

# International Media Kit2024

**–** Hungary

VOGEL COMMUNICATIONS



### The Magazine

MM Müszaki Magazin is Hungary's leading, independent technical magazine.

MM Müszaki Magazin presents business information, feature articles and news about national and international products, innovations and developments of use to manufacturers and users, sales staff and buyers.



#### TARGET GROUP

Managers and professional development engineers and users in industry, the crafts and trade.

FREQUENCY	10 times a year
-	(2 double issues 1/2, 7/8)
CIRCULATION	5,000-7,000 copies
PLACE OF PUBLICATION	Budapest/Hungary
PUBLISHER	Müszaki Média Kiadó Kft.
	Fillér u. 36. 1./1.
	H-1026 Budapest
	Mr. Tamás Gal
	(Hungarian English)

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### Distribution by Industry Sector

Mechanical engineering, metalworking, precision tools automation, drive systems, hydraulics, pneumatics, fluidics, mounting and assembly lines, c-technologies	, 47%
Water, gas, oil, electric power (and their generation	
and distribution), water treatment and purification,	
recycling, environmental protection	13%
Measurement and control, instrumentation,	
process control, safety	11%
Electrical engineering, industrial electronics, micro-electronics, electrical elements,	
electronic components, optoelectronics, sensors	10%
Vehicle industry	7%
Telecommunication, computing, information and	
organisation systems, office systems	6%
Local authorities, other business sectors	4%
Heating, air-conditioning, installation, sanitation,	
lighting technique	2%

#### Recipients by Position in the Company

	(Publisher's statistics)
Top management	44%
Production / supply	32%
Marketing / sales	12%
Research	8%
Others	4%

### **Rate Card**

SCOPE	Industry
MAGAZINE SIZE	210 $ imes$ 297 mm (width $ imes$ height), DIN A4
	<b>Type Area</b> 200 × 287 mm 3 columns each, 46 mm wide
PRINTING, BINDING	Offset printing, perfect binding

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

FORMAT SIZE	W × H (in MM)	BLEED ADS (plus 3mm for each outer side) W × H (in MM)	PRICE (in EUR)
1/1 page	190 × 277	210 × 297	3,490.00
1/2 page	200×134 90 × 280	210 × 137 94 × 297	1,990.00
1/3 page	200 × 87 70 × 280	210 × 92 73 × 297	1,290.00
1/4 page	200 × 59 44 × 280	210 × 64 47 × 29	1,090.00

All prices in EUR plus VAT.

#### **MM COVER PAGE STORY**

6,300.00€

4 pages

8 pages

8,890.00€

### Extra Charges for Special Sizes

Consecutive pages recto/verso and double pages (up to 4 colours according to the European colour pattern):

#### **Double page spread**

6,990.00Back cover4,390.00Inside front and back cover4,190.00Bleed charges:(for all sizes, also for single-side bleed only)390.00

### Discount

For placement within one insertion year, starting with publication of the first ad.

#### FREQUENCY DISCOUNT

3 ads and more	10 % of basic price
6 ads and more	15 % of basic price
9 ads and more	20 % of basic price

### Special Advertising Formats

Two-page, up to 135g/m<sup>2</sup>

8,690.00

### **Editorial Calender 2024**

ISSUE	DATES	TOPICS	FAIRS
1/2	AC Jan 29 PD Feb 12	Topic in Focus: Green Eco Technologies         • Used machines, systems and technologies         • International trade fairs overview         • Labor market, employment & industry         • Mechanical engineering industry	Pollack Expo, Pécs (HU), Feb, NORTEC, Hamburg (DE) Jan 23-26. maintenance, Dortmund (DE) Feb 21-22. METAV, Düsseldorf (DE) Feb 20-23.
3	AC Feb 26 PD Mar 11	<ul> <li>Fasteners</li> <li>Topic in Focus: Automotive Industry, Logistics</li> <li>Automation and automating, industrial robots and manipulators, measurement and control</li> <li>Mechanical engineering, automation technology, metalworking</li> </ul>	LogiMAT, Stuttgart (DE) Mar 19-21. AMPER, Brno (CZ) Mar 19-21. Fastener Fair, Stuttgart (DE) Mar 21-23.
4	AC Mar 25 PD Apr 08	Topic in Focus: Automation Technology         • Process control systems, automation technology, supply industry, subcontracting         • Mechanical engineering, metalworking         • Green energy eco-technologies	Innoelectro, Budapest (HU) Apr 23- 25. PaintExpo, Karlsruhe (DE) Apr 9-12. Hannover Messe, Hannover (DE) Apr 22-26. Control, Stuttgart (DE) Apr 23-26.
5	AC Apr 22 PD May 06	FAIR ISSUE         Topic in Focus: Mechanical engineering, Industry 4.0         • Mechanical engineering industry, maintenance, surface treatment, financing, plastics processing, pneumatics and hydraulics, pumps and fittings         • Industrial robots and manipulators         • Laser technologies         • Industrial electronics, drive engineering         • Medical technologies	Ipar Napjai - Industry Days, Budapest (HU) May 07-10.

AC: Ad Close |PD: Publication Date

ISSUE	DATES	TOPICS	FAIRS
6	AC Jun 03 PD Jun 17	Topic in Focus: Industrial Robots and Manipulators         • Quality control and standards (TQM), certificates         • Energy technology, transmissions         • Mechanical engineering industry         • Building industry, building engineering, heating, ventilation, air condition technology	automatic, Munich (DE) Jun 24-27. SENSOR+TEST, Nürnberg (DE) Jun 11-13.
7/8 9	AC July 15 PD July 29 AC Aug 26 PD Sep 09	Topic in Focus: Automotive Industry, Logistics         • Supply industry, subcontracting         • Industrial robots and manipulators         • Laser technologies         • Plastics industry         Topic in Focus: Automation Technology         • Mechanical engineering, automation technology, metalworking         • CAD/CAM systems         • Automotive industry	AMB, Stuttgart (DE) Sep 10-14.
10	AC Sep 23 PD Oct 07	<ul> <li>Topic in Focus: Mechanical engineering, Industry 4.0</li> <li>Process control systems, drive engineering, automation technology, assembly, industrial electronics</li> <li>Mechanical engineering industry, sheet metal working industry</li> </ul>	Motek, Stuttgart (DE), Oct 8-11. EuroBLECH, Hanover (DE) Oct 22- 25.

AC: Ad Close |PD: Publication Date

ISSUE	DATES	TOPICS	FAIRS
11	AC Oct 28 PD Nov 11	Topic in Focus: Industrial Robots and Manipulators         • Mechanical engineering industry, industrial safety and security, aviation and aerospace         • Automotive industry         • logistics, transport and materials handling, packaging	Jimtof, Tokio (JP) Nov 5-10. electronica, Munich (DE) Nov 12-15.
12	AC Nov 25 PD Dec 09	<ul> <li>Topic in Focus: Annual Summary</li> <li>Chemical industry, plastics industry, oils and lubricants</li> <li>Mechanical engineering, automation technology</li> </ul>	



### 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

Domainwww.muszaki-magazin.huThe banner will be placed on home page level in rotating.Each position will contain max. 3 alternating banners.

Visits/month	about 35,000
Permitted	
graphic formats	jpg, gif, png, svg, webp, html5
Maximum file size	50KB per file

NAME	CODE	SIZE (PX)	PRICE (per month)
Leaderboard	А	728 × 90	990
Large Leaderboard	В	970 × 90	990
Billboard	С	970 × 250	2,200
Rectangle	D	300 × 250	590
Halfpage	E	300 × 600	990
Skyscaper	F	120 × 600	590
PR article	G		590

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

Discounts	
2 months term	3%
3 months term	4%
5 months term	5%
12 months term	15%

All prices in EUR plus VAT.



### **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

Subscribers	~13,000
Publishing dates	2x / week: Tuesday, Thursday
Language	Hungarian

NAME	CODE	SIZE (PX)	PRICE (per month)
Billboard Top	А	564 × 100	890
Billboard 1	В	564 × 100	690
Billboard 2	С	564 × 100	590
Text AD (Premium section)	D		790
Text AD	E		590

All prices in EUR plus VAT.

### **Your Benefit: Text Ad Package Price**

4 Publications	1,790
8 Publications	3,000
12 Publications	3,990







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



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## **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

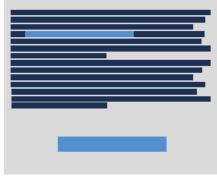
### Price per Mailing

Subscribers	~13,000
Publishing dates	based on Client request
Language	Hungarian / English
PRICE	2,990

All prices in EUR plus VAT.







### We empower you!

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