



Volume twenty five
Published 10 times a year
Price 3 €
Annual subscription 25 €
Edition 8,000 copies (up to 10,000 for exhibition issues)

Your guide through the world of industry

Technika a trh is a polytechnic magazine, bringing information and matters of interest concerning the Czech and Slovak industry.

A4 format (210 × 297 mm)

Glued V2 binding

Design: chalk paper matte 115 g

Cover: 250 g laminated/UV varnish

T+T Technika a trh

T+T Technika a trh - the polytechnic journal

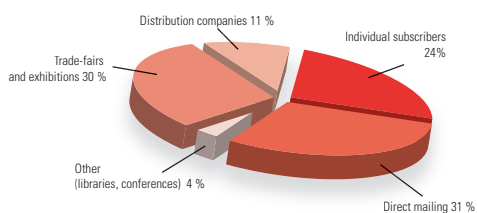
Profile of the magazine

A guide through the world of industry. Monthly about events in both national and international industry markets. Informs engineers, designers and investors about present situation and current offers of machinery and technology.

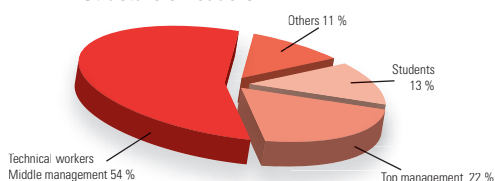
Distribution

The T+T Technika a trh magazine is distributed directly to subscribers and to people with a strong authority in industry from our own database. Besides the direct mailing and subscription channels, the magazine is also available through distribution companies, in technical libraries, and at trade fairs and exhibitions focusing on the topics of the particular releases.

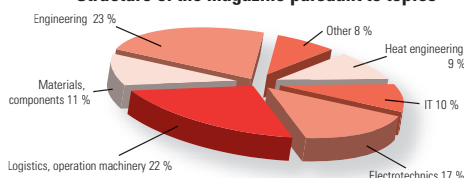
Magazine distribution pursuant to channel of distribution



Structure of readers



Structure of the magazine pursuant to topics



Issue, principal topics

connected to, schedule

1-2/2017 Compressors, vacuum pumps	publication 6. 2. 2017 (deadline 9. 1. 2017)
Air handling, air adjustment, heating, energy saving, ecological and cost effective heating, ecology in use, certification and testing, ISO standards, cleanness and protection of the working environment, safety work	Infotherma 23.–26. 1. 2017 NORTEC Hamburg 23.–26. 1. 2017 Moderní vytápění 2.–5. 2. 2017 Aquatherm Nitra 7.–10. 2. 2017 Solar Praha 9.–11. 2. 2017
3/2017 Electronics and electrical engineering	publication 6. 3. 2017 (deadline 6. 2. 2017)
Measurement and control technology, automation, machinery, equipment, tools and aids for electronics and electrical engineering	Amper 21.–24. 3. 2017 FASTENER FAIR Stuttgart 28.–30. 3. 2017
4/2017 Cranes, lifting and handling equipment	publication 18. 4. 2017 (deadline 13. 3. 2017)
Binding and clamping equipment, weighing equipment, platforms, trucks and components, logistics, warehousing, packaging, transportation, construction equipment and materials, conveyor systems, development, lifts technology	Hannover Messe 24.–28. 4. 2017 IBF (Stavební veletrh) 25.–29. 4. 2017 For Industry 9.–12. 5. 2017 For Surface 9.–12. 5. 2017 For Weld 9.–12. 5. 2017 For Logistics 9.–12. 5. 2017
5/2017 General machine engineering	publication 15. 5. 2017 (deadline 10. 4. 2017)
Welding technology, cutting, foundry, renewable energy, water, environmental protection, waste treatment, energy, photovoltaics, technical gases, railway technology	Stainless 17.–18. 5. 2017 MSV Nitra 23.–26. 5. 2017 EloSys 23.–26. 5. 2017 Czech Railways 13.–15. 6. 2017
6/2017 Bearings, components for industry	publication 19. 6. 2017 (deadline 15. 5. 2017)
Plastics for engineering, plastics processing, standard parts, CAD/CAM technology, IT for industry, software, identification systems, engraving, financial services	
7-8/2017 Machining and forming	publication 1. 8. 2017 (deadline 3. 7. 2017)
Tools and accessories for machine tools and shaping machines, CAD, grinding, milling, turning, coolant, oil and lubricants for machining and forming	EMO HANNOVER 18.–23. 9. 2017 SCHWEISSEN & SCHNEIDEN Essen 25.–29. 9. 2017 ENVI Brno 9.–13. 10. 2017 MSV Brno 9.–13. 10. 2017
9/2017 1st issue MSV Brno special	publication 1. 9. 2017 (deadline 1. 8. 2017)
10/2017 2nd issue MSV Brno special	publication 2. 10. 2017 (deadline 4. 9. 2017)
General machine engineering, automation, metal forming and machine tools, foundry, welding technology, surface and heat treatment	ENVI Brno 9.–13. 10. 2017 MSV Brno 9.–13. 10. 2017
11/2017 Industry 4.0, robotics	publication 6. 11. 2017 (deadline 2. 10. 2017)
Energetics, energy saving, local energy companies, renewable energy, steel structures, manufacturing of prefabricated buildings, support automotive, electrical and hand tools for professionals and hobbyists, steel construction, prefabricated buildings, building technology, aluminum elements and profiles, aluminum processing technology, the use of aluminum	
12/2017 Drives, gears	publication 1. 12. 2017 (deadline 3. 11. 2017)
Hydraulics and and pneumatics mechanisms, tribology and tribotechnics, oils and lubricants, industrial adhesives, environmental and economic solutions, research, development, innovation, human resources, education and courses, heating and cooling, heat distribution, energy savings measurements measurement and control, workshop and offices, security systems	Aquatherm Praha 2018 27. 2.–2. 3. 2018 Aquatherm Nitra 2018 Řemeslo Praha 2018



The T+Tnews newsletter is issued every Thursday. Deadline for all materials and advertising is on Thursday at 12 pm.

Advertising prices

www.technikaatr.cz

T+T news

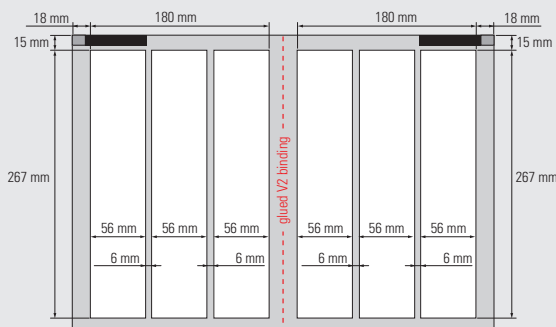
Advertising inside the magazine

		price [EUR] 4 colours		advertising size [mm]	
				mirror	bleed
2/1		3,200		420 × 297	
1/1		2,160		180 × 267	210 × 297
2/3		1,800		180 × 170	210 × 185
1/2	horizontal	1,200		180 × 125	210 × 140
	vertical	1,200		88 × 267	99 × 297
1/3	vertical	880		58 × 267	73 × 297
	horizontal	800		180 × 80	210 × 95
1/4	vertical	640		88 × 125	
	horizontal	640		118 × 95	
1/6		400		58 × 125	

Please add 3 mm to the net format for bleed to allow for trimming!

Cover and special advertisements

location	price [EUR]
1st page – COVER	3,800
2nd page of cover and 1st inside page	2,320
3rd page of cover	2,240
4th page of cover	2,760
Open cover	6,000
1/1 PR article	1,080
2/1 PR article	2,160
coloured visit card	240
promotional tape around the magazine	960
inserted advertising – leaflet	1,120



Discounts

2 repetitions	5 %
4 repetitions	10 %

Cancellations

15 days before deadline	30 %
After deadline	70 %

T+Tnews weekly electronic newsletter and the www.technikaatr.cz website

Banners	price [EUR]/week	size [pixels]
1 Leaderboard	160	980 × 150
2 Skyscraper (web only)	100	150 × 600
3 Big Square	100	250 × 250
4 Full Banner	80	468 × 60

Article	price [EUR]/week	letters
PR article on main page	80	1,000

Discounts	
2 – 4 weeks	10 %
5 – 13 weeks	20 %
14 – 26 weeks	30 %

Cancellations	
14 – 8 days before publication	50 %
7 and less days before publication	100 %

T+Tnews is a weekly electronic newsletter, prepared by the editors of Technika a trh magazine, e-mailing the readers short news from both local and international industry. Thanks to the rate of spread and availability of e-mail, T+Tnews inform our readers about latest trends in research, development and production very easily. The newsletter is released weekly and sent free of charge via e-mail every Thursday afternoon in HTML format. Pictures are inserted as links to our website, so are longer articles continuing on our website, also available in the www.archive.there.

Every issue of T+T news contains an opening part dedicated to anniversaries and matters of interest and continues with latest news in the following order: latest news/current market, technics, technologies, instrumentation and control, operation and transport, ecology, trade-fairs and exhibitions, TV tips, book tips. Thanks to the Internet, T+Tnews can smoothly and reliably communicate the latest market trends directly to our readers.

CONTACT US Publishers

CCB, spol. s r.o.
Okružní 19, 638 00 Brno

Editor's office

tel.: +420 545 222 776
e-mail: technika@ccb.cz

Advertising and detailed information on advertising

MediaMax, s.r.o.
Brandlova 9, 702 00 Ostrava
tel.: 553 810 130-135 fax: 597 579 159
e-mail: mediamax@ccb.cz
www.mediamax.cz

