



Volume twenty six
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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

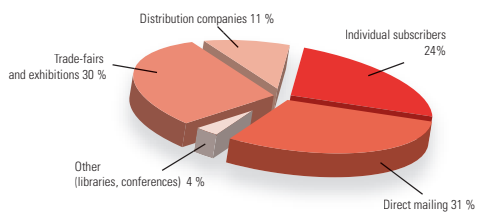
Profile of the magazine

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.

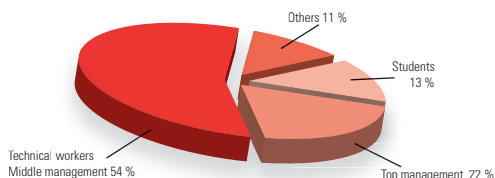
Distribution

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.

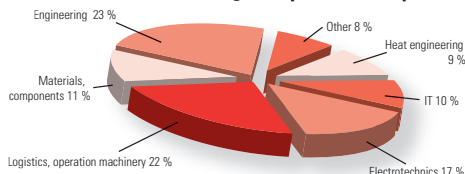
Magazine distribution pursuant to channel of distribution



Structure of readers



Structure of the magazine pursuant to topics



Issue, principal topics

connected to, schedule

| Issue, principal topics | connected to, schedule |
|---|--|
| 1-2/2018 Compressors, vacuum pumps Technical building security, filters and filtering equipment, cleanliness and protection of working environment, work safety, certification and testing, standardization, training, heating and heat distribution, security systems | publication 5. 2. 2018 (deadline 10. 1. 2018) Solar Praha 8.–10. 2. 2018 výstava METAV 20.–24. 2. 2018 Aquatherm Nitra 27.2.–2. 3. 2018 |
| 3/2018 Electronics and electrical engineering Conveyor systems, elevator technology, handling and transport, logistics, warehousing, single-purpose machines, building technology and materials, packaging, racking systems, workplace and office equipment | publication 12. 3. 2018 (deadline 12. 2. 2018) Amper 20.–23. 3. 2018 |
| 4/2018 Cranes, lifting and handling equipment Binding and clamping equipment, weighing equipment, platforms, trucks and components, logistics, warehousing, packaging, transportation, construction equipment and materials, conveyor systems, development, lifts technology | publication 16. 4. 2018 (deadline 16. 3. 2018) Hannover Messe 23.–27. 4. 2018 výstava ChinaPlast 24.–27. 4. 2018 IBF 25.–28. 4. 2018 For Industry 15.–18. 5. 2018 FORMY 16.–17. 5. 2018 |
| 5/2018 General machine engineering General mechanical engineering, machining and forming, welding, technical gases, foundry and materials for foundries and steelworks, waste processing, rolling stock and accessories | publication 12. 5. 2018 (deadline 16. 4. 2018) MSV Nitra 22.–25. 5. 2018 EloSys 22.–25. 5. 2018 Czech Raildays 19.–21. 6. 2018 |
| 6/2018 Bearings, components for industry Bearings and other movement mechanisms, plastics – technology, materials and utilization, aluminum elements and profiles, machines and tools, automotive industry, IT production support, industrial design, CAX technology, marking and identification, financial services – banking | publication 20. 6. 2018 (deadline 21. 5. 2018) |
| 7-8/2018 Machining and forming Surface and heat treatment, grinding, milling, turning and welding. IT production support, cooling emulsions and cutting oils, lubricants, adhesives, standard parts and fasteners | publication 27. 7. 2018 (deadline 2. 7. 2018) FASTENER FAIR 26.–27. 9. 2018 IMT Brno 1.–5. 10. 2018 ENVI Brno 1.–5. 10. 2018 MSV BRNO 1.–5. 10. 2018 |
| 9/2018 1st issue MSV Brno special | publication 31. 8. 2018 (deadline 30. 7. 2018) |
| 10/2018 2nd issue MSV Brno special General Mechanical Engineering, Machines, Tools and Accessories for Machining and Forming, Welding Technology, Surface and Heat Treatment, Automation, Electrical Engineering, Transmissions and Drives, Handling, Transport, Logistics, Storage, Packaging, Investment Opportunities | publication 24. 9. 2018 (deadline 31. 8. 2018) IMT Brno 1.–5. 10. 2018 ENVI Brno 1.–5. 10. 2018 MSV BRNO 1.–5. 10. 2018 |
| 11/2018 Industry 4.0, robotics Single-purpose machines, measurement and regulation, woodworking machines and tools, electric and hand tools for professionals and DIY, steel structures, production of prefabricated halls, building technology, aluminum elements and profiles, aluminum processing technology | publication 5. 11. 2018 (deadline 8. 10. 2018) |
| 12/2018 Drives, gears Drives, gears, frequency converters, hydraulic and pneumatic mechanisms, tribology - oils and lubricants, gaskets, adhesives, industrial automation, heating and cooling, heat distribution, measurement and regulation, fittings, workshop and office equipment | publication 10. 12. 2018 (deadline 12. 11. 2018) Infotherma leden 2019 Moderní vytápění únor 2019 Aquatherm Nitra únor 2019 Střechy Praha únor 2019 |



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

Advertising prices

www.technikaatrh.cz

T+T news

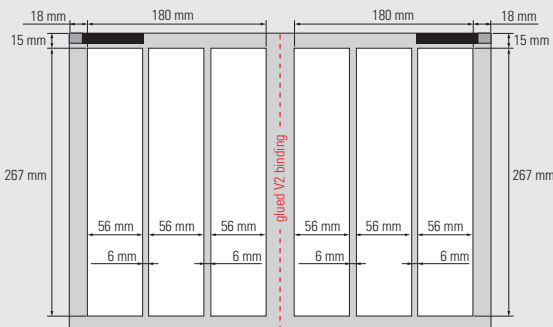
Advertising inside the magazine

| | 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 | 880 | | 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.technikaatrh.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.

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