

The largest Czech medium for professionals in mechanical engineering

can not be missing in your
marketing plan for 2022 >



A magazine with the largest mechanical engineering website

Our popular printed magazine STROJIRENSTVI.CZ writes about the most interesting of Czech and world mechanical engineering. Its popularity is based on readable original content and precise form. We are proud of our experienced editorial staff that understand mechanical engineering topics and consistently look after all published articles.

The magazine is distributed in the form of a subscription and controlled distribution to approximately 1,500 relevant recipients, covering all major industrial trade fairs and selected industry conferences in the Czechia.



STROJIRENSTVI.CZ website and advertising platform



With almost 1.4 million visits, more than 560,000 users and 7.3 million page impressions per year, the STROJIRENSTVI.CZ professional portal is the largest mechanical engineering medium in the Czech Republic. The success of the website is based on its unique content, which has no comparable competitors in the Czech market, whether it is the traditional discussion forum with almost 16,000 registered users or the extensive online database of engineering handbook with more than 7,000 registered users. The website includes a magazine, calendar of events, business directory, technical dictionary, mechanical engineering marketplace, job offers, etc. It also offers unique opportunities to all companies to manage their PR content and HR advertising on it.

How can you promote you and your company

Advertising in print

Reach your target group with classic advertising in a representative printed engineering magazine on luxury paper.

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Comprehensive PR support

Spread awareness of your products and services through articles with professional editorial support in print and online.

Online banner ads

We will promote your banner in our advertising network covering several professional websites, with guaranteed and measured impressions.

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Online company presentation

Profile of your company in the business directory on Strojirenstvi.cz website allows you to publish articles, job offers, block competing banners, etc.

The most advantageous advertising packages

Get an extraordinary discount thanks to the selection of one of the advantageous advertising packages, which will offer you comprehensive advertising, PR and HR support on the largest Czech engineering website and in its printed magazine!

TIP FOR YOU

You can save **more than 60 %** from our price list when choosing a yearly plan.

VIP+

- ✓ **4 A4 pages for full-page printed advertising including selected covers**
- ✓ **up to 12 pages for your articles in the printed magazine**
- + Banner advertising for **12 months** with a guarantee of at least **400,000 impressions** of your ads
- + Publication of PR articles, job offers, invitations to events and ads in the marketplace **based on individual needs**
- + **The highest level** of company presentation (TOP company)
- + **Blocking of competitive banner advertising** in your online content at Strojirenstvi.cz

CZK 249,990 + 21 % VAT

VIP

- ✓ **4 A4 pages for full-page printed advertising**
- ✓ **up to 10 pages for your articles in the printed magazine**
- + Banner advertising for **12 months** with a guarantee of at least **300,000 impressions** of your ads
- + Publication of PR articles, job offers, invitations to events and ads in the marketplace **based on individual needs**
- + **The highest level** of company presentation (TOP company)
- + **Blocking of competitive banner advertising** in your online content at Strojirenstvi.cz

CZK 199,990 + 21 % VAT

Komplet+

- ✓ **4 half-pages for printed advertising**
- ✓ **up to 8 pages for your articles in the printed magazine**
- + Banner advertising for **6 months** with a guarantee of at least **200,000 impressions** of your ads
- + Publication of up to 12 articles or invitations to events and up to 12 job offers published online
- + **The highest level** of company presentation (TOP company)

CZK 149,990 + 21 % VAT

Komplet

- ✓ **4 1/3 pages for printed advertising**
- ✓ **up to 6 pages for your articles in the printed magazine**
- + Banner advertising for **3 months** with a guarantee of at least **100,000 impressions** of your ads
- + Publication of up to 8 articles or invitations to events and up to 8 job offers published online
- + **Extended** company presentation

CZK 99,990 + 21 % VAT

Start+

- ✓ **2 half-pages for printed advertising**
- ✓ **up to 4 pages for your articles in the printed magazine**
- + Banner advertising for **2 months** with a guarantee of at least **50,000 impressions** of your ads
- + Publication of up to 6 articles or invitations to events and up to 6 job offers published online
- + **Extended** company presentation

CZK 69,990 + 21 % VAT

Start

- ✓ **2 1/3 pages for printed advertising**
- ✓ **up to 2 pages for your articles in the printed magazine**
- + Banner advertising for **1 month** with a guarantee of at least **20,000 impressions** of your ads
- + Publication of up to 4 articles or invitations to events and up to 4 job offers published online
- + **Extended** company presentation

CZK 49,990 + 21 % VAT

Advertising and PR in the printed magazine Strojirenstvi.cz

Reach your target group with classic advertising in a representative printed engineering magazine on luxury paper. Available also as online publication.

- ✓ Frequency 4 times a year.
- ✓ 52 to 100 pages.
- ✓ Standard print run 3,000 copies per issue.
- ✓ Distributed to about 1,500 recipients in Czechia.
- ✓ Available on key local industrial events and fairs.
- ✓ The complete content is also published online.



Print advertising formats

- ✓ We accept print advertising materials in PDF format (300 DPI, CMYK, texts converted to curves).
- ✓ The ad graphics must contain a bleed of 5 mm in length beyond the ad type area.
- ✓ The ad should not contain important texts and logos closer than 5 mm from the edges of the type area.

1/1 w. 210 mm h. 297 mm	1/2 P w. 100 mm h. 297 mm	1/2 L w. 210 mm h. 145 mm	1/3 P w. 65 mm h. 297 mm	1/3 L w. 210 mm h. 100 mm	1/4 P w. 100 mm h. 145 mm 1/4 L w. 210 mm, h. 75 mm
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Publication plan of the STROJIRENSTVI.CZ printed magazine

Issue number	1/2022	2/2022	3/2022	4/2022
Deadline	March 7	April 18	September 5	November 9
Distribution date	March 28	May 9	September 26	November 30
Cover topic	innovation in machining technologies	automation and manufacturing processes	CNC machine tools and machining instruments	3D technologies and additive manufacturing
Main topics	CAD/CAM software, solutions for tool shops	robotics, AMPER, PDM and PLM systems	MSV in Brno, digitization in manufacturing	production planning and management
Regular topics	mechanical engineering, additive manufacturing, industry software	mechanical engineering, additive manufacturing, industry software	mechanical engineering, additive manufacturing, industry software	mechanical engineering, additive manufacturing, industry software

Price list of advertising in the printed magazine

TIP You can save more than 60 % from our price list when choosing a yearly plan (see page 3).

Ad format	Dimensions (width × height)	Ad price
Front cover*	individual	CZK 89,900
1/1 – 2nd or 4th cover	210 × 297 mm (+5 mm bleed)	CZK 69,900
1/1 – 3rd cover	210 × 297 mm (+5 mm bleed)	CZK 59,900
1/1 – full page	210 × 297 mm (+5 mm bleed)	CZK 39,900
1/2 P – half page (portrait)	100 × 297 mm (+5 mm bleed)	CZK 29,900
1/2 L – half page (landscape)	210 × 145 mm (+5 mm bleed)	CZK 29,900
1/3 P – third of page (portrait)	65 × 297 mm (+5 mm bleed)	CZK 19,900
1/3 L – third of page (landscape)	210 × 100 mm (+5 mm bleed)	CZK 19,900
1/4 P – quarter of page (portrait)	100 × 145 mm (+5 mm bleed)	CZK 14,900
1/4 L – quarter of page (landscape)	210 × 75 mm (+5 mm bleed)	CZK 14,900
PR article** on 2 pages	approx. 6,000 characters incl. spaces + 2 or 3 images with captions	CZK 19,900
PR article** on 1 page	approx. 3,500 characters incl. spaces + 1 image with caption	CZK 12,900

*) Adverts on front cover are based on given template and are always made in-house by our graphic designer. **) All PR articles are subject of editorial revision based on our internal editorial rules and magazine layout. PR article can not contain logos and other advertising elements.

Join dozens of renowned companies, from the world's largest corporations to Czech companies that repeatedly use printed and online advertising in our magazine and on the STROJIRENSTVI.CZ Portal for Professionals.

We help engineering companies with marketing

We are a team of professionals with more than 50 years of cumulative experience in industrial media. Nevertheless, we do not refer to tradition, but on the contrary – in accordance with the name of our company – we help our advertisers to assert themselves in the era of "new media".

Proof of our competencies is the STROJIRENSTVI.CZ® itself, built as the largest engineering medium in the Czech Republic within three years from scratch.

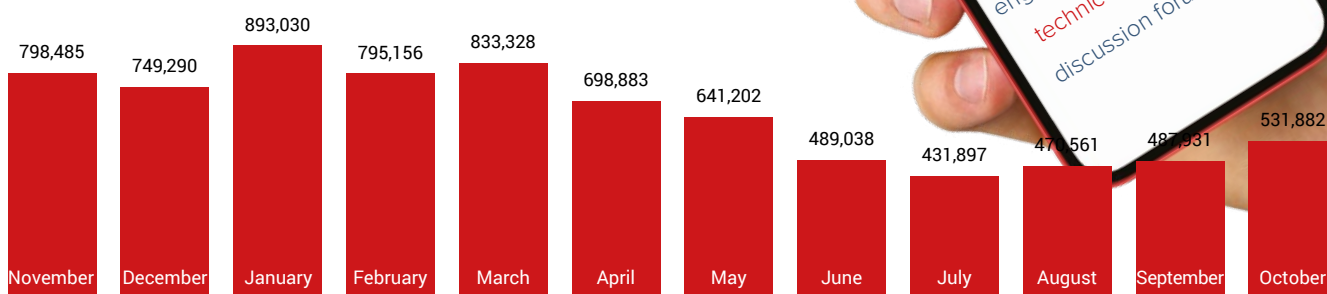
We support our clients not only in their PR and advertising presentations in our own media, but also in their internal marketing needs.

The basis is top industry-oriented copywriting, but our work often overlaps with practical online marketing – from specific keyword analysis to the complete creation of corporate websites. We also provide technical translations from English, proofreading of marketing materials and other services.

Advertising platform Strojirenstvi.cz

Spread awareness of your products and services and get new customers through online advertising at the largest Czech engineering website and in our advertising network.

- ✓ More than 100,000 monthly visits (12-month average).
- ✓ More than 7,8 million ad impressions per year.
- ✓ More than 20,000 registered users.



↑ Realized volumes of advertising impressions in the advertising network Strojirenstvi.cz from November 2020 to October 2021. Ads are published on several websites including Strojirenstvi.cz, Prumysl.cz and 3D-tisk.cz.

Online banner advertising with a guaranteed number of impressions

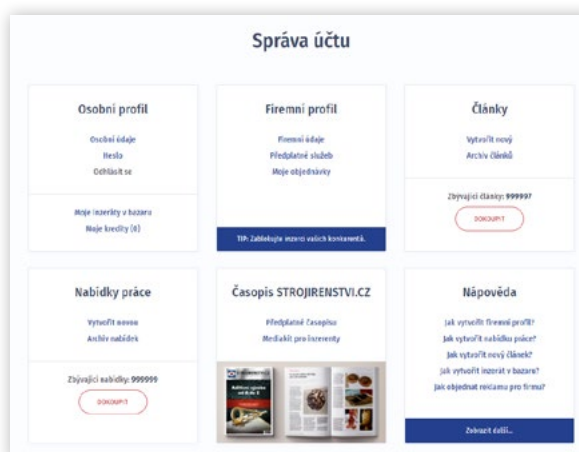
width **300 px**
height **300 px**
JPG or PNG

↑ Banner format

- ✓ Advertising in the STROJIRENSTVI.CZ network is effective, transparent and measurable.
- ✓ All you have to do is provide an advertising banner and the URL of the campaign and specify the period when it should be displayed.
- ✓ Impressions are controlled by the independent Google Ad Manager advertising system, which ensures that during a given period you are provided with exactly as many impressions as you ordered (visitors who use ad blocking are not included in your ordered capacity).
- ✓ Thanks to the high number of visitors, on STROJIRENSTVI.CZ just a single advertising position is sufficient, with all current banners alternating in a smart way. This brings both maximum comfort to our website visitors and the highest advertising performance for our advertisers.

Self-service company presentation online

- ✓ Your company profile serves as a starting point for managing your PR content and advertising.
- ✓ You can easily create articles, job offers and ads in the marketplace or update public information about your company (if necessary, our staff will be happy to handle it all for you).
- ✓ Feel free to try out everything – start by creating a free personal account at www.strojirenstvi.cz/registrace, continue by assigning a company profile and choose from a range of online services based on your current needs (content is then published only in case when you decide to use paid services of our website).



Price list of online banner advertising

TIP The more banner ads you order, the more you save. When ordering 100,000 or more impressions, you can also split the order into several different campaigns (with at least 50,000 impressions each).

Number of impressions / Duration	Price per 1,000 impressions	Price of campaign
10,000 / 2 to 4 weeks	CZK 490	CZK 4,900
25,000 / 2 to 4 weeks	CZK 396	CZK 9,900
50,000 / 4 to 8 weeks	CZK 338	CZK 16,900
100,000 / 4 to 12 weeks	CZK 299	CZK 29,900
400,000 / 12 to 52 weeks	CZK 249	CZK 99,600

Price list of PR articles, event promotions and job offers online

Number of items in the package	Price per item	Package price
1 article or event or job offer	CZK 2,900	CZK 2,900
5 articles or events or job offers	CZK 1,980 (save 32 %)	CZK 9,900
10 articles or events or job offers	CZK 1,490 (save 49 %)	CZK 14,900

Price list of company profiles in online business directory

TIP Rank among the TOP companies and block the advertising banners of your competitors!

Services for company profiles	Basic	Extended	TOP company
Price (for 12 months)	Free	CZK 4,900	CZK 9,900
Basic contact details	✓	✓	✓
Link to the company website	-	✓	✓
Colour logo	-	✓	✓
Description of company's activities	-	✓	✓
PR/HR content management*	-	✓	✓
Free data updates**	-	✓	✓
Blocking competitive advertising***	-	-	+ CZK 4,900
"TOP company" designation****	-	-	✓
Promotion across the portal****	-	-	✓
Priority position in the directory****	-	-	✓

*) All content assigned to your company is aggregated under the company profile, from where you can easily manage it and create new items (articles, job offers, etc.). **) You can quickly update the public data in the company profile; in the free Basic Package, the data can be updated after upgrading to one of the paid packages, or you can request a free removal of an outdated company profile from the database. ***) A unique feature in the "TOP company" package allows you to block the display of an advertising banner in the content that is assigned to your company profile (i.e. in all your articles, events, job offers, etc.). ****) Thanks to the "TOP company" designation, the link to your company profile will be promoted across the entire STROJIRENSTVI.CZ website in the "Recommended companies" section (rotating alternately among the other TOP companies). In addition, your company will be preferentially ranked among the other TOP companies in the listings from the business directory.

General Terms and Conditions for Advertising in the Publications of Vydavatelství Nová média, s. r. o.

1. Basic provisions

1.1. These General Terms and Conditions lay down the basic requirements for advertising of a third party (hereinafter referred to as the "Advertiser") in the magazines and on the websites (hereinafter referred to as the "Periodicals") published by Vydavatelství Nová média, s. r. o., with its registered office at Vystaviště 405/1, 603 00 Brno, ID No.: 02390132, Tax ID No.: CZ02390132, registered at the Regional Court in Brno under File No. C 81175 (hereinafter referred to as the "Publisher").

1.2. Advertising means the communication of an entity other than the Publisher disseminated in the Periodical which is not an editorial text, disseminated either as a direct part of the Periodical or as a separate supplement, for a financial fee or other consideration.

1.3. All materials published in the form of articles are subject to standard editorial editing in accordance with the internal editorial rules and are not considered to be advertising, with the exception of articles marked as "commercial communication", the publication of which is charged separately.

1.4. Up-to-date information on advertising prices and technical requirements for advertising, together with the editorial rules, are available at www.novamedia.cz.

2. Ordering and placing advertising

2.1. The advertising publication contract shall be concluded between the Advertiser and the Publisher upon confirmation of the order for advertising in writing by the Publisher. In the event that the Advertiser has entered into a framework agreement with the Publisher on the placement of advertising, it shall be sufficient to send the order by email.

2.2. The order must contain all the details necessary to perform the advertising publication contract, in particular: the name of the Advertiser's company, its registered office, billing address, ID number, Tax ID number, as well as the name, surname and contact details of the employee responsible for the order. The order must specify the method and form of handing over the documents, the name of the Periodical where the advertising should be placed, the date of publication, the size of the advertising, the colours of the advertising and the placement requirement (if absent, it shall state "without a specific placement requirement", in which case the Publisher shall place such advertising at its discretion). If the client is an entity arranging the placement of advertising for a third party, the order must also contain the required data (see above) for the client, and it must also specify whether the price of such advertising is to be paid by the Advertiser or by the intermediary.

2.3. The Publisher shall confirm receipt of the order to the Advertiser by email, unless the client explicitly requests confirmation in writing by letter. Upon confirmation of the order, an advertising contract shall be concluded by and between the Publisher and the Advertiser. If advertising is published without confirmation of the order by the Publisher, the day of publication of such advertising shall be considered to be the day of conclusion of the contract.

2.4. The Advertiser shall be liable for the timely delivery of documents necessary for the publication of advertising, corresponding to the technical requirements for advertising and editorial rules, which are published at www.novamedia.cz/inzerce. Timely delivery of documents means their delivery to the Publisher no later than the closing date of advertising, which is published in the current publication plan or, as the case may be, directly in the advertising order. In the event that the Publisher finds the delivered documents to be incomplete, defective, contrary to the accepted principles of morality, non-compliant with laws and legal regulations or, as the case may be, damaging the good name of the Publisher, or not corresponding to the order, the Publisher shall immediately inform the Advertiser of such a fact with a request for rectification. If the rectification and delivery of the correct documents is not made within the period of time laid down in the call for rectification, the Publisher has the right to withdraw from the advertising publication contract and to demand payment of the cancellation fees in accordance with the valid price list.

2.5. The Advertiser shall be liable for the content accuracy of advertising and for the fact that its content does not interfere with the rights of third parties and is in accordance with applicable laws, and the Publisher shall not be obliged to examine these requirements before publishing advertising. Any and all costs that may arise from any third party claims due to the publication of advertising shall be satisfied by the Advertiser.

3. Framework agreement

3.1. If the Advertiser intends to place advertising repeatedly in the Publisher's Periodicals during a certain period of time, it may enter into a framework agreement with the Publisher which entitles the Advertiser to discounts on list prices. Discounts cannot be applied retroactively to advertising placed before the framework agreement was signed.

3.2. The framework agreement may be entered into for a maximum period of twelve consecutive calendar months and must only be in written form signed by both parties.

The framework agreement must specify the period of time during which advertising will be published in the agreed financial volume, as well as the determined discounts and the Periodicals in which advertising will be included.

3.3. The publication of advertising based on the framework agreement shall be carried out in the form of standard orders for individual advertising in accordance with Section 2 hereof.

3.4. Discounts in the agreed volume under the framework agreement shall only be provided if the advertising defined by the framework agreement is paid in a timely and proper manner.

3.5. If the Advertiser fails to deliver the advertising documents to the Publisher in the period of time and in the volume laid down in the framework agreement, it undertakes to pay the Publisher the difference between the price for the agreed and the actually implemented volume of advertising.

4. Prices, discounts and payment terms

4.1. Unless agreed otherwise in writing, the prices of advertising shall be determined by the valid price list of the Publisher for each Periodical, which is published in its current wording at www.novamedia.cz/inzerce. The prices of advertising in non-standard formats, or the prices of inserted advertising, shall be calculated individually, based on a specific request.

4.2. Depending on the volume of advertising specified in the framework agreement under Section 3 hereof, the Publisher may provide the Advertiser with a discount on advertising. The range of percentage amounts of discounts is stated in the valid price list.

4.3. The Publisher reserves the right to pay a deposit for advertising before its publication, up to 100% of the price of such advertising. If the Advertiser has not yet advertised in any of the Publisher's Periodicals, its order shall always be executed only based on payment in advance.

4.4. No later than 14 days from the publication of advertising, the Publisher shall issue a tax document/invoice for the performance provided and shall send it to the Advertiser's postal or electronic address specified in the order. The Advertiser shall be obliged to pay the price of advertising, inclusive of VAT, in the current amount within 14 days of issuing the tax document, by transfer to the Publisher's bank account. This obligation of the Advertiser shall have been met upon the crediting of the corresponding amount to the Publisher's account. Along with the invoice, the Advertiser shall also receive a document from the Publisher on the publication of the advertising (a copy of the magazine, the magazine in electronic PDF format or a screenshot of the online advertising).

4.5. In the event of late payment, the Advertiser shall be obliged to pay interest on late payment of 0.05% of the amount due for each day of delay, which shall be payable in full no later than the date of payment for the advertising. The Advertiser shall also be obliged to pay the costs associated with the recovery of the invoiced amount, while losing the right to the discounts provided. In the event of a delay in payment by the Advertiser, the Publisher has the right to refuse to execute other orders of the Advertiser, including orders

defined by the framework agreement, or, as the case may be, to request payment in advance for such orders.

5. Withdrawal from the advertising contract

5.1. The client has the right to withdraw from the advertising contract or cancel an already confirmed order, exclusively in writing. Withdrawal from the contract must be delivered to the Publisher in the standard manner usual for accepting orders and shall only enter into force after written confirmation of receipt of the withdrawal by the Publisher.

5.2. If the Advertiser withdraws from the agreed advertising within 28 days before the closing date of such advertising, as defined by the publishing plan, it undertakes to pay the Publisher a cancellation fee of 20% of the value of such advertising; in the event of less than 28 days remaining until the closing date, it shall pay a cancellation fee of 50% of the value of such advertising; if the Advertiser decides to cancel advertising less than 7 days before the closing date or after the closing date, it shall be obliged to pay the price of such advertising in full. The cancellation fee shall be payable upon withdrawal.

5.3. The Publisher shall also be entitled to apply a cancellation fee of 100% of the agreed advertising in situations where the Advertiser did not deliver the advertising documents within the required period of time and, as a result, the advertising was not published.

6. Complaints and liability for damage

6.1. The Publisher shall only be liable to the Advertiser for proved defects in advertising of which it is notified in writing within 14 days of the publication of such advertising, otherwise the Advertiser's right to compensation expires. Unless the contracting parties have agreed otherwise in writing, the Advertiser shall only be entitled to require from the Publisher the re-publication of advertising as compensation, to the same extent and in the form as agreed for the advertising complained about.

6.2. The Advertiser shall not be entitled to complain about defects that arose as a result of failure to comply with the technical requirements for advertising on its part. The colours and form of advertising may only be complained about if the Advertiser provided the Publisher with a control colour proof of such advertising by the closing date of such advertising at the latest.

7. Final provisions

7.1. The Publisher reserves the right to mark the published advertising with the words ADVERTISING (REKLAMA or INZERCE in Czech) or COMMERCIAL COMMUNICATION (KOMERČNÍ SDĚLENÍ in Czech).

7.2. The Publisher and the Advertiser undertake to maintain the confidentiality of all facts which they have ascertained in connection with the order of advertising or the framework agreement for advertising or as part of the performance of the obligations arising from their contractual relationship.

7.3. The Advertiser provides the Publisher with consent to the processing of the provided personal data in accordance with Act No. 101/2000 Coll., on the protection of personal data.

7.4. In accordance with Section 7 of Act No. 480/2004 Coll., on certain information society services, the Advertiser agrees to the sending of commercial communications by the Publisher and any persons authorised by the Publisher by all electronic means using the contact details provided by the Advertiser to the Publisher. The Advertiser may withdraw this consent it has provided at any time, in writing by a letter sent to the Publisher's address.

7.5. The Advertiser and the Publisher have agreed that they consider the advertising publication contract to be a contract for work and that the relations arising from it will be governed by Act No. 513/1991 Coll., the Commercial Code, as amended.

7.6. The Publisher shall be entitled to amend these General Terms and Conditions at any time. Their complete and current wording is published at www.novamedia.cz/inzerce.

These General Terms and Conditions shall enter into force on 1 December 2021 and shall remain in force until their next update is issued.

The ordering and publishing of advertising described in this mediakit are subject to the General Terms and Conditions for Advertising in the Publications of Vydavatelství Nová média, s. r. o. This mediakit enters into force on 1 December 2020 and will remain in force until its next update is issued. All prices are excluding VAT of 21%. The listed discounts are calculated from the unit list prices. The presented online services must always be used up within 365 days of concluding the order; unused performance cannot be refunded. Printing errors are reserved.