210	155 × 216	2,860.00
1/2 page	2 88 × 270	106 × 303	2,260.00
	4 180 × 132	216 × 163	
1/3 page	1 58 × 270	76 × 303	1,530.00
	4 180 × 82	216 × 113	

Rate Card no. 42, valid from 01/01/2024. All prices are 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 8,330.00

Back cover 5,210.00

Inside front and back cover 4,990.00

Bleed charges:
(for all sizes, also for single-side bleed only) 420.00

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/m² 10,350.00

Editorial Calender 2024

ISSUE	DATE	MAIN TOPICS	FAIRS
1/2	PD FEB 7 AC JAN 8	• Production and reconditioning of molds – precision machining, unconventional technologies, spark erosion machining, hybrid production technologies • Innovations in the technology of processing of metal sheets and profiles, Machines and technology for welding and joining materials	
3	PD MAR 6 AC FEB 5	• Instruments of effective production – automation, robotization, digitalization, predictive maintenance, measurement and quality control, enterprise systems (ERP – Enterprise Resource Planning)	Amper Brno (19. - 21. 03.)
4	PD APR 3 AC MAR 4	• Advanced technologies and materials – 3D technologies, laser technologies, processing of plastics and other innovative materials	Hannover Messe (23. - 26. 04.)
5	PD MAY 2 AC APR 2	• Cutting tools, materials and their coating for machining traditional and special materials (Inconel, aluminium, hard materials, composites) • Lubricants, industrial oils, cutting fluids	MSV Nitra
6	PD JUN 3 AC APR 29	• Innovations in the field of cutting operations – machines, technologies, control systems	

ISSUE	DATE	MAIN TOPICS	FAIRS
7/8	PD JUN 26 AC MAY 27	• Service processes in production – clamping of tools and workpieces, automation, palletization, pneumatic and hydraulic components • Single-purpose machines, semiautomatic production equipment, and safety • Software support for production	
9	PD SEP 4 AC AUG 5	• 1. Trade Fair Edition: Special edition focused on machining technology on the occasion of the AMB Stuttgart and International Engineering Fair (MSV) Brno 2024	AMB Stuttgart (10. - 14. 09.) MSV Brno (08. - 11. 10.)
10	PD OCT 2 AC SEP 2	• 2. Trade Fair Edition: Special edition focused on machining technology on the occasion of the International Engineering Fair (MSV) Brno 2024	MSV Brno (08. - 11. 10.)
11	PD NOV 13 AC OCT 14	• Components of production equipment – drives, transmissions, bearings and couplings • Predictive maintenance for intelligent production • Automation of small-lot and single-part production	
12	PD DEC 11 AC NOV 11	• Technology of machining focused on the aerospace and automotive industry, medical industry and power engineering • Multifunctional machining	

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 ø 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 %

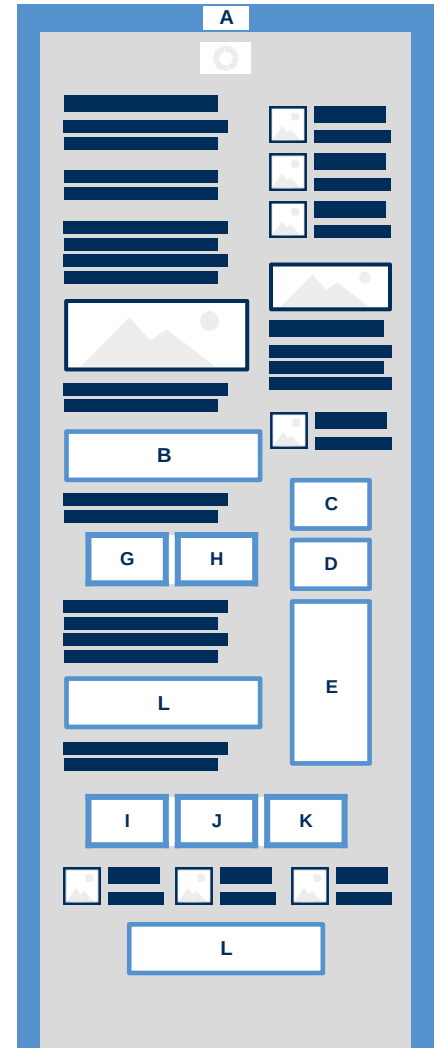
12 months term 15 %

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	2,400.00
Billboard top position (B)	970 × 250	320 × 100	all pages	930.00
Inline Rectangle right position (C, D)	300 × 250	300 × 250	all pages	620.00
Halfpage Ad right position (E)	300 × 600	320 × 100/ 970 × 210	all pages	930.00
Billboard bottom position down (F)	970 × 250	300 × 600	all pages	820.00
Inline Rectangle (G, H) or position down (I, J, K)	300 × 250	300 × 250	all pages except homepage	510.00
Billboard middle of article (L)	970 × 250	300 × 600	all pages except homepage	620.00
Large Mobile homepage top	300 × 100	300 × 100	only homepage	510.00

All prices in EUR plus VAT.



MM Průmyslové spektrum



We empower you!

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