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**BusinessMedia**  
CZECH REPUBLIC

# Technický týdeník

## 2016

A magazine with a 63 year history focusing on industrial practice. The main subjects are engineering, including software support ranging from design to the final product, management and automation systems, plastic production and processing, energy and distribution networks and heating. The magazine follows development trends in the industry and reacts to them. It also traditionally focuses on research and development at all levels in specialist technical schools and specialized research centres. The electronic version of the Technical Weekly can be found on the TECHNICKÝ PORTÁL.CZ web portal which provides up-to-date technical news daily.



### TECHNICAL WEEKLY PUBLISHING SCHEDULE FOR 2016

EDITION NUMBER	EDITORIAL CLOSING DATE	DATE OF ISSUE	MAIN TOPIC IN THE EDITION	SPECIALIST SUPPLEMENT INSERT IN A4 FORMAT, DISTRIBUTED TO AN EXTENDED TARGET GROUP
1	4. 1.	12. 1.		
2	11. 1.	26. 1.	Technical education	
3	1. 2.	16. 2.	Materials	
4	15. 2.	1. 3.	Electronics, automation I (for Amper 2016)	Construction and production software (closing date 1. 2.)
5	29. 2.	15. 3.	Electronics, automation I (for Amper 2016)	
6	14. 3.	29. 3.	IT	
7	29. 3.	12. 4.	Testing, certification and diagnostics	Cutting tools and clamping (closing date 18. 3.)
8	11. 4.	26. 4.	Drives, bearings, tribotechnics	
9	25. 4.	10. 5.	Shaping, connecting and separating materials	Plastic processing technology I (MSV Nitra, closing date 13. 4.)
10	9. 5.	24. 5.	Power engineering and heating innovation, renewable energy sources	Medical device I (closing date 27. 4.)*
11	23. 5.	7. 6.	Railway rolling stock production, railways (Czech Raildays; Innotrans)	
12	6. 6.	21. 6.	Machine tools and their accessories	
13	20. 6.	4. 7.	Technical solutions for industrial buildings	
14	11. 7.	26. 7.		
15	1. 8.	16. 8.		
16	23. 8.	6. 9.		MSV Daily (closing date 2. 8.; 26. 9.)**
17	6. 9.	20. 9.	The 1 <sup>st</sup> special edition for MSV and IMT Brno fairs	
18	19. 9.	27. 9.	The 2 <sup>nd</sup> special edition for MSV and IMT Brno fairs	Plastic processing technology II (Plastex Brno, K Düsseldorf; closing date 1. 9.)
19	26. 9.	3. 10.	The 3 <sup>rd</sup> special edition for MSV and IMT Brno fairs	
20	10. 10.	18. 10.		Medical device II (for Medical Fair Brno, closing date 21. 9.)*
21	24. 10.	1. 11.	Material handling equipment	
22	31. 10.	15. 11.	Energy production and distribution	
23	14. 11.	29. 11.	Additive production, 3D printing	
24	28. 11.	13. 12.		

\* special pricelist

\*\* Official magazine of MSV Brno, published 5x, for the first time 3 weeks before MSV, 4x from Tuesday to Friday during MSV; special pricelist

**REGULAR PLASTICS, ENERGY AND HEAT AND TT MOTOR SHOW SECTIONS IN EACH ISSUE**

Regular publication day – Tuesday

The topic plan is subject to change

Formats (in mm) and the pricelist for advertisements in A3 standard issues

<p>1/1 full bleed 297 x 420</p> <p>1/1 frame format 266 x 381</p>	<p>1/2 full bleed 297 x 195</p> <p>1/2 full bleed 148 x 420</p>	<p>1/2 frame for- mat 266 x 176</p> <p>1/2 frame format 131 x 381</p>
<p>Junior page full bleed 220 x 311</p> <p>Junior page frame format 210 x 297</p>	<p>1/3 full bleed 297 x 135</p> <p>1/3 full bleed 102 x 420</p>	<p>1/3 frame format 266 x 115</p> <p>1/3 frame format 86 x 381</p>
<p>1/4 frame format 131 x 176</p> <p>1/4 frame format 266 x 85</p>	<p>1/4 full bleed 147 x 195</p> <p>1/4 full bleed 297 x 85</p>	<p>1/4 frame format 64 x 381</p> <p>1/4 full bleed 80 x 420</p>

In the full bleed, it is necessary to add 5 mm to each side of the advertisement for cropping.

1/1		1/2		1/3		1/4	
colour	69,500 CZK	colour	36,500 CZK	colour	25,500 CZK	colour	19,500 CZK
B/W	48,000 CZK	B/W	27,000 CZK	B/W	19,500 CZK	B/W	14,500 CZK
presentation article, colour	42,500 CZK	presentation article, colour	22,500 CZK	presentation article, colour	16,000 CZK	presentation article, colour	12,500 CZK
Junior page A4	52,000 CZK	<b>Additional charges, atypical ads:</b>				<p>1/8 only frame format 131 x 86</p>	
<b>Classified advertisements</b>		A "false" title page – Junior Page		104,000 CZK			
Set advertisement price 50 x 45 mm 900 CZK		1 <sup>st</sup> page – bottom half only, max. 1/4 page with landscape orientation		+ 100 %			
		1 <sup>st</sup> page – “cups” in the header, 50 x 45 mm		6,000 CZK			
		last page		+ 50 %			
		Smaller and atypical advertisements 1 cm <sup>2</sup> in size: Colour 90 CZK, B/W 70 CZK					

DISCOUNTS

printed	Discount in %
2x	3
3–5x	5
6x and more	discount by agreement
agency discounts	15% for registered advertising and PR agencies

Graphic finishing or changes to your advertisements can be carried out free of charge

1/8

colour	9900 CZK
B/W	7400 CZK
presentation article, colour	6400 CZK

All prices are stated without VAT

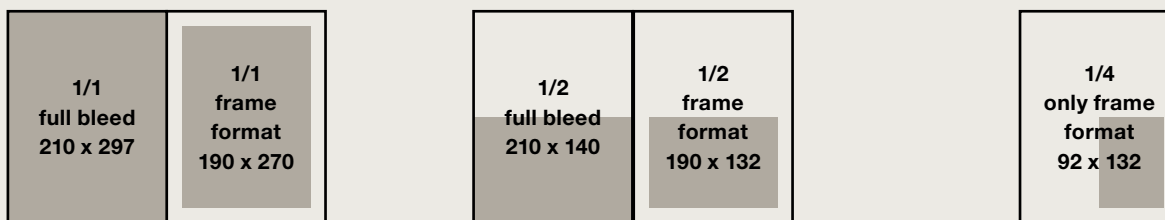
Inserted advertisements

Supplied advertising flier insert into the print run	36,000 CZK
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Cancellation

Before the advertisement closing date	no fee
After the advertisement closing date	100%
Later cancellations are not possible. Advertisements must be cancelled in writing.	

Formats (in mm) and the pricelist for A4 specialist supplements



In the full bleed, it is necessary to add 5 mm to each side of the advertisement for cropping.

1/1		1/2		1/4	
colour	35,000 CZK	colour	20,000 CZK	colour	14,000 CZK
B/W	28,000 CZK	B/W	17,000 CZK	B/W	11,000 CZK
presentation article, colour	21,000 CZK	presentation article, colour	13,000 CZK	presentation article, colour	8,000 CZK

TECHNICAL REQUIREMENTS FOR ADVERTISEMENTS

Finished advertisements and pictures in electronic form in the usual graphic formats (pdf, jpg, tiff, eps, ai ...), the CMYK colour system, with a resolution of 300 dpi.

Texts for article presentations in WORD format.

We can also compile an advertisement from supplied materials (high quality photographs, catalogues, slides) on request.

Warning: It is advisable to also submit a printed colour preview; the supplied data will take precedence in the case of any colour discrepancies. We accept no liability for the required colouring, if no digital proof has been supplied for the advertisement. Faithful colouring in pictorial objects can only be achieved when using CMYK colouring, it is not possible to guarantee the quality of the resulting separation using the RGB colour system.

BASIC INFORMATION FOR ARTICLE PRESENTATIONS

Texts in WORD format; pictures/logos electronically in a resolution of 300 dpi in the usual formats (jpg, tiff, pdf, eps, ai) or high quality photographs.

Approximate conversion of handwritten text to printed pages – standard text including spaces without images: It is necessary to deduct approx. 1000 characters from the handwritten text for every picture inserted into the article.

1/1 printed page A3 = 12,000 characters

1/1 printed page A4 = 6000 characters

1/2 printed page A3 = 6000 characters

1/2 printed page A4 = 3000 characters

1/3 printed pages A3 = 4500 characters

1/4 printed page A3 = 3000 characters

1/4 printed page A4 = 1500 characters

General information

Editor-in-chief:	Ing. Andrea Cejnarová, PhD.	Published:	since 1952
Publisher:	Business Media CZ, s. r. o.	Frequency of publication:	Twice monthly
Circulation:	9,000 copies	Format:	297 x 420 mm
Subscriptions:	approx. 5000 copies	Size:	at least 24 pages
	3000 to universities and secondary schools with a technical orientation	Printing technique:	flat offset
		Colour scheme	full colour
Turnover:	15 million CZK	Paper:	80 g/m <sup>2</sup> UPM STAR MAT

ORDERS AND INFORMATION

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REGULAR FEATURES, SUPPLEMENTS, SPECIAL FEATURES

www.techtydenik.cz



**ENERGY AND HEAT SUPPLY**  
Current information on the development of the Czech power and heat supply industries, journalistic analyses, chapters dedicated to fossil and alternative fuel sources, nuclear energy, heat and energy consumption and domestic and international trends in this field. This section is included in each issue of TT.



**PLASTIC INDUSTRY**  
Innovations and trends in the concepts for plastic forming machines, new materials and additives, tools and moulds for plastic production in the individual industrial branches, composite materials, the chemical industry and news from home and abroad. This section is included in each issue of TT.



**TT MOTOR SHOW**  
News from the world of passenger and utility vehicles and their accessories, technical parameters, tests, reviews and reports from international exhibitions. This section is included in each issue of TT.



**PLASTIC PROCESSING TECHNOLOGIES**  
An independent supplement in A4 format which entered its 20<sup>th</sup> year in 2014. It is published bi-annually in an increased print run on the occasion of the Chemplast Nitra, MSV or Plastex Brno, FAKUMA and K trade fairs. It provides a summary of the current state of affairs in the field of plastic moulding machines and their accessories, production technology, materials and software. It is also dedicated to the detailed presentation of the research and development in this area.



**CUTTING TOOLS AND CLAMPING**  
An independent supplement in A4 format, which is new for 2014. It comes out once per year in an increased print run and is distributed both independently and as a supplement to the Technik magazine. It is dedicated to the detailed presentation of the field of cutting tools for abrasive jet machining and clamping. As well as a summary of the product range, it also includes company profiles and the results of research and development in this field.



**CONSTRUCTION AND PRODUCTION SOFTWARE**  
An independent supplement in A4 format, which is new for 2014. It comes out once per year in an increased print run and is distributed both independently and as a supplement to the Technik magazine. It provides a detailed overview of current offers in the field of production software support from construction to the entire life cycle of the product.



**MSV DAILY**  
Official "trade fair news" from the International Engineering Fair in Brno. A daily edition for the entire period of the trade fair featuring news for visitors and exhibitors, plus one zero edition which comes out approximately 3 weeks before the event starts. The publication is distributed daily at the exhibition centre's gates to all of the trade fair's exhibitors and visitors.



**MEDICAL DEVICE**  
An independent magazine issued bi-annually starting in 2014; it follows on from the successful special TT supplement which was published under the name "Medical Production" for five years. It presents the research, development and production of healthcare and laboratory devices. The magazine is mainly distributed independently directly to its target group but also features as a supplement in the Technik magazine.



**TECHNICAL PORTAL**  
This internet portal located at www.technickyportal.cz has been operational since 2014 and it is a joint project between the Technical Weekly, Technik and Medical Device magazines. It features technical news, invitations to events, company presentations, series, videos and information about the magazines and their editorial teams, including previews of upcoming editions and a complete archive, all of which can be found on the portal every day.