

AUTOMATIZACE V POTRAVINÁŘSTVÍ

The only magazine about F&B modern technologies
in the Czech Republic and Slovakia

EDITORIAL CALENDAR AND RATES 2018



Introduction

The **Automation of food processing** magazine is focused on the segment of food and beverage production. Top managers and technical staff of the food and beverage producers in the Czech Republic and Slovakia will be the core audience of the magazine. It is the only magazine in the region specialised on this particular industry segment.

Part of the circulation is during the year subsequently distributed to industry public on the following top fairs, conferences and workshops:

SALIMA

A set of international F&B fairs SALIMA – MBK – INTECO. Top manufacturers and suppliers of food and technologies for F&B industry are presenting on this set of fairs.

AMPER

The most important fair of electric equipment, electronics, automation and communications in Central Europe.

AUTOMATIZACE A MODERNIZACE PIVOVARŮ (AUTOMATION AND MODERNIZATION OF BREWERIES)

This conference has already become a tradition. It is targeted to engineers from Czech Republic, Slovakia, Austria and Germany, and is organized by the publisher of the Automation of food processing magazine.

...and at many other events.

An internet version of the magazine and news can be found on the website: www.prumyslovaautomatizace.com.

The magazine press run is from 2 100 to 2 700 copies four times a year.

Editorial calendar 2018

ISSUE	CLOSING DATE OF ISSUE	TERM TO DELIVER MATERIAL
Automation of food processing (17. issue)	12. 2. 2018	16. 2. 2018
Automation of food processing (18. issue)	7. 5. 2018	11. 5. 2018
Automation of food processing (19. issue)	10. 9. 2018	14. 9. 2018
Automation of food processing (20. issue)	12. 11. 2018	16. 11. 2018

Advertisement rates – the Automation of food processing magazine

SIZE	RATE OF PUBLISHING	RATE FOR THE 1 ST REPETITION	RATE FOR THE 2 ND REPETITION
1/3 page on the 1 st cover page	CZK 25,000 / € 970	CZK 20,000 / € 776	CZK 15,000 / € 582
Logo on the 1 st cover page (height max. 4 cm)	CZK 15,000 / € 582	CZK 10,000 / € 388	CZK 7,000 / € 272
2 nd cover page	CZK 42,000 / € 1,630	CZK 36,000 / € 1,397	CZK 32,000 / € 1,242
3 rd cover page	CZK 38,000 / € 1,475	CZK 32,000 / € 1,242	CZK 26,000 / € 1,009
4 th cover page	CZK 46,000 / € 1,785	CZK 40,000 / € 1,552	CZK 34,000 / € 1,320
1 page classified opposite the 2 nd cover page	CZK 42,000 / € 1,630	CZK 36,000 / € 1,397	CZK 32,000 / € 1,242
1/2 page classified on the 1 st inner page next to editorial	CZK 26,000 / € 1,009	CZK 22,000 / € 854	CZK 18,000 / € 699
1/3 page classified on the 1 st inner page next to editorial	CZK 24,000 / € 932	CZK 20,000 / € 776	CZK 16,000 / € 621
1/4 page classified on the 1 st inner page next to editorial	CZK 22,000 / € 854	CZK 18,000 / € 699	CZK 14,000 / € 544
Doublepage clasified inside the magazine	CZK 48,000 / € 1,863	CZK 42,000 / € 1,630	CZK 36,000 / € 1,397
1 page classified inside the magazine	CZK 32,000 / € 1,242	CZK 28,000 / € 1,087	CZK 24,000 / € 932
1/2 page classified inside the magazine	CZK 22,000 / € 854	CZK 18,000 / € 699	CZK 14,000 / € 544
1/3 page classified inside the magazine	CZK 18,000 / € 699	CZK 14,000 / € 544	CZK 10,000 / € 388
1 page promotional text	CZK 25,000 / € 970	CZK 18,000 / € 699	CZK 12,000 / € 466
1/2 page promotional text	CZK 15,000 / € 582	CZK 12,000 / € 466	CZK 8,000 / € 311

Rates are net prices, excl. VAT. The discount can be utilised also for repetition in any month of the calendar year when the website advertisement has commenced. If interested in whole-year advertisement, the individual discount can be agreed. Upon agreement, the individual discount can be combined with the colour classified and promotional texts in the print edition or with the promotion on events organized by the **Industry Automation Media** publishing house.

Technical Requirements



Doublepage
400×270 mm



Full page
200×270 mm



1/3 page
200×87 mm
horizontálně



1/2 page
200×133 mm
horizontálně



1/3 page
70×270 mm
vertikálně



1/2 page
98×270 mm
vertikálně

Digital files accepted: PDF, EPS or TIFF. All images should be saved in CMYK format; 300 dpi resolution at actual print ad size, all linked files and fonts must be included. Bleed at least 3 mm and safe area at least 5 mm all around.

The screenshot displays the homepage of the website 'AUTOMATIZACE V POTRAVINÁŘSTVÍ'. The layout includes a top navigation bar, a main content area with several articles and product highlights, and a footer with contact information and a newsletter sign-up form. Advertisements are marked with letters A through G and their respective dimensions:

- A:** 728x90 px (Top banner)
- B:** 200x90 px (Top right banner)
- C:** 160x600 px (Left sidebar banner)
- D:** 160x600 px (Right sidebar banner)
- E:** 1000x355 px (pop-up banner) (Main content area)
- F:** 468x60 px (Bottom banner)
- G:** 300x250 px (Bottom right banner)

Key content elements on the page include:

- Navigation:** Úvod, Nápojový průmysl, Výroba potravin, Dodavatelé technologií, Video reportáže, Kalendář akcí
- Main Article:** 'Pomoc do zaplavených míst zaslala řada potravinářských firem' (Aid to flooded areas sent by a number of food companies)
- Product Highlights:** Cognex Corporation (DataMan 8000), B&R automatizace, spol. s r.o. (SCADA software), Siemens, s.r.o. (SCADA software)
- Industry News:** 'Kofola očekává nárůst tržeb, investovala do přípravy výroby novinek' (Coca-Cola expects sales growth, invested in new production preparation)
- Manufacturing Section:** 'Oil World: Růst produkce „zeleného“ paliva letos opět zpomalí' (Oil World: Growth of 'green' fuel production will slow again this year)
- Technology Section:** 'Cognex modernizoval řadu průmyslových ručních snímačů DataMan® 8000' (Cognex modernized a range of industrial handheld sensors)
- Video Reportage:** 'B&R Innovation Day 2013' (B&R Innovation Day 2013)
- Calendar:** 'Kalendář akcí' (Event Calendar) listing events like 'FOOD HOSPITALITY WORLD India' and 'FIRPAL'.
- Footer:** 'Běžeme na webu | Kontakt | Časopis | Katalog dodavatelů | Kalendář akcí' and 'Copyright © 2013 Automatizace v potravinářství, ČTK | Všechna práva vyhrazena.'

BANNER	SIZE	DESCRIPTION
A	728×90 px	Large top banner
B	200×90 px	Small top banner
C	160×600 px	Left banner
D	160×600 px	Right banner
E	1000×355 px	Pop-up banner
F	468×60 px	Bottom banner
G	300×250 px	Bottom banner

BANNER SPECIFICATIONS

Digital files accepted: JPG, PNG, GIF or SWF. All images should be saved in RGB format at 72 dpi resolution.

MAIN PAGE

BANNER	RATE FOR PUBLISHING IN ONE MONTH	RATE FOR PUBLISHING IN SECOND MONTH	RATE FOR PUBLISHING IN ANY OTHER SUBSEQUENT MONTH
A	CZK 16,000 / € 621	CZK 12,000 / € 466	CZK 8,000 / € 311
B	CZK 6,000 / € 233	CZK 4,000 / € 156	CZK 3,000 / € 117
C	CZK 10,000 / € 388	CZK 6,000 / € 233	CZK 4,000 / € 156
D	CZK 10,000 / € 388	CZK 6,000 / € 233	CZK 4,000 / € 156
E	CZK 25,000 / € 970	CZK 15,000 / € 582	CZK 10,000 / € 388
F	CZK 4,000 / € 156	CZK 3,000 / € 117	CZK 2,000 / € 78
G	CZK 6,000 / € 233	CZK 4,000 / € 156	CZK 3,000 / € 117

Rates are net prices, excl. VAT. The discount can be utilised also for repetition in any month of the calendar year when the website advertisement has commenced. If interested in whole-year advertisement, the individual discount can be agreed. Upon agreement, the individual discount can be combined with the colour classified and promotional texts in the print edition or with the promotion on events organized by the **Industry Automation Media** publishing house.

DEPARTMENTS

(Beverage, Food production, Technology suppliers, Video)

BANNER	RATE FOR PUBLISHING IN ONE MONTH	RATE FOR PUBLISHING IN SECOND MONTH	RATE FOR PUBLISHING IN ANY OTHER SUBSEQUENT MONTH
A	CZK 8,000 / € 311	CZK 6,000 / € 233	CZK 4,000 / € 156
B	CZK 3,000 / € 117	CZK 2,000 / € 78	CZK 1,500 / € 59
C	CZK 5,000 / € 194	CZK 3,000 / € 117	CZK 2,000 / € 78
D	CZK 5,000 / € 194	CZK 3,000 / € 117	CZK 2,000 / € 78
E	CZK 12,500 / € 485	CZK 7,500 / € 291	CZK 5,000 / € 194
F	CZK 2,000 / € 78	CZK 1,500 / € 59	CZK 1,000 / € 39
G	CZK 3,000 / € 117	CZK 2,000 / € 78	CZK 1,500 / € 59

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SECTION

(Brewing, Dairy works, Meatpacking, Bakery, etc.)

BANNER	RATE FOR PUBLISHING IN ONE MONTH	RATE FOR PUBLISHING IN SECOND MONTH	RATE FOR PUBLISHING IN ANY OTHER SUBSEQUENT MONTH
A	CZK 4,000 / € 156	CZK 3,000 / € 117	CZK 2,000 / € 78
B	CZK 1,500 / € 59	CZK 1,000 / € 39	CZK 750 / € 30
C	CZK 2,500 / € 97	CZK 1,500 / € 59	CZK 1,000 / € 39
D	CZK 2,500 / € 97	CZK 1,500 / € 59	CZK 1,000 / € 39
E	CZK 6,250 / € 243	CZK 3,750 / € 146	CZK 2,500 / € 97
F	CZK 1,000 / € 39	CZK 750 / € 30	CZK 500 / € 20
G	CZK 1,500 / € 59	CZK 1,000 / € 39	CZK 750 / € 30

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Text communications rates on the www.prumyslovaautomatizace.com

DESCRIPTION	PRICE
Text with pictures in sections Articles or News without limitation	CZK 10,000 / € 388
Text with pictures in section Products without limitation	CZK 5,000 / € 194

Rates are net prices, excl. VAT. The discount can be utilised also for repetition in any month of the calendar year when the website advertisement has commenced. If interested in whole-year advertisement, the individual discount can be agreed. Upon agreement, the individual discount can be combined with the colour classified and promotional texts in the print edition or with the promotion on events organized by the **Industry Automation Media** publishing house.

Rates for inclusion in the vendors database on the www.prumyslovaautomatizace.com website

OPTION	DESCRIPTION	EXPOSURE DURATION	PRICE
Option 1	Company name, main focus	without limitation	free
Option 2	Company name, main focus, brief company description (max. 1000 characters incl. spaces), dealer contact, website address	12 months	CZK 3,000 € 117
Option 3	Company name, main focus, detailed company description (max. 1500 characters incl. spaces), dealer contact, website address, logo	12 months	CZK 4,000 € 156

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AUTOMATIZACE
V POTRAVINÁŘSTVÍ