

Technický týdeník

2026

PRICE LIST FOR BLANKET ADVERTISING

IN STANDARD A3 ISSUES (prices are in CZK without VAT)

Size (page portion)	Price in BW	Price in colour	Price for PR article
1/1	CZK 53 000	CZK 76 500	CZK 47 000
1/2	CZK 30 000	CZK 40 000	CZK 25 000
1/3	CZK 21 500	CZK 28 000	CZK 18 000
1/4	CZK 16 000	CZK 21 500	CZK 14 000
1/8	CZK 8 000	CZK 11 000	CZK 7 000
Bottom edge	CZK 11 000	CZK 13 000	
Junior Page A4		CZK 57 000	

PRICE LIST FOR BLANKET ADVERTISING ON A4

INSERTS (prices are in CZK without VAT)

Size (page portion)	Price in BW	Price in colour	Price for PR article
1/1	CZK 31 000	CZK 38 500	CZK 23 000
1/2	CZK 19 000	CZK 22 000	CZK 14 000
1/3	CZK 15 000	CZK 19 000	CZK 11 500
1/4	CZK 12 000	CZK 15 500	CZK 9 000
1/1 — 2., 3., 4. cover		single color, CZK 45 000	

SURCHARGES, ATYPICAL ADVERTISEMENTS

„False“ title page, 208 × 325 mm	CZK 114 000
„False“ reverse page, 207 × 420 mm	CZK 90 000
1 st page — bottom half only,	
max. 1/4 page in landscape orientation	+100 %
1st page — so-called „dogear“, 55 × 50 mm	CZK 7 000
last page	+50 %
Title page of insert, 140 × 190 mm	CZK 45 000
for smaller and atypical advertisements 1 cm ²	in colour CZK 90, BW CZK 70
classified ads in a frame — BW, 48 × 45 mm	CZK 1 000

INSERTS

Inserting advertising flyer in the whole print run	CZK 45 000
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DISCOUNTS

Repeated advertisement:

2×	5 %
3—5×	10 %
6× and more	negotiable discount
agency discounts	15 % for registered advertising and PR agencies

CANCELLATION

Before advertisement deadline	no fee
After advertisement deadline	100 %



The technical weekly has been with us the longest continuously published periodical with a focus on technology and industrial practice. In 2024 is already entering its 72nd year of existence.

It focuses primarily on science, innovation and technologies applicable to the development products and their production, does not omit nor related areas as they are transport, management logistics, service, services and more. The main themes are engineering, automation, digitization and robotization, production and processing of plastics, nanotechnology, energy, information, communication and operational technology and new technological fields. He's watching the latest trends, so he doesn't forget either on smart technologies, artificial intelligence or the potential of applying space technology. Emphasizes expertise, that's why they try to support technical ones as well education at all its levels. Electronic version of Technical weekly is part of the web portal www.technickyportal.cz, which is mentioned above topics are supplemented with current news from the of technology.

PERIODICITY

published 18× a year
regular publication day — Tuesday
size min. 24, an average of 32 colour pages

CIRCULATION

audited 9 000 copies, of which ca 5 000 are distributed by subscription and 3 000 are sent to technical universities and secondary schools

READERSHIP

23 400

SALE AND DISTRIBUTION

subscription, direct mailing, trade fairs, expositions and professional events, technical secondary schools and universities

DATES AND TOPICS (2026)

Issue number	Editorial deadline	Date of publication	Main topic of the issue	A4 insert
1.	9. 1.	27. 1.	Education and skills development: secondary and higher vocational schools, lifelong learning, retraining, language and other business skills; Digitalization and business support	
2.	30. 1.	17. 2.	Water and air treatment technologies; IT and OT in the service of business management and production	
3.	20. 2.	10. 3.	Innovative technologies in agriculture and not only in industry; AMPER Brno (March 17–19)	Industrial robotization and automation (deadline February 6)
4.	6. 3.	24. 3.	Automotive: development, innovation, modern technologies in production; Innovative technologies in transportation	
5.	27. 3.	14. 4.	Safety and ergonomics: technologies for the protection and safety of people and property; Cybersecurity	
6.	10. 4.	28. 4.	Joining and cutting materials; Forming and modeling; Laser technologies	
7.	24. 4.	12. 5.	Drives, bearings, lubrication; Artificial intelligence: application possibilities, benefits, safety; MSV Nitra (May 19–22)	Plastic processing technology I. (Conference Molds and Plastics 29–30 May) (deadline April 10)
8.	8. 5.	26. 5.	Ecology and sustainability: technologies and methodologies helping companies transform into a modern, competitive society; Storage, transport and logistics: technology, trends, automation	
9.	22. 5.	9. 6.	Additive technologies: scanning, modeling and 3D printing; Space technologies: successes and opportunities for application of Czech companies	
10.	5. 6.	23. 6.	Quality in production: diagnostics, measurement and standardization, destructive and non-destructive testing;	Machine tools and their accessories (deadline May 22)
11.	3. 7.	21. 7.	Surface treatment and cleaning; Innovative materials	
12.	14. 8.	1. 9.	Science, research, innovation	
13.	4. 9.	22. 9.	1 st edition for MSV Brno (October 6–9); Financing and insurance of business, machinery and vehicles park	
14.	11. 9.	29. 9.	2 nd edition for MSV Brno (October 6–9)	Plastic processing technology II. (deadline August 28)
15.	9. 10.	27. 10.	Echoes of MSV Brno; Quality in industry and services	
16.	23. 10.	10. 11.	ICT in business and industry: digitization, data collection, storage, analysis and protection; business intelligence, business management; Outsourcing and services: simplifying business and focusing on its core business	
17.	6. 11.	24. 11.	Energy: technology, ecology, future; Smart technologies in industry, energy, transport, cities and households	
18.	20. 11.	8. 12.	Innovative Healthcare; Virtual Reality: Technology and Application Possibilities	

In each issue there are regular thematic sections: plastics, machinery, nanotechnology, energy, IT, science, car shows.

Regular release day Tuesday

ADVERTISEMENT FORMATS IN STANDARD A3 ISSUES

<div><div>1/1</div><div>full bleed</div><div>297 × 420</div></div>	<div><div>1/1</div><div>live area</div><div>266 × 381</div></div>	<div><div>1/2</div><div>full bleed</div><div>297 × 195</div></div>	<div><div>1/2</div><div>full bleed</div><div>148 × 420</div></div>	<div><div>1/2</div><div>live area</div><div>266 × 176</div></div>	<div><div>1/2</div><div>live area</div><div>131 × 381</div></div>		
<div><div>1/3</div><div>full bleed</div><div>297 × 135</div></div>	<div><div>1/3</div><div>full bleed</div><div>102 × 420</div></div>	<div><div>1/3</div><div>live area</div><div>266 × 115</div></div>	<div><div>1/3</div><div>live area</div><div>86 × 381</div></div>		<div><div>Bottom edge</div><div>full bleed</div><div>297 × 50</div></div>	<div><div>Bottom edge</div><div>live area</div><div>266 × 35</div></div>	
<div><div>1/4</div><div>full bleed</div><div>147 × 195</div></div>	<div><div>1/4</div><div>full bleed</div><div>297 × 112</div></div>	<div><div>1/4</div><div>live area</div><div>131 × 176</div></div>	<div><div>1/4</div><div>live area</div><div>266 × 85</div></div>	<div><div>1/4</div><div>live area</div><div>64 × 381</div></div>	<div><div>1/4</div><div>full bleed</div><div>80 × 420</div></div>	<div><div>Junior Page</div><div>live area</div><div>210 × 297</div></div>	<div><div>1/8</div><div>live area</div><div>131 × 86</div></div>

ADVERTISEMENT FORMATS IN A4 INSERTS

1/1 full bleed 210 × 297	1/1 live area 190 × 270	1/2 full bleed 210 × 140	1/2 live area 185 × 126	1/2 full bleed 105 × 297	1/2 live area 90 × 260
1/3 full bleed 210 × 99	1/3 live area 185 × 88	1/3 full bleed 68 × 297	1/3 live area 58 × 260	1/4 live area only 90 × 126	

Full bleed format requires adding 5 mm to the image on each side of the advertisement for cropping.

TECHNICAL REQUIREMENTS FOR ADVERTISING MATERIALS

Finished advertisements and pictures in electronic form, in common graphic formats (pdf, jpg, tiff, eps, ai, ...), CMYK colour system, resolution of 300 dpi. Texts for article presentations in the WORD format. We can also compile a simple advertisement from supplied materials on request. Warning: It is advisable to also submit a printed colour preview; the supplied data will take precedence in the case of any discrepancies with the colour preview. We do not guarantee the desired colouring if no digital print is supplied for the advertisement. Faithful colouring on picture objects can only be achieved when using CMYK colouring; it is not possible to guarantee the quality of the resulting separation in the RGB colour system.

MATERIALS FOR ARTICLE PRESENTATIONS

Texts in WORD format; pictures/logos electronically in 300 dpi resolution in common formats (jpg, tiff, pdf, eps, ai), or high-quality photos. Approximate conversion of manuscripts onto the print page - plain text including spaces without pictures. It is necessary to subtract ca 1,000 symbols from the manuscript for every picture inserted into the article.

1/1 A3 =	12 000 characters	1/2 A4 =	3 000 characters	1/4 A3 =	3 000 characters
1/1 A4 or 1/2 A3 =	6 000 characters	1/3 A3 =	4 500 characters	1/4 A4 =	1 500 characters

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TECHNICAL INSERTS



MACHINE TOOLS AND THEIR ACCESSORIES

This traditional and central topic of Technický týdeník has become so important in recent years that we decided to make it a topic of a separate insert. Aside from the latest trends in the construction and technology of machine tools, you will also find information about new products made by the world's leading producers and about the latest „smash hits“ from trade fairs worldwide. The supplement also includes articles and presentations about world producers and suppliers of machine tools.



INDUSTRIAL ROBOTISATION AND AUTOMATION

At the occasion of the AMPER trade fair, we publish a separate insert in A4 format focusing on latest trends in industrial automation and robotics. It is one of the fastest developing fields in the age of today's fourth industrial revolution. New topics and fields appear every year and this special is here to keep you informed.



PLASTICS PROCESSING TECHNOLOGIES

A separate supplement in A4 format, which will reach its 30th annual volume in 2024. Published twice a year in an extended print run on the occasion of trade fairs Chemplast Nitra, MSV, or Plastex Brno, FAKUMA, K. Provides detailed information from the field of plastics-making machinery and their accessories, production technologies, materials and software. It also examines research and development in the field.

SPECIALS



STORIES OF THE CENTURY

— 100 years of industry in an independent country

Special book published in December 2018 on the occasion of the 100th anniversary of Czech statehood. The publication presents the long history and tradition of craftsmanship and industrial production in today's Czech Republic through examples of successful personalities and companies. The articles map the historical-political and cultural context in which the industry formed and developed and present literary portraits of prominent personalities and companies that shaped the Czech industrial environment. Authorial texts, as of yet unpublished essays.

Hardback, glossy paper, colour photos, format 240 x 240 mm. The book can be ordered via our advertising staff (see contacts).

Watch the new online presentation platform

WWW.VELETRHYVIRTUALNE.CZ

Permanent features to exhibit companies with a continual update, live multi-day program blocks in the announced dates.

