

Media Data 2024







The Magazine

"elektrotechnik AUTOMATYK" provides users in the production and processing industries a comprehensive overview of the entrie value chain of products, technologies and services in automation, the conditions of use and the potential for improvement and the use-value of new developments for operational practice are the focus of this publication.

TARGET GROUP

Electronic design energineers, planners and project angineers, operations and production engineers, purchasers and service providers, the technical.

Frequency

4 issues per year

Reach

21 thous.(print + e-issue)

Print run

4.000 copies

Place of appearance

Wroclaw/PL

Publisher

Raven Media sp. z o.o.

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PUBLISHER

Pawel Kruk (Polish, English) Tel.: +48 71 78 23 181 pawel.kruk@ravenmedia.pl

Methods of distribution

- Free of charge via controlled circulation, the readership is specifically selected (from our database) according to the editorial content of each issue
- By subscription
- A trade fairs and branch events related to magazine
- E-issue by mailing and portal



Recipient by Industrial Sectors

- Industrial Process Measurement and Control, Automation Engineering
- Machine Construction, Apparatus Construction
- Electronic Engineering (incl. Retail Market)
- Consulting Engineers, Engineering Advice
- Chemical Industry, Pharmacy, Plastic Industry, Oil and Gas Industry
- Automotive Engineering
- Iron Metal Production
- Food Industry
- Power Industry
- Scientific Institute, Explorary Organisation
- Others



Editorial Calender 2024

ISSUE & DATES	FEATURE TOPICS		
	Trade Fairs Issue: STOM		
	Cover story (Report)	The industrial automation market in Poland - trends and challenges	
	Market	Industrial sensors for automation	
AC	Control & Regulation	Electromechanical and semiconductor relays	
1.03	Drive Systems & Mechatronics	Servo drives in industrial automation	
PC	Connect & Supply Smart power and solutions for power management		
16.02	Software & Engineering	Measuring software	
PD 18.03	Automation	Systems for production automation	
15.05	Robotics	Man-Machine Interface	

ISSUE & DATES	FEATURE TOPICS			
	Trade Fairs Issue: WARSAW INDUSTRY AUTOMATICA ITM INDUSTRY EUROPE			
7	Cover story (Report) Energy for industry			
_	Market Conductors, fibre optics, cables and cable assemblies			
AC	Control & Regulation	Thermal management and cooling products for power components, power supplies and inverters		
19.04	Drive Systems & Mechatronics	Drive electronics		
PC 24.04	Connect & Supply	Safety relays		
	Software & Engineering	Engineering materials and coatings		
PD 6.05	Automation	Systems for production automation		
0.03	Robotics	Industrial manipulators		

ISSUE & DATES	FEATURE TOPICS		
	Trade Fairs Issue: ENERGETAB/ TRAKO		
7	Cover story (Report)	Energy for industry	
3	Market	Industrial technologies for railways	
AC	Control & Regulation	Oscilloscopes, analyzers, multimeters	
24.08	Drive Systems & Mechatronics	Motors (AC / DC electric motors, stepper motors, low power motors, motor protection)	
PC	Connect & Supply	Emergency power systems	
26.08	Software & Engineering	Materials and surface technology	
PD	Automation	Systems for production automation	
9.09	Robotics	Automated guided vehicle systems (AGVS)	

ISSUE & DATES	FEATURE TOPICS		
	Cover story (Report)	Industry robotization	
A	Market	Housings, rack systems, switch cabinets, shielding	
4	Control & Regulation	Measurement and testing	
AC	Drive Systems & Mechatronics	Motion control	
24.10	Connect & Supply	Smart power and solutions for power management	
PC	Software & Engineering	Assembly production equipment and services	
29.10 PD	Automation	Control engineering and industrial communication (control systems and IPC, field communication and systems for production automation	
8.11	Robotics	Automated guided vehicle systems (AGVS)	



Rate card

Advertisement formats and prices

FORMAT	Format (columns) w × h in mm	Format (bleed ads) w x h in mm	Price (4c)
1/1 Page	190 × 270 (4)	210 × 297	2 900 €
Junior Page	136 × 190	136 × 190	1 770 €
1/2 Page	190 × 133 (4) 94 × 270 (2)	210 × 148 104 × 297	1 600 €
1/3 Page	190 × 88 (4) 62 × 270 (1)	210 × 94 71 × 297	1 150 €
1/4 Page	94 × 133 (2) 190 × 65 (1) 46 × 270 (4)	102 × 148 210 × 70 55 × 297	820€
1/8 Page	46 × 133 (1) 94 × 65 (2) 190 × 31 (4)	55 × 148 102 × 70 210 × 36	510€

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	3 590 €
II and III Cover	210 × 297	3 300 €
All other special placements: 10% surcharge on the basic price		

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.

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.

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%

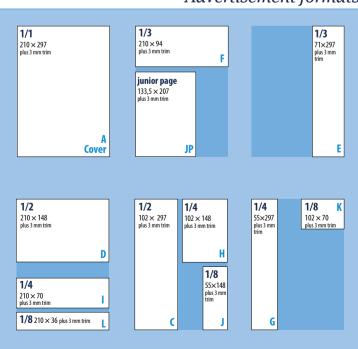
■ *INSERTS* (not discountable)

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		
(mimimum 2,000 copies) + 10% basic pric		

SHIPPING ADDRESS FOR INSERTS

Magazyn Raven Media, ul. Przemkowska 20, 54-426 Wrocław, Poland

Advertisement formats



^{*} Not incl. translation



Banners on the portal

- elektrotechnikautomatyk.pl

Price and publication zones for DESKTOP option

- A BILLBOARD 750 x 100 px
- NAVIBOX 600 x 250 px
- WIDEBOARD TOP 950 x 200 px
- HALFPAGE 300 x 600 px
- SKYSCRAPER 120 x 600 px
- G WIDEBOARD 950 x 200 px
- RECTANGLE 300 x 250 px

Price for DESKTOP option

NAME	SIZE (px)	PRICE for 1 month
A: Billboard	750 × 100	1 670€
B: Wideboard TOP	950 × 200	1 830 €
C: Skyscraper	120 x 600	1 510 €
D: Rectangle	300 × 250	740 €
E: Navibox	600 × 250	820€
F: Halfpage	300 × 600	950€
G: Wideboard	950 × 200	950€
Advertorial		780 €

Price and publication zones for MOBILE option

- 300×50 px rectangle, 300×100 px rectangle, 300×100 pxl all other banners
- 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

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





Company profile

elektrotechnikautomatyk.pl

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

Reah 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 in our Customer Center You can access values for ad impressions, click and TR at any time to efficently 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.

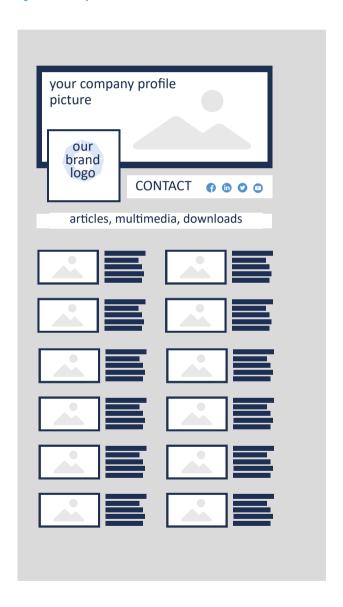
Price per year

Basic price

1 440 EUR

The company profile is a platform for your company to distinctively present your products and services.

Your profile is connected with thematically related tchnical articles, and your content is integrated in the Raven Media industry 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.



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

Your benefit:

The high reach ensures an effective penetration of your target group, which is informed with current and relevant topics.

Price per Mailing:

elektrotechnik AUTOMATYK online	Weekly Newsletter	
Subscribers	~17 thous.	
Publishing dates	weekly, Friday	
Language	Polish	

Price per Mailing

NAME	PRICE per1 issue	
Billboard TOP	770 €	
Bilboard 1	600€	
Bilboard 2	510€	
Rectangle	360€	
Text Ad (Premium Section)	720€	
Text Ad	540 €	

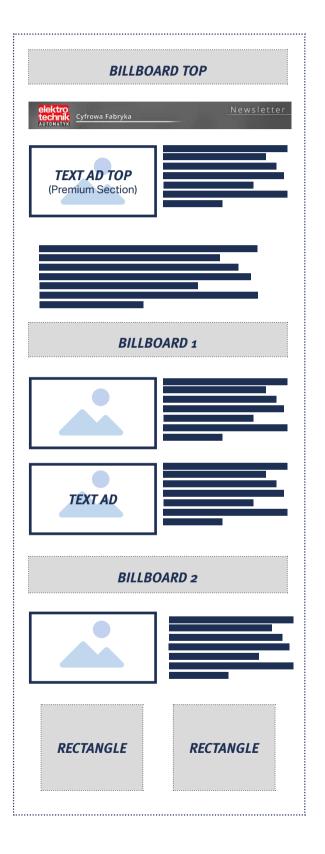
Text Ad Package Price

	4 publications	8 publications	12 publications
price (EUR):	1 800	3 300	4 400

All prices are quoted net in EUR.

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

Advertising in the newsletter offers you direct target group access at the desired point in time.





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
- Ful I transparency and measurability through our reporting

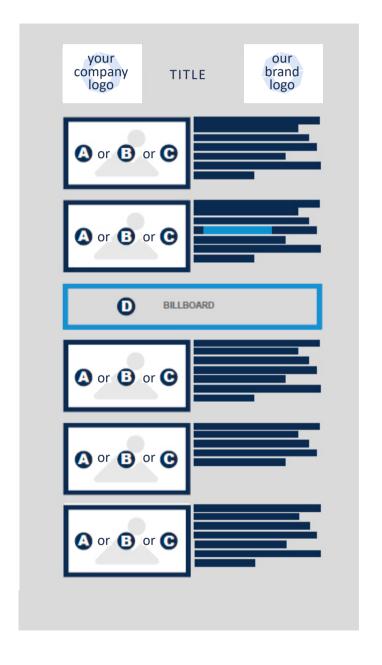
Contents

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

Price per Mailing:

To subscribers of the editorial newsletter

3 900 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
- Picture material (680 x 290 px)
- Text with link to your website (1,000 characters max., no spaces)
- Call-to-Action button

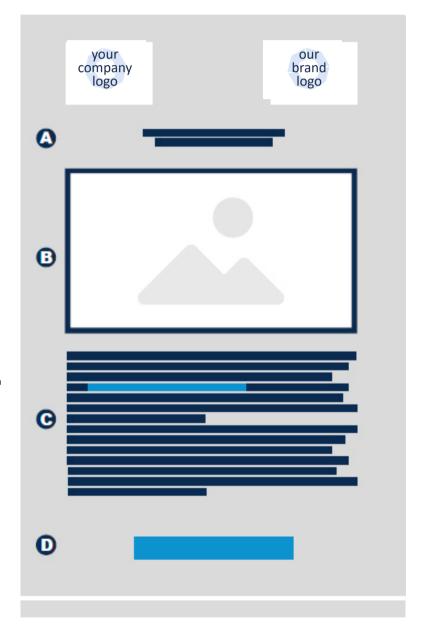
Your benefit:

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

Price per Mailing:

To subscribers of the editorial newsletter

2 500 EUR



All prices are quoted net in EUR.

We empower you!

Raven Media Sp. z o.o.

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