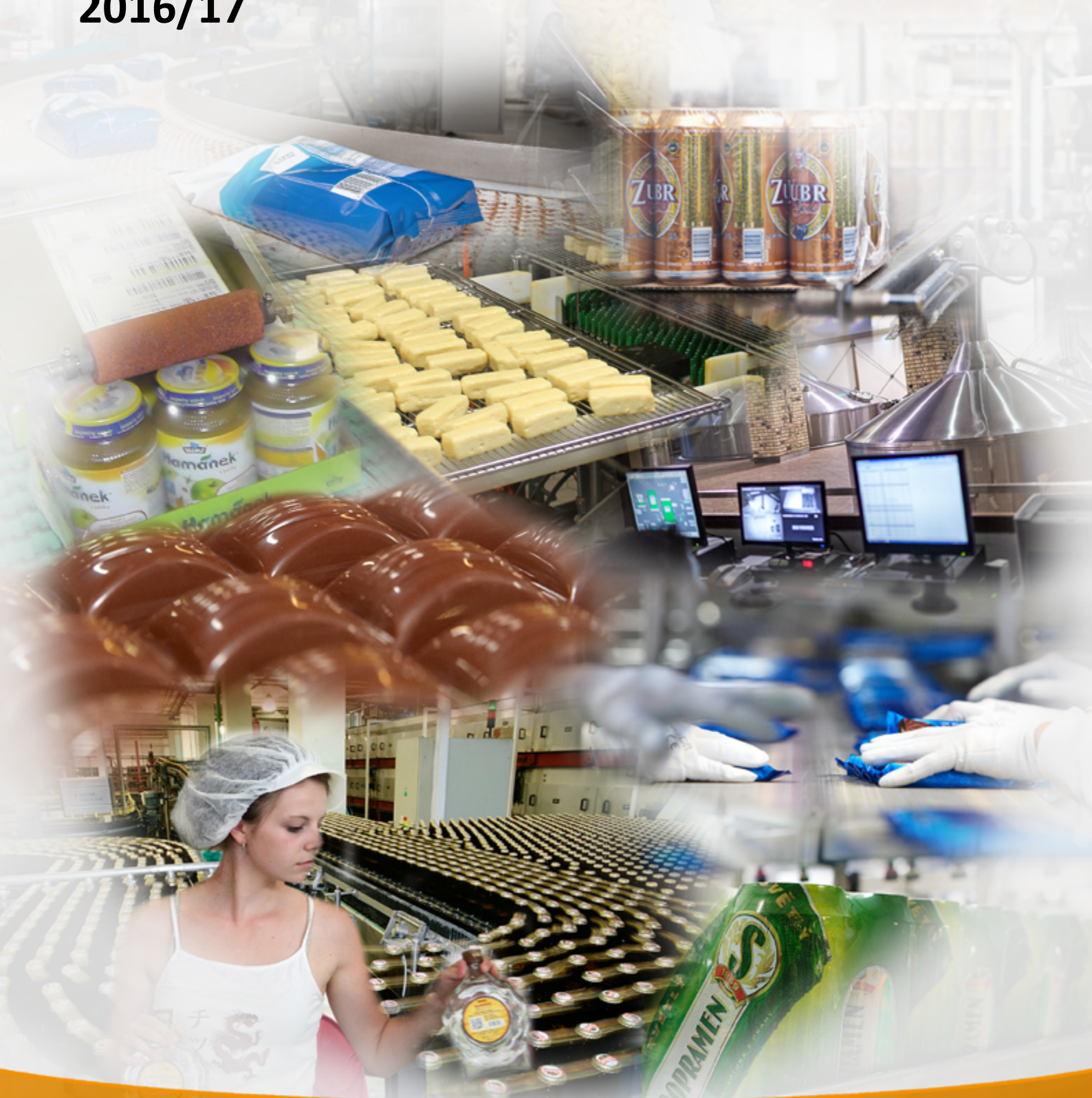


AUTOMATIZACE V POTRAVINÁŘSTVÍ

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

EDITORIAL CALENDAR AND RATES 2016/17



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.automatizacevpotravinarstvi.cz.

The magazine press run is from 2 300 to 2 500 copies four times a year.

Editorial calendar 2016/17

ISSUE	CLOSING DATE OF ISSUE	TERM TO DELIVER MATERIAL
Automation of food processing (11. issue)	5. 9. 2016	9. 9. 2016
Automation of food processing (12. issue)	21. 11. 2016	25. 11. 2016
Automation of food processing (13. issue)	28. 2. 2017	3. 3. 2017
Automation of food processing (14. issue)	16. 5. 2017	19. 5. 2017
Automation of food processing (15. issue)	12. 9. 2017	15. 9. 2017
Automation of food processing (16. issue)	21. 11. 2017	24. 11. 2017

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 shows the homepage of the website with several advertisement spots marked with letters A through G:

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

The website content includes sections for 'Nápojový průmysl', 'Výroba potravin', 'Dodavatelé technologií', and 'Kalendář akcí'. A search bar is located at the top right.

Advertisement rates on the www.automatizacevpotravinarstvi.cz website

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

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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

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.

Text communications rates on the www.automatizacevpotravinarstvi.cz

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.automatizacevpotravinarstvi.cz 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

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.

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