International Media Kit 2023

Czech Republic
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
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(Czech, English)
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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

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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<td>1/1 page</td>
<td>4 180 × 270</td>
<td>216 × 303</td>
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<td>216 × 163</td>
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<tr>
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<td>216 × 113</td>
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Rate Card no. 42, valid from 01/01/2023. 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 Calendar 2023

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>DATE</th>
<th>MAIN TOPICS</th>
<th>FAIRS</th>
</tr>
</thead>
</table>
| 1/2   | PD FEB 8   | • Production and reconditioning of molds – precision machining, unconventional technologies, spark erosion machining, hybrid production technologies  
       | AC JAN 9    | • Innovations in the technology of processing of metal sheets and profiles, Machines, and technology for welding and joining materials |                              |
| 3     | PD MAR 8   | • Instruments of effective production – automation, robotization, digitalization, predictive maintenance, measurement and quality control, enterprise systems (ERP – Enterprise Resource Planning) | Amper Brno  
       | AC FEB 6    |                                                             | (21. - 23. 03.)               |
| 4     | PD APR 5   | • Advanced technologies and materials – 3D technologies, laser technologies, processing of plastics and other innovative materials | Hannover Messe  
       | AC MAR 6    |                                                             | (17. - 21. 04.)               |
| 5     | PD MAY 3   | • Cutting tools, materials and their coating for machining traditional and special materials (Inconel, aluminium, hard materials, composites)  
       | AC APR 3    | • Lubricants, industrial oils, cutting fluids | MSV Nitra                    |
| 6     | PD JUN 1   | • Innovations in the field of cutting operations – machines, technologies, control systems |                              |
|       | AC MAY 2    |                                                             |                              |

PD: Publishing Date | AC: Ad Close
<table>
<thead>
<tr>
<th>ISSUE</th>
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<th>FAIRS</th>
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</table>
| 7/8   | PD JUN 28 AC MAY 29 | • 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 |  
|       |       |             | EMO Hannover (18. - 22. 09.)  
MSV Brno (10. - 13. 10.) |
| 9     | PD SEP 6 AC AUG 7 | • 1. Trade Fair Edition: Special edition focused on machining technology on the occasion of the EMO Hannover and International Engineering Fair (MSV) Brno 2023 |  
|       |       |             | MSV Brno (10. - 13. 10.) |
| 10    | PD OCT 4 AC SEP 4 | • 2. Trade Fair Edition: Special edition focused on machining technology on the occasion of the International Engineering Fair (MSV) Brno 2023 |  
|       |       |             | MSV Brno (10. - 13. 10.) |
| 11    | PD NOV 15 AC OCT 16 | • 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 13 AC NOV 13 | • Technology of machining focused on the aerospace and automotive industry, medical industry and power engineering  
• Multifunctional machining |  

PD: Publishing Date | AC: Ad Close  
All editions deal with manufacturing technology, machining, machine tools, tooling, materials and CAD topics.
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Banner

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<thead>
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<th><a href="http://www.mmspektrum.com">www.mmspektrum.com</a></th>
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<td></td>
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<td>Visits</td>
<td>ø 1,300 on workdays</td>
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<td>jpg, gif, png, svg, webp, html5</td>
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<th>SIZE MOBILE (px)</th>
<th>PLACEMENT</th>
<th>PRICE (one month in EUR)</th>
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<td>300 × 100</td>
<td>only homepage</td>
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Discounts

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- 3 month term: 4%
- 5 month term: 5%
- 12 month term: 15%

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