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.)
Pripotocni 1519/10A
CZ–101 00 Praha 10

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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

Additional Charges

FOR PLACEMENT
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

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 %

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Please enquire about terms

Special Advertising Formats
BOUND INSERTS AND LOOSE INSERTS
- 2 page up to 135 g/m²: 8,620.00

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)

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>COLUMNS, W x H IN MM</th>
<th>WIDTH × HEIGHT BLED OFF + 3 MM BLEED</th>
<th>PRICE 4C</th>
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Rate Card no. 42, valid from 01/01/2022. All prices in EUR plus VAT.
# Editorial Calendar 2022

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATE</th>
<th>MAIN TOPICS</th>
<th>FAIRS</th>
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</table>
| 1/2   | PD FEB 2  AC JAN 5 | • Production of moulds  
• Multifunctional and electroerosive machining  
• Unconventional technologies  
• Innovations in sheet metal and profile processing technology | Metav  
Düsseldorf (DE), Mar 08–11 |
| 3     | PD MAR 2  AC FEB 1 | • Progressive technologies and materials -3D technologies  
• Laser technologies  
• Processing of plastics and other innovative materials | Engineering Forum by MM  
Czech  
March |
|       |       | **Supplement MM Science Journal - March edition** | |
| 4     | PD APR 6  AC MAR 7 | • Cutting tools  
• Materials and their coatings for machining traditional and special materials  
• Cutting fluids (inconel, aluminium, hard materials, composites) | HANNOVER MESSE  
Hannover (DE), Apr 25–29  
Laser World of Photonics  
München (DE), Apr 26–29 |
| 5     | PD MAY 4  AC APR 4 | • Tools for efficient production - automation  
• Digitalization and robotization measurement in mechanical engineering quality control  
• Enterprise Resource Planning (ERP) | wire tube  
Düsseldorf, May 09–13  
Amper Brno  
Brünn, May 17–20  
automatica  
München, Jun 21-24 |
| 6     | PD JUN 1  AC MAY 2 | • Innovative innovations in machining - machines  
• Technologies  
• Control systems | **Supplement MM Science Journal - June edition** |

PD: Publishing Date  | AC: Ad Close
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<th>ISSUE</th>
<th>DATE</th>
<th>MAIN TOPICS</th>
<th>FAIRS</th>
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<tr>
<td>7/8</td>
<td>PD JUN 29</td>
<td>• Automation of processes clamping of machining tools</td>
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<td></td>
<td>AC MAY 30</td>
<td>• Clamping of workpieces and palletizing</td>
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<td>• Single-purpose machines and semi-automatic production equipment</td>
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<td>• Software production support</td>
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<td><strong>Supplement MM Science Journal - June edition</strong></td>
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<td>PD SEP 7</td>
<td>• 1st trade fair edition focused on machining technology at the Fair AMB Stuttgart and 63th International Engineering Fair Brno 2022</td>
<td>AMB Stuttgart (DE), Sept 13–17 MSV Brno Brno (CZ), Oct 3–7</td>
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<td>AC AUG 8</td>
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<td><strong>Supplement MM Science Journal - October edition</strong></td>
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<td>AC AUG 29</td>
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<td>11</td>
<td>PD NOV 16</td>
<td>• Components of production equipment - drives, gears, bearings and couplings</td>
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<td>AC OCT 17</td>
<td>• Service and predictive maintenance</td>
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<td>• Automation of small series and piece production</td>
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<td>• Retrofitting</td>
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<td>12</td>
<td>PD DEC 14</td>
<td>• Machining technologies focused on precision mechanical engineering in the field of on Medical and Energy</td>
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<td></td>
<td>AC NOV 14</td>
<td>• Multifunction machining</td>
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<td><strong>Supplement MM Science Journal - December edition</strong></td>
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PD: Publishing Date | AC: Ad Close

All editions deal with manufacturing technology, machining, machine tools, tooling, materials and CAD topics.
# 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

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All prices in EUR plus VAT.

**Discounts**

- 2 months term: 3%
- 3 months term: 4%
- 5 months term: 5%
- 12 months term: 15%
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