

AVP **AUTOMATIZACE** v potravinářství

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



EDITORIAL CALENDAR AND RATES 2026

www.prumyslovaautomatizace.com

BANNER FORMAT

| Type | Format | Description |
|------------|--------------|--|
| A | 728×90 px | Banner on the left side |
| B1, B2 | 200×90 px | Banners beside banner A |
| C1, C2, C3 | 160×600 px | Banners on the left side |
| D1, D2, D3 | 160×600 px | Banners on the right side |
| F | 728×90 px | Banner inside the article |
| G | 300×250 px | Banners in the right column down of the page |
| K1, K2 | 468×60 px | Banner inside the article |
| L | 1 000×335 px | Slide-out banner from the bottom edge |

BANNER SPECIFICATIONS

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

RATES

| Type | Rate for publishing in one month | Rate for publishing in second month | Rate for publishing in any other subsequent month |
|--------|----------------------------------|-------------------------------------|---|
| A | CZK 18,400 / € 751 | CZK 13,800 / € 563 | CZK 9,200 / € 376 |
| B1, B2 | CZK 6,900 / € 282 | CZK 4,600 / € 188 | CZK 3,450 / € 141 |
| C1 | CZK 11,500 / € 469 | CZK 9,200 / € 376 | CZK 6,900 / € 282 |
| C2 | CZK 9,200 / € 376 | CZK 6,900 / € 282 | CZK 4,600 / € 188 |
| C3 | CZK 6,900 / € 282 | CZK 5,750 / € 235 | CZK 3,450 / € 141 |
| D1 | CZK 11,500 / € 469 | CZK 9,200 / € 376 | CZK 6,900 / € 228 |
| D2 | CZK 9,200 / € 376 | CZK 6,900 / € 282 | CZK 4,600 / € 188 |
| D3 | CZK 6,900 / € 282 | CZK 5,750 / € 235 | CZK 3,450 / € 141 |
| F | CZK 10,350 / € 422 | CZK 8,050 / € 329 | CZK 5,750 / € 235 |
| G | CZK 5,750 / € 235 | CZK 3,450 / € 141 | CZK 2,300 / € 94 |
| K1 | CZK 11,500 / € 469 | CZK 9,200 / € 376 | CZK 6,900 / € 282 |
| K2 | CZK 9,200 / € 376 | CZK 6,900 / € 282 | CZK 4,600 / € 188 |
| L | CZK 27,600 / € 1,127 | CZK 20,700 / € 845 | CZK 16,100 / € 657 |

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.

PLACEMENT OF THE BANNERS

The image shows a screenshot of the AVP website with various banner placement labels overlaid on different sections of the page. The labels are as follows:


- A**: Located at the top of the page, above the main navigation bar.
- B1**: Located at the top of the page, to the right of label A.
- B2**: Located at the top of the page, to the right of label B1.
- C1**: Located on the left side of the page, next to the main article.
- C2**: Located on the left side of the page, below C1.
- C3**: Located on the left side of the page, below C2.
- D1**: Located on the right side of the page, next to the 'NEJNOVĚJŠÍ PRODUKTY' section.
- D2**: Located on the right side of the page, next to the 'AKTUÁLNÍ VYDÁNÍ' section.
- D3**: Located on the right side of the page, next to the 'KALENDRÁŘ AKCÍ' section.
- F**: Located in the middle of the page, below the main article.
- G**: Located on the right side of the page, below the 'KALENDRÁŘ AKCÍ' section.
- L**: Located at the bottom of the page, below the 'Související články' section.

The website content includes the AVP logo, navigation menu, main article titled 'Linea Nivnice letos investovala do stáčení a skladování', sidebar with 'NEJNOVĚJŠÍ PRODUKTY' and 'AKTUÁLNÍ VYDÁNÍ', and a 'KALENDRÁŘ AKCÍ' section.


NEWSLETTER ADVERTISEMENT

| Position | Formát | Rate (excl. VAT) |
|------------|-----------|--------------------|
| Position 1 | 728×90 px | CZK 23,000 / € 939 |
| Position 2 | 728×90 px | CZK 20,700 / € 845 |
| Position 3 | 728×90 px | CZK 18,400 / € 751 |


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Nápojový průmysl



[Doboví Kamenice výroba mléka do umělého mléka s obsahem 10% tuku](#)




[Doboví Kamenice výroba mléka do umělého mléka s obsahem 10% tuku](#)




[Doboví Kamenice výroba mléka do umělého mléka s obsahem 10% tuku](#)

Position 1


Výroba potravin



[Výroba potravin](#)




[Výroba potravin](#)




[Výroba potravin](#)

Position 2


Zemědělství



[Zemědělství](#)



[Zemědělství](#)



[Zemědělství](#)

Position 3

OTHER PROMOTION OPTIONS

TEXT COMMUNICATIONS RATES

| Description | Rate |
|--|--------------------|
| Text with pictures in sections Articles or News without limitation | CZK 11,500 / € 469 |
| Text with pictures in section Products without limitation | CZK 5,750 / € 235 |

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.

RATES FOR INCLUSION IN THE VENDORS DATABASE

| Option | Description | Exposure duration | Rate |
|----------|---|-------------------|-------------------|
| Option 1 | Company name, main focus, website address | 12 months | CZK 1,000 / € 41 |
| Option 2 | Company name, main focus, brief company description (max. 1000 characters incl. spaces), dealer contact, website address | 12 months | CZK 3,000 / € 122 |
| Option 3 | Company name, main focus, detailed company description (max. 1500 characters incl. spaces), dealer contact, website address, logo | 12 months | CZK 5,000 / € 204 |

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.

THE AUTOMATION OF FOOD PROCESSING MAGAZINE

FORMAT AND TECHNICAL REQUIREMENTS



Doublepage
420×285 mm



Full page
210×285 mm



¼ page
210×95 mm



¼ page
210×142,5 mm



¼ page
70×285 mm



¼ page
105×285 mm

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.

AVP AUTOMATIZACE
v potravinářství

Jediný český časopis
o moderních technologiích v oboru

**SLÁDEK BUDOUCNOSTI BUDE VÍCE PRACOVAT
S MODERNÍMI TECHNOLOGIEMI**

Pavel Šemik
technický ředitel skupiny Plzeňský Prazdroj

ROČNÍK X. · DUBEN · 2022

NÁPOJOVÝ PRŮMYSL Madeta letos dokončí investici v krumlovském závodě

VÝROBA POTRAVIN Emcu chybí pracovníci a chystá proto automatizaci výroby

KOMENTÁŘ
Roboti vám práci neseberou

THE AUTOMATION OF FOOD PROCESSING MAGAZINE

RATES

| Size | Rate |
|---|----------------------|
| 1/3 page on the 1 st cover page | CZK 25,000 / € 970 |
| Logo on the 1 st cover page (height max. 4 cm) | CZK 15,000 / € 582 |
| 2 nd cover page | CZK 42,000 / € 1,630 |
| 3 rd cover page | CZK 38,000 / € 1,475 |
| 4 th cover page | CZK 46,000 / € 1,785 |
| 1 page classified opposite the 2 nd cover page | CZK 42,000 / € 1,630 |
| 1/2 page classified on the 1 st inner page next to editorial | CZK 26,000 / € 1,009 |
| 1/3 page classified on the 1 st inner page next to editorial | CZK 24,000 / € 932 |
| 1/4 page classified on the 1 st inner page next to editorial | CZK 22,000 / € 854 |
| Doublepage classified inside the magazine | CZK 48,000 / € 1,863 |
| 1 page classified inside the magazine | CZK 32,000 / € 1,242 |
| 1/2 page classified inside the magazine | CZK 22,000 / € 854 |
| 1/3 page classified inside the magazine | CZK 18,000 / € 699 |
| 1 page promotional text | CZK 25,000 / € 970 |
| 1/2 page promotional text | CZK 15,000 / € 582 |

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.

CONTACT

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THE WORLD OF F&B PRODUCTION



www.techfood.cz

Implementation of production facilities, consulting service and industrial engineering



www.brewing.cz

Traditional international expert conference visited by best professionals from brewing industry



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Expert conference about newest technologies for F&B industry producers



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Daily news service about newest technologies in the F&B industry

Operator of the website
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TECH  **FOOD**

TECH FOOD

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Traditional international expert conference visited by best professionals from brewing industry



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Expert conference about newest technologies for F&B industry producers



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Daily news service about newest technologies in the F&B industry

