



Volume twenty nine  
 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 reports on events in both the national and international industrial markets. Informs engineers, designers and investors about the 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 numbers: 23 % individual subscribers, 32 % expos and exhibitions, 30 % direct mailing. Our readership structure: 22 % electrical engineering, 35 % mechanical engineering, 19 % heating technologies. Of which 38 % technicians, 30 % middle management, 13 % top management.

Issue topics	Links, deadlines
<b>1–2/2022 Compressors and Ventilation Systems</b>	Publishing date: February
Compressors, pumps, ventilation systems, air conditioning, air recuperators, filters and filter systems. Heating and cooling, heat diffusion, heat pumps. Measurement, regulation, flow meters, level meters, sensors. Water supply and sewerage, pipe systems, fittings. Energy economy, the energy industry, sustainable energy. Cleanliness and protection of workplace environments, facility management.	
<b>3/2022 Taiwan Business</b>	Publishing date: March
<b>Taiwan Business</b> special issue: Taiwanese companies, their technologies and products, czech companies that trade with Taiwan, sales, new partnerships in Taiwan, Taiwanese investment projects in Europe, sales and marketing information.	
<b>4/2022 Electrotechnics and Automation</b>	Publishing date: April
Electrotechnics, electronics, automation, robotic, industrial lighting, security systems, measurement and regulation technologies, frequency converters, marking and identification, communication technology, conductors and cables. The energy industry, sustainable energy sources, energy savings.	
<b>5/2022 Rail Transport</b>	Publishing date: May
Transportation technologies, railway technologies, infrastructure, public transport, interiors, mechanical part production, traction current lines, technological trends, track and vehicle equipment, modernization, vehicle lubricant systems, components for railway vehicles. Testing and scientific research.	
<b>6/2022 Crane and Lifting Equipment, Handling</b>	Publishing date: June
Conveyor systems, single-purpose machinery. Standardized parts - bearings, linear management and other movement mechanisms. Drives, gear, clutches, brakes. Logistics, storage, packaging, packaging systems and devices. General engineering, hydraulics, pneumatics - mechanisms, machines and tools, machining, cooling emulsions, cutting oils, lubricants and oils. Welding, technical gases. Smart City - smart transportation, infrastructure.	
<b>7–8/2022 Robotics, automation and automotive</b>	Publishing date: August
Industrial robotics, newest trends in robotization, collaborative robots, robotic systems. Automation, conveyor systems, usage of automation in automotive fields. Automotive proposals, development, manufacturing and sale of vehicles.	
<b>9/2022 MSV Brno</b>	Publishing date: September
General engineering. Machines, tools and accessories for machining and forming, welding technologies, surface and heat treatment. Cooling emulsions, cutting oils, lubricants, glues. Automation, electrotechnics, Industry 4.0. Gears, drives and frequency converters. Handling, transport, logistics, storage and packaging.	
<b>10/2022 Aerospace Industry</b>	Publishing date: September
Innovative aeronautics technologies, safety in aviation, infrastructure development of airports and connection with freight transport, Airlines, suppliers of components for the aviation industry, precise machining and material adjustments, materials used for aeronautics, 3D printing for the aerospace industry.	
<b>11/2022 Electromobility</b>	Publishing date: November
Clean mobility, building infrastructure for electromobility, charging stations, electric vehicles, development of batteries for electric vehicles, innovation in smart parking, accessories for electric vehicles, subsidies.	
<b>12/2022 Industry 4.0, Artificial Intelligence and Innovation</b>	Publishing date: December
Industrial robotics, newest trends in robotization, collaborative robots, robotic systems, automation and digitalization of production, processing and industrial processes. Digitalization, IoT, IT support of production, human language, logistics, innovation, HR, finance, education, chat bots, manufacturing, medicine, retail.	



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

## Advertising prices

www.technikaatrh.cz

**T+T news**

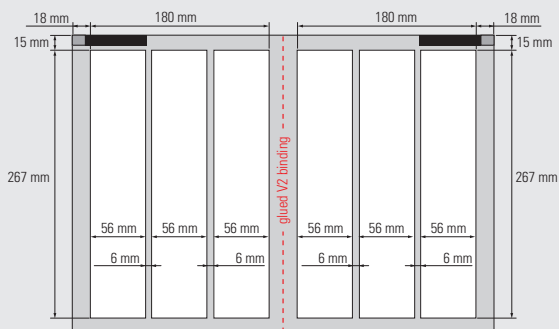
### Advertising inside the magazine

		price [EUR]	advertising size [mm]	
			4 colours	mirror
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
questionnaire	190
kaleidoscope	190
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,

www.technikaatrh.cz website and social site (FB, TW, linkedIn, Instagram)

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 (T+Tnews, web or social sites)	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, that is e-mailed to the readers as short news from both local and international industrial markets. Thanks to the distribution rate and availability of e-mail, T+Tnews can very easily inform its readers about the latest trends in research, development and production and very easily. The newsletter is released weekly and sent free of charge via e-mail every Thursday afternoon in HTML format. Pictures in the e-mail are inserted as links to longer articles on our website, so are longer articles continuing on our website, they are also available in the online archive there.

Every issue of T+T news opens with an acknowledgement of current 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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