



## MEDIA KIT

### JOURNAL AND CONTENT

Our monthly technology magazine gives information about the latest domestic and international developments of technology. In our paper one can read pieces written by professionals who play a significant role in their fields and are influential analysts of economic processes in certain industries. The magazine helps its readers with industrial background analysis and concrete corporate documentary month by month in finding their ways in the improvement trends of given branches of engineering technology and among the domestic effects on investment, economy and technology performed by international industrial tendencies.

### DISTRIBUTION DATA

- **8 000** copies per month
- **10 000** copies by event
- **21 600** readers per month

**Distribution:**  
subscription+controlled distribution by contact + at Inmedio and Relay newsstands

**Release:**  
monthly (10 times annually)

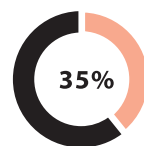
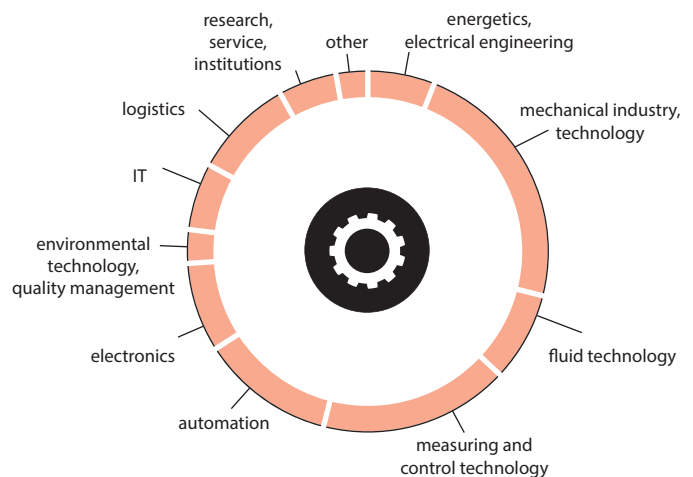
**Price of a copy:**  
750 HUF

**Annual subscription fee:**  
6490 HUF

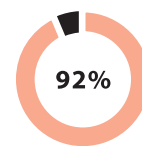
### TARGET GROUP

Engineers working for Hungarian manufacturing companies, decision makers and decision-preparing professionals, experts working in research and development, students and lecturers of higher education of technology, and professionals interested in engineering and technology news.

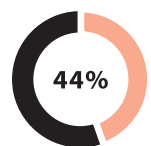
### READERS COMPOSITION



corporate decision-maker



AB status readers



small and medium-sized enterprises (SME)

### CONTACT

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# PRINT

## COLUMNS



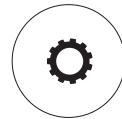
### ON COVER

The front page story of the magazine is the place for articles that give a summary of major results in technological innovation and development of certain industries and the activities of their corporations.



### FUTURIST

Besides the latest information of science and engineering, one can read about up-to-date professional programmes and career news here.



### TECHNOLOGY

Concrete improvements and technological results of given corporations can be read here along with pieces of general interest performed by university information centres or writings of spin-off companies about their results in development.



### MŰVELT MÉRNÖK

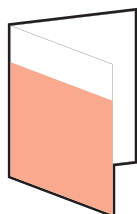
Besides pieces of science-propagatory subjects, this section includes interviews with significant leaders and future engineers, industrial analysis and articles of the most important exhibitions. It offers a detailed analysis in research and development, innovation and improvements in technology.



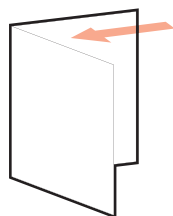


# PRINT

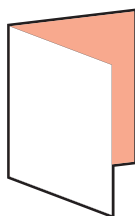
## ADVERTISING SURFACES



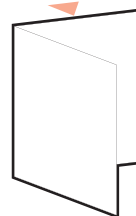
**Cover story**  
C1+1/1 inside page  
+3 pages of articles  
**4700 EUR**



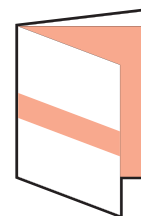
**Cover II.**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**2700 EUR**



**Cover III.**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**2600 EUR**



**Cover IV.**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**2850 EUR**



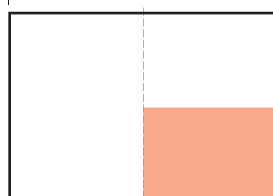
**Strip on the cover with 1/1 advertising**  
trim: 50 × 650 mm  
bleed: 5-5 mm  
**4400 EUR**  
+ printing cost of the strip



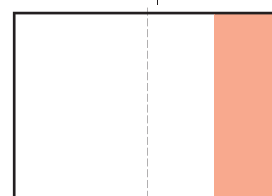
**1/1**  
trim: 210 × 297 mm  
bleed: 5-5 mm  
**2400 EUR**



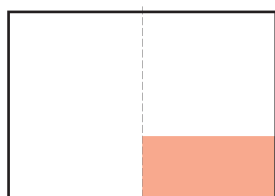
**2/1**  
trim: 420 × 297 mm  
bleed: 5-5 mm  
**3900 EUR**



**1/2 horizontal**  
mirror: 175 × 122 mm  
trim: 210 × 140 mm  
bleed: 5-5 mm  
**1350 EUR**



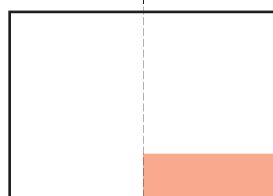
**1/2 vertical**  
mirror: 84 × 244 mm  
trim: 102 × 297 mm  
bleed: 5-5 mm  
**1350 EUR**



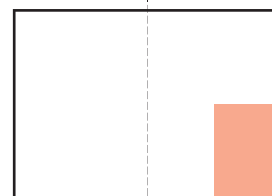
**1/3 horizontal**  
mirror: 175 × 80 mm  
trim: 210 × 99 mm  
bleed: 5-5 mm  
**1100 EUR**



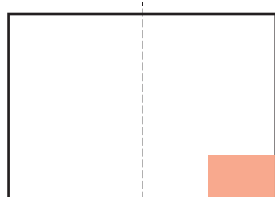
**1/3 vertical**  
mirror: 54 × 258 mm  
trim: 70 × 297 mm  
bleed: 5-5 mm  
**1100 EUR**



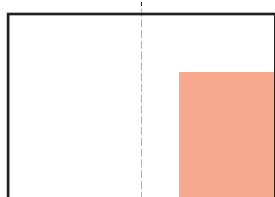
**1/4 horizontal**  
mirror: 175 × 60 mm  
trim: 210 × 73 mm  
bleed: 5-5 mm  
**830 EUR**



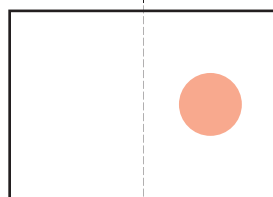
**1/4 vertical**  
mirror: 84 × 120 mm  
**830 EUR**



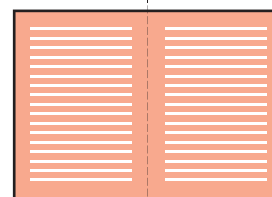
**1/8 horizontal**  
trim: 84 × 60 mm  
**420 EUR**



**Junior**  
mirror: 115 × 166 mm  
trim: 130 × 190 mm  
bleed: 5-5 mm  
**2050 EUR**



**Island ad**  
**1950 EUR**

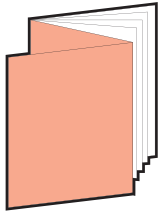


**Professional trade article**  
2 pages  
**1950 EUR**

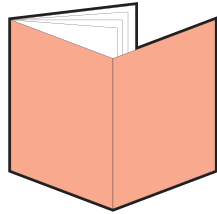


# PRINT

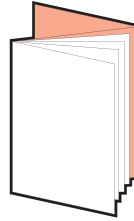
## ADVERTISING SURFACES



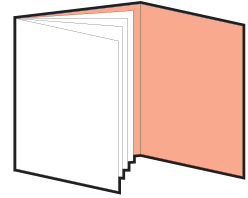
**Double cover I.**  
trim: 2 × 210 × 297 mm  
bleed: 5-5 mm  
**6700 EUR**



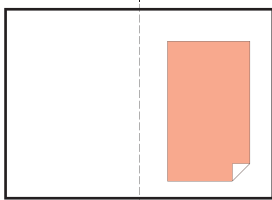
**Double cover II.**  
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bleed: 5-5 mm  
**5300 EUR**



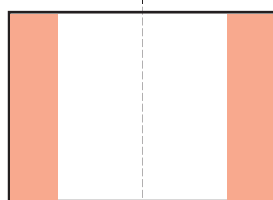
**Double cover III.**  
trim: 2 × 210 × 297 mm  
bleed: 5-5 mm  
**5100 EUR**



**Double cover IV.**  
trim: 2 × 210 × 297 mm  
bleed: 5-5 mm  
**5500 EUR**



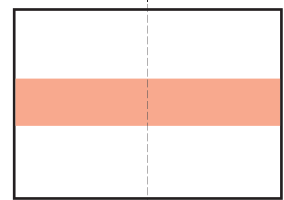
**Unique ad  
with point sticking**  
**0,11 EUR/piece + ad surface**  
+ printing cost  
of the insertion



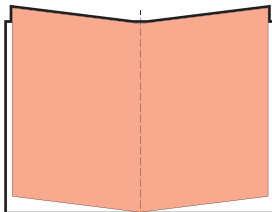
**2x 1/3 vertical opposite**  
trim: 2 × 70 × 297 mm  
bleed: 5-5 mm  
**2200 EUR**



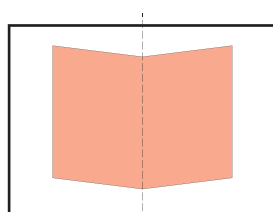
**2x 1/4 stripe under**  
trim: 2 × 210 × 73 mm  
bleed: 5-5 mm  
**1550 EUR**



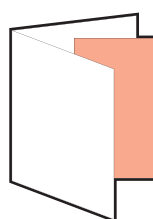
**2x 1/4 stripe in the middle**  
trim: 2 × 210 × 73 mm  
bleed: 5-5 mm  
**1900 EUR**



**Bound insert  
2/1 size**  
**4200 EUR**  
+ printing cost of  
the insertion



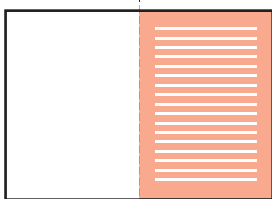
**Bound insert  
smaller than page 2/3**  
**2500 EUR**  
+ printing cost of  
the insertion



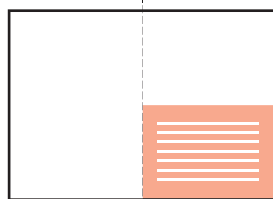
**Loose insert**  
<25 g: **0,25 EUR**  
25–50 g: **0,3 EUR**  
50–100 g: **0,4 EUR**  
100 g<: **according to agreement**

### TECHNICAL PARAMETERS

**4 colour  
sheet offset**  
trim size: 210 × 297 mm  
mirror size: 172 × 261 mm  
content: 68–96 pages  
grid density: 60  
stitched  
**submit:**  
composite pdf, 300 dpi



**Required publication  
of an EU tender 1/1**  
3500 character  
(with space)  
+ 1 illustration  
+ mandatory pictures  
(min. 300 dpi)  
**1000 EUR**



**Required publication  
of an EU tender 1/2**  
1500 character  
(with space)  
+ mandatory pictures  
(min. 300 dpi)  
**650 EUR**



### Brand History:

1/1 ad + 1 page personal interview  
+ 1 page brand introduction  
**3600 EUR**

We have started an individual column within GyártásTrend Magazine that presents the brand history of industrial companies. This story is dedicated to industrial participants. Each edition contains one brand only. The composition can be found on the website and is sent out in the form of newsletters.



### EXTRA CHARGES:

The publisher reserves the right to count extra charge above the listed price for placement or tender requirements.

# SUPPLEMENTS



## MEDITECH

MediTech supplement is helping you to find your way in the quickly changing world of the medical engineering, like equipment and subcontracting items for medical engineering industry. The developments in the above fields are shown in our publication with exact company case studies, studies of industry background and forecasting international trends in selected industry groups.

**Release:** once a year, beginning of the year

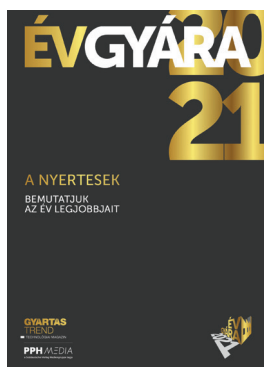


## FLUIDTECH

FluidTech supplement is helping you to find your way in the quickly changing world of the fluidtech industry, like pneumatics, hydraulics, drives, controls, etc. The developments of the above mentioned fields are shown in our publication with exact company case studies, studies of industry background and forecasting international trends in selected industry groups.

**Release:** once a year, in summer

# THEMATIC SPECIAL EDITIONS



## FACTORY OF THE YEAR EDITION

The publication shows you the shortlisted and awarded companies of the Factory of the Year competition. This special edition - in cooperation with the Factory of the year competition – offers an exclusive and unique possibility to reach companies with production units in Hungary.

**Circulation:** 6000 copies

**Release:** once a year (April)



## FOODTECHLINE

In our professional publication of manufacturing technology, we present how different technological solutions can help food production going through its individual processes. From the production, procurement and processing of the raw material, through the manufacturing procedure to quality control, final product packaging and logistics, we offer solutions and technologies available for each subprocess on every field of food and drink production.

**Circulation:** 18 000 copies

**Release:** once a year (November)



## ROBOTECH CATALOGUE

GyártásTrend Magazin aims to publish a robotics catalogue which specifies the players offering robotic solutions that are available in Hungary. In the publication we present products from robotic manufacturers, or the companies offering software or other accessory solutions as well as the integrators' services using the same criteria.

**Circulation:** 8000 copies

**Release:** once a year (September)



# ONLINE

## GYÁRTÁSTREND WEBSITE

On our market-leading website of the industrial segment we process domestic and international industrial technology news and technology solutions, with unique content relevant to the domestic market correlating the readers' demand with that of our partners. We send newsletters to more than 12000 registered readers twice a week.



**30 000**

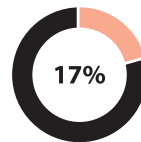
unique users per month

**59 000**

page downloads per month

## GYÁRTÁSTREND NEWSLETTER

Our newsletters not only post industrial and manufacturing technology news, but also provide special offers, and information from the side of supply (machines, tools, softwares, training, automation and measuring tools etc.), we furthermore drive attention to professional events within the industrial world.



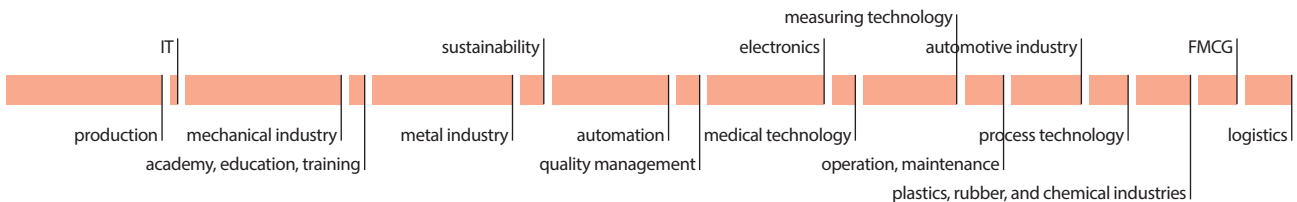
open rate

to **12 000** email address

**2x** weekly

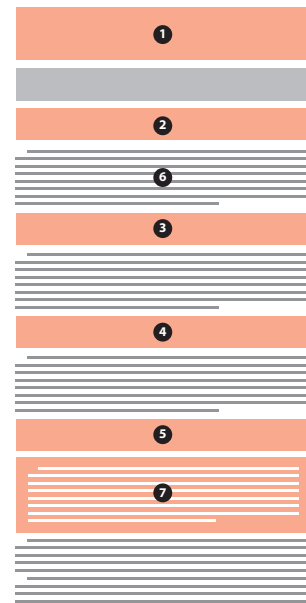
**1x** Művelt mérnök

Our unique newsletters (eg. **Művelt Mérnök**, technology) offer special content and outstanding number of readers.



## NEWSLETTER SURFACES

+	<b>Special newsletter*</b>	1400 EUR / issue
+	<b>to reduced list:</b>	
	to 0–2500 addresses:	0,23 EUR / issue
	to 2501–5000 addresses:	0,2 EUR / issue
	to 5001–7500 addresses:	0,18 EUR / issue
	to 7500 < addresses:	0,15 EUR / issue
1	<b>Maxi banner</b>	640 EUR / issue
	728 × 180 px	
2	<b>728 × 90 px</b> (1. position)	360 EUR / week
3	<b>728 × 90 px</b> (2. position)	300 EUR / week
4	<b>728 × 90 px</b> (3. position)	260 EUR / week
5	<b>728 × 90 px</b> (4. position)	220 EUR / week
+	<b>Művelt Mérnök newsletter</b>	300 EUR / issue
	728 × 90 px	
6	<b>Article</b>	200 EUR / issue
7	<b>Text box</b>	150 EUR / issue
	(500 characters)	



Further opportunities according to agreement.  
\*The content is needed to approved by the editorial staff.

# ONLINE

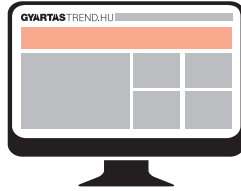
## ONLINE ADVERTISING SURFACES



### Interstitial

desktop: 970 × 550 px  
mobil: 300 × 250 px  
(1 cookie per day)

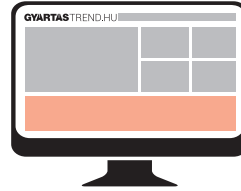
**1550 EUR / week**  
**660 EUR / day**



### Below the header

desktop: 970 × 110 px  
mobil: 300 × 250 px

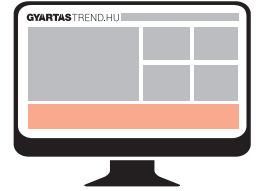
**640 EUR / month**  
**420 EUR / week**



### Below the first news block I.

desktop: 970 × 250 px  
+ 970 × 110 px  
mobil: 300 × 250 px

**2200 EUR / month**  
**800 EUR / week**



### Below the first news block II.

desktop: 970 × 110 px  
mobil: 300 × 250 px

**1400 EUR / month**  
**640 EUR / week**



### Between the highlighted articles

(only at main page)  
desktop: 300 × 300 px  
mobil: 300 × 250 px

**525 EUR / month**  
**260 EUR / week**



### Below the articles I.

desktop: 970 × 250 px  
+ 640 × 360 px  
mobil: 300 × 250 px

**1240 EUR / month**  
**600 EUR / week**



### Below the articles II.

desktop: 970 × 110 px  
+ 640 × 360 px  
mobil: 300 × 250 px

**1400 EUR / month**  
**640 EUR / week**



### Billboard I.

desktop: 300 × 250 px  
mobil: 300 × 250 px

**1400 EUR / month**  
**640 EUR / week**



### Billboard II.

desktop: 300 × 250 px  
mobil: 300 × 250 px

**1240 EUR / month**  
**600 EUR / week**



### Billboard III.

desktop: 300 × 250 px  
mobil: 300 × 250 px

**1100 EUR / month**  
**495 EUR / week**



*In regards of the online advertisement, 100% of the agreed price will be invoiced if cancellation happens within 24 hours of the beginning of the campaign.*



# ONLINE

## ONLINE ADVERTISING SURFACES



### Content package

5 professional articles,  
which we also send  
in newsletter

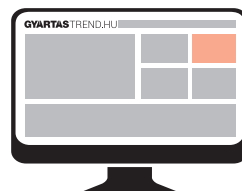
**1000 EUR / package**



### Edited professional article

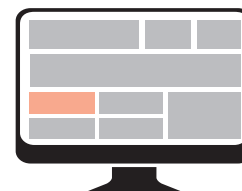
5000 characters  
+2-3 pictures

**150 EUR / article**



### PR box, top

**700 EUR / week**  
**580 EUR / 3 days**



### PR box

**600 EUR / week**  
**490 EUR / 3 days**



### Event box

webpage, between the events,  
e-newsletter send out

**750 EUR / week**



### Podcast Köszörű - Az ipar hangja:

In Köszörű, the podcast of Gyártástrend tech magazine, we deal with current industrial trends and issues. We invite experts to the discussions - our sponsors and jointly selected professionals speak on the show. Our goal is to deliver interesting, thought-provoking conversations to the audience, and to present state-of-the-art solutions to a particular problem, using a podcast, in an easy-to-use yet effective format. Episodes appear on our own website as well as on known podcast channels.



### EXTRA CHARGES:

The publisher reserves the right to count extra charge above the listed price for placement or tender requirements.



# EVENT



## FACTORY OF THE YEAR COMPETITION

We organize the Factory of the Year competition and exclusive gala event as the main events of the GyártásTrend magazine.

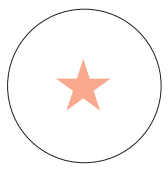
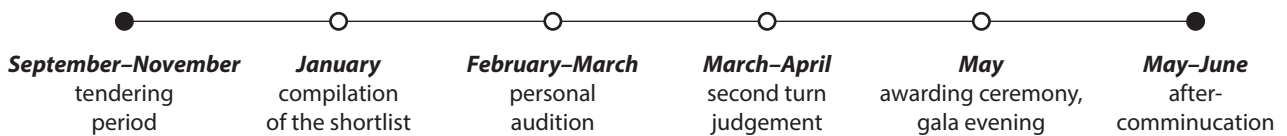
The aim of the competition is to find the manufacturing companies of the year in several categories using a complex methodology.

## CATEGORIES

These are the categories in which the manufacturing units may tender; Hungarian producing units of any size operating in any industrial sector may enter the competition.

- **Best management processes**
- **Consumer satisfaction**
- **Most innovative manufacturer**
- **Employer satisfaction**
- **Best producer**
- **Supplier relationships**
- **Most effective production support**
- **Energy efficiency**
- **Industry 4.0**

## REACH OF OUR COMMUNICATION CHANNELS



Sponsoring the event offers a unique and exclusive opportunity to reach the decision makers of the technological sector.

**PLEASE CONTACT US FOR SPONSORSHIP OPPORTUNITIES!**



# PRINT

## EDITORIAL CALENDAR

	JAN. FEB.	MARCH	APRIL	MAY	JUNE	JULY AUG.	SEPT.	OCT.	NOV.	DEC.
<b>Mechanical industry</b> machines and tools   forming   machining   machine elements   welding technology   industrial gases   technical diagnostics   tribology   robots and manipulators   assembly technology   facility management   maintenance   laser technology										
<b>Process</b> measurement and control technology   control engineering   flow control   automation   drive technology										
<b>Fluid</b> hydraulics   pneumatics   pumps   compressors   fittings   accessories										
<b>Energetics, Industrial electronics</b> energy management   industrial electronics   alternative energy   electrical engineering   electrical industry										
<b>Automotive</b> e-mobility   process engineering   from design to production										
<b>Industrial IT</b> M2M solutions   information safety   data based knowledge   production and management control										
<b>Logistics</b> supply chain   stock management   stock logistics   production logistics solutions   material handling										
<b>Quality management,            environmental technology</b> water and wastewater treatment   industry audits   smart city   standards, certifications										
<b>CLOSING DATE:</b> <b>PUBLICATION DATE:</b>	14/01 04/02	11/02 04/03	18/03 08/04	04/04 29/04	20/05 10/06	15/07 05/08	19/08 09/09	16/09 07/10	21/10 11/11	25/11 16/12



In regards of the **print advertisement**, 100% of the agreed price will be invoiced if cancellation happens after the submission deadline.  
 In regards of the **online advertisement**, 100% of the agreed price will be invoiced if cancellation happens within 24 hours of the beginning of the campaign.