

2024 MEDIA KIT



Media information

Multimedia magazine

ElektroPrůmysl.cz

News portal

www.elektroprumysl.cz

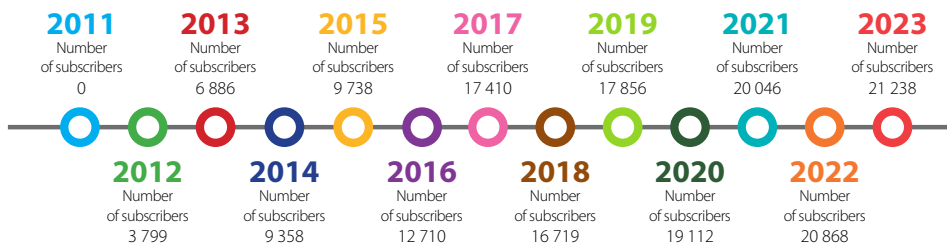
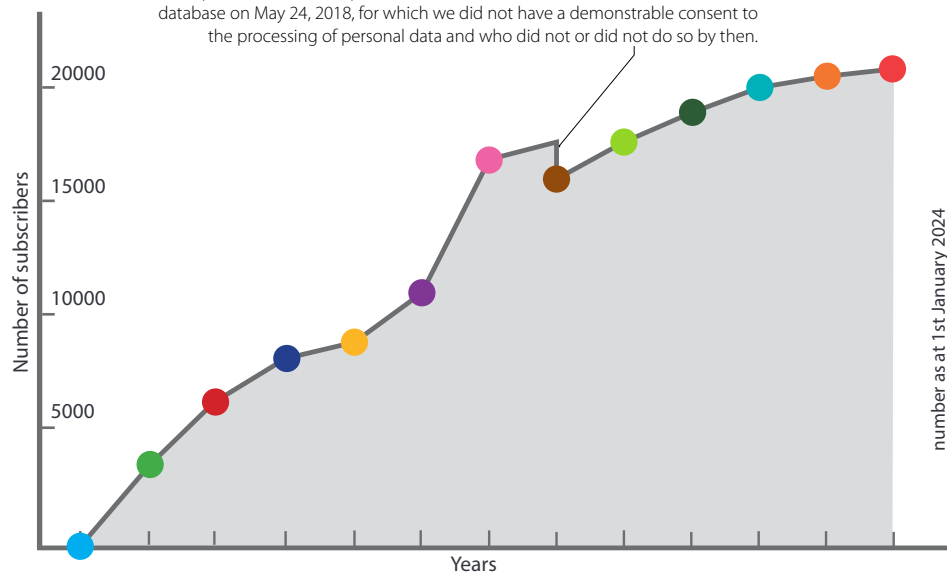
Magazine Subscribers

2024

21 238

Subscription to the ElektroPrůmysl.cz magazine is free and it is carried out through the form on the new portal www.elektroprumysl.cz or by giving the contact at one of the trade fairs or workshops participated by the magazine editor's team. The magazine is distributed in electronic form to the e-mail addresses of subscribers. The magazine is currently subscribed to by 21 238 subscribers.

As part of the GDPR implementation, 2432 customers were removed from our database on May 24, 2018, for which we did not have a demonstrable consent to the processing of personal data and who did not or did not do so by then.



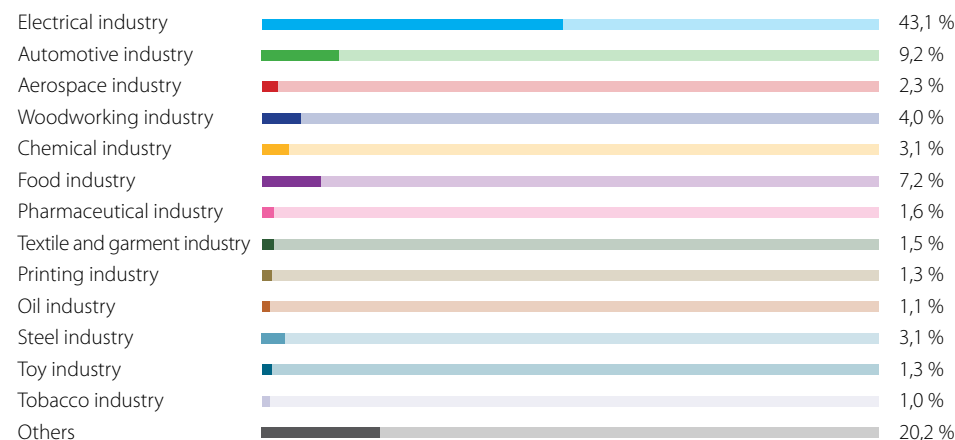
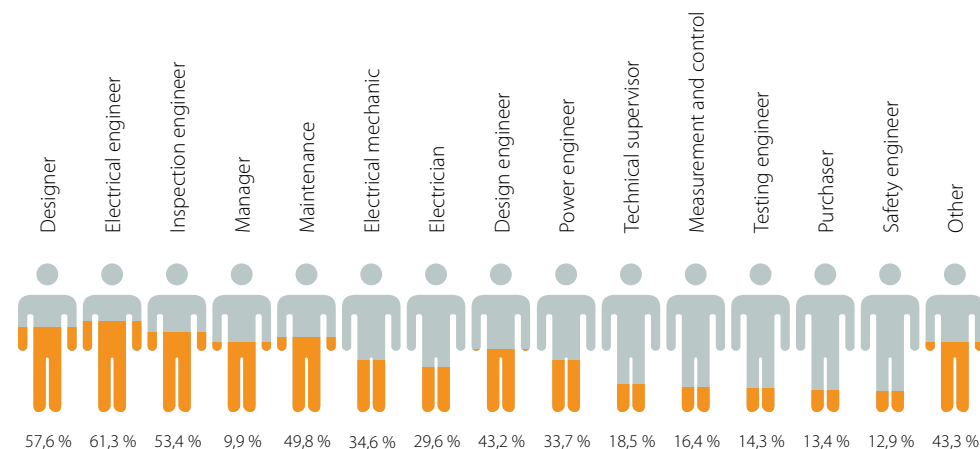
The editorial system checks the current contacts and if an e-mail contact is cancelled, full or is not collected for 3 successive months, the subscriber is deactivated. So the numbers of subscribers are always valid and they do not contain any invalid addresses.

Subscribers' professions and spheres of activities

73,21%

We adapt technical articles to our subscribers, that is why the editorial system of the magazine automatically sends a short questionnaire to a new subscriber in which we ask about the sphere of activity and profession.

This questionnaire has been filled in by 73,21% subscribers. So we know exactly who the readers of Elektroprůmysl are.



Plan of Topics

2024

ISSUE	FOCUS	LIST OF PRODUCTS ON THE MARKET	DEADLINE PUBLICATION
JANUARY	<ul style="list-style-type: none"> • Mart (system) electrical installations and systems • Industrial buses, communication networks, industrial bus converters • Industry 4.0, IoT 	IO-Link hubs	5.1.2024
			12.1.2024
FEBRUARY	<ul style="list-style-type: none"> • Lighting devices and systems (Lighting sources, Lighting, lighting systems, lamps, accessories) • Software in automation, power engineering and electrical engineering • Fibre optic cables and accessories 	LED signal beacons	5.2.2024
			12.2.2024
MARCH	<ul style="list-style-type: none"> • Electrical installation equipment (sockets, circuit breakers, switches, switchboards, wireways, etc.) • Electrical equipment for explosive atmospheres 	Combined Residual Current Device with circuit breaker	5.3.2024
			11.3.2024
APRIL	<ul style="list-style-type: none"> • Electric power quality (compensations, quality measurement, electric power monitoring) • GSM devices and remote monitoring • Electrical mobility • Alternative power supply units 	Home charging stations	5.4.2024
			12.4.2024
MAY	<ul style="list-style-type: none"> • Cables and conductors (power cables, plumbing cables, flexible cables, etc.) • Clips, connectors and cable equipment • Rail transport equipment • Cable troughs, grates, trays, and ladders 	In-line Terminal Block for DIN Rail	3.5.2024
			13.5.2024
JUNE	<ul style="list-style-type: none"> • Security equipment and building system equipment • Transformer stations, transformers, measuring transformers and sensors • Identification systems and industrial labelling • High voltage (disconnecting switches, isolators, 	Instrument current transformers	4.6.2024
			10.6.2024

ISSUE	FOCUS	LIST OF PRODUCTS ON THE MARKET	DEADLINE PUBLICATION
JULY	<ul style="list-style-type: none"> • Machinery and its safety (control elements, switches, controllers, barriers, relays, etc.) • Lightning conductors and materials for grounding • Switching devices (relays, contactors, switches) • Electro-mechanical elements and systems 	Multifunction time relay	4.7.2024
			12.7.2024
AUGUST	<ul style="list-style-type: none"> • Industrial robots, robotics, and manipulators • Industrial computers, PLC, control systems, HMI, operator panels • transformers, transformer stations) 	Industrial Panel PC / HMI	5.8.2024
			12.8.2024
SEPTEMBER	<ul style="list-style-type: none"> • Drives and motors, power electronics, compressors, hydraulic and pneumatics • Gearboxes, brakes, clutches • Position and motion control, motor protection • Frequency converters 	Frequency converters	6.9.2024
			13.9.2024
OCTOBER	<ul style="list-style-type: none"> • Measuring and testing equipment, testing engineering and calibration • Industrial heating and cooling • Switchboards, switchboard equipment and data centres 	Cable Locator	4.10.2024
			11.10.2024
NOVEMBER	<ul style="list-style-type: none"> • Measurement and control of electric power consumption (electricity meters, smart grids, etc.) • Electric power backup (backup power supply units, gensets, UPS, batteries) • Power supply equipment 	Industrial backup power supplies	4.11.2024
			11.11.2024
DECEMBER	<ul style="list-style-type: none"> • Switching and regulating equipment (sensors, transducers, detectors, actuators) • Input signal converters • Measuring of non-electric quantities (measuring of mechanical and chemical quantities) 	Thermal Camera	5.12.2024
			11.12.2024

Article

We accept texts for articles in the DOC, DOCX, ODT, TXT, etc. formats. Pictures must be attached as separate attachments in good quality. Logos and technical drawings, ideally, in curves. We will make up the articles, will send them to you for proofreading and only if you are satisfied will we include them in an issue.

Advertising

Advertisements must be supplied in the pdf, eps, ai or corel draw formats in print resolution of in curves. If the editor's office is to create your advertisement, materials specified in the article paragraph must be supplied.

Lists of Products

A list of products on the market includes products inserted in tables with basic parameters and they always are of a particular topic. Basic parameters are filled in the tables which are ready and sent by the magazine editor's office for completion.

Hypertext Links

Any number of hypertext links or buttons to download catalogues can be inserted in an article, advertisement or a list of products. Insert hypertext links in texts or in the form of notes in pdf when proofing the draft makeup. Catalogues can be sent in the pdf format or as a link to a document on the web.

Videos

Any number of videos can be inserted in an article or advertisement to directly play in the magazine. If you are interested to insert a video in your article or advertisement, it must be supplied physically, for example, via data storage or as a YouTube link.

Print

As part of the editor's team's participation in major trade fairs such as Amper and International Engineering Fair in Brno, the multimedia magazine ElektroPrůmysl.cz is printed and then it is given away for free at the above-mentioned trade fairs. The March and September issues are printed in 1,600 and 1,400 copies, respectively.

Pricelist of Advertisements in the Magazine

2024

A summary pricelist of advertisements in the professional multimedia online magazine ElektroPrůmysl.cz

Placing of a full-scale advertisement on the envelope

PAGE	PRICE	
1 st page	CZK 17,500	710 €
2 nd page	CZK 12,500	510 €
3 rd page	CZK 12,500	510 €
4 th page	CZK 15,000	610 €

Placing of an advertisement inside the magazine

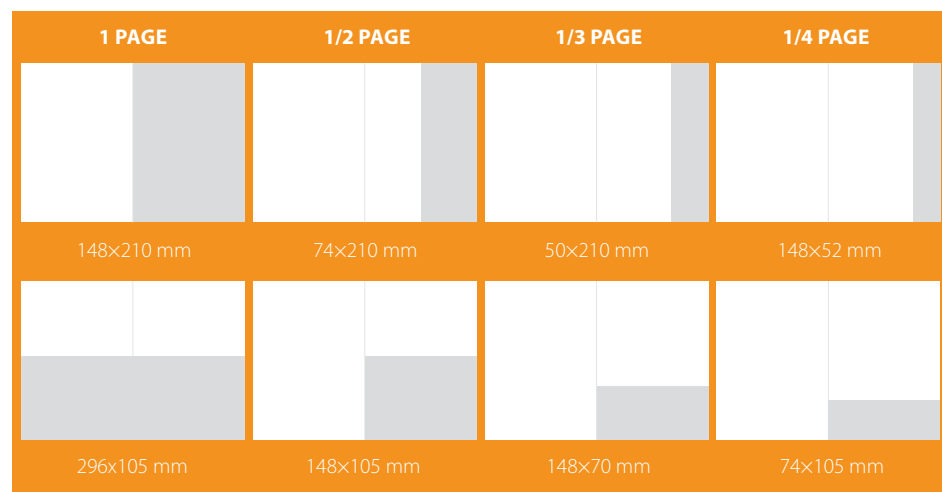
FORMAT	SIZE (mm)	PRICE	
1 strana	148x210 / 296x105	CZK 9,000	365 €
1/2 strana	74x210 / 148x105	CZK 5,000	203 €
1/3 strana	50x210 / 148x70	CZK 4,000	163 €
1/4 strana	148x52 / 74x105	CZK 3,000	122 €

Placing of a professional/PR article

RANGE	PRICE	
1 st page	CZK 4,000	163 €
2 nd page	CZK 6,000	244 €
3 rd page	CZK 8,000	325 €

Placing of products in the list on the market

QUANTITY	PRICE	
1 st product	CZK 750	30 €
Every other product	CZK 500	20 €



All prices are exclusive of 21% VAT.

Advantageous Annual Contracts/Packages

These advantageous contracts are concluded for a period of 12 months, when they are drawn. Along with the stated scope of services, by concluding an annual contract you will become a magazine partner and acquire the following services within the package for free::

- placing of a banner with your logo and link to your website for the entire term of the contract on our website at www.elektroprumysl.cz
- publication of all articles issued in the magazine and possible other press releases also on the web portal at www.elektroprumysl.cz
- placing of up to 6 products in all lists of the market in which you are interested

30%
BASIC Contract

CONTAINS

- 3× full-page advertisement
- 3× article of 2 pages



CZK 30,000
€1,220

The list price of provided services is CZK 45,000. Thanks to the contract/ package you save CZK 15,000 / €610 (30%).

40%
SILVER Contract

CONTAINS

- 6× full-page advertisement
- 6× article of 2 pages



CZK 54,000
€2,190

The list price of provided services is CZK 90,000. Thanks to the contract/ package you save CZK 36,000 / €1,465 (40%).

48%
GOLD Contract

CONTAINS

- 9× full-page advertisement
- 9× article of 2 pages



CZK 70,000
€2,850

The list price of provided services is CZK 135,000. Thanks to the contract/ package you save CZK 65,000 / €2,645 (48%).

All prices are exclusive of 21% VAT.

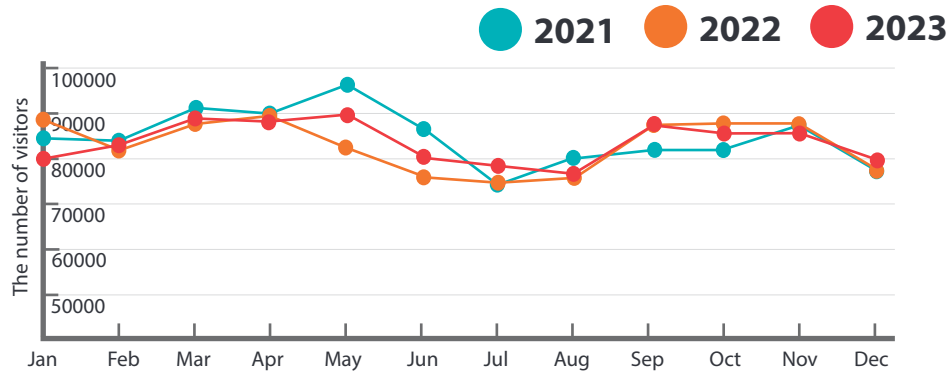
Website Visitors

2024

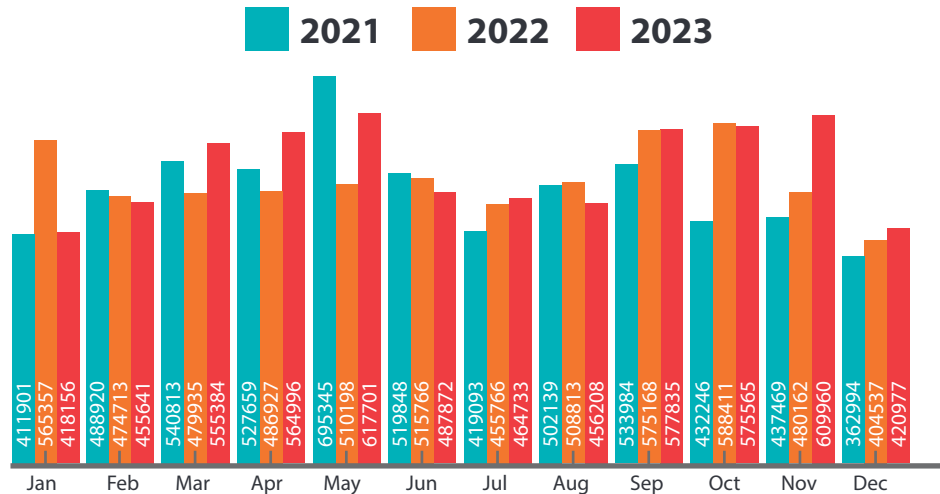


The average number of visitors to the news portal at www.elektroprumysl.cz in 2023 is 83 274 people with an average readership of 517 186 articles a month. Compared to last year, the number of visitors has stabilized above 80,000 readers per month. The average session duration per visitor is 00:01:48.

The Number of Visitors to the Website



The number of read articles on the website



number as at 1st January 2024

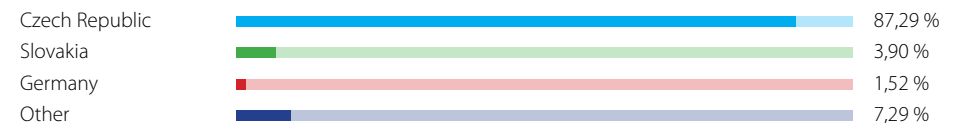
Age Groups of Website Visitors



Devices of Website Visitors



Location of Visitors by Country



Pricelist of Advertising on Website

2024

Banners

BANNER TYPE	PERIOD	PRICE
TOP Banner	1 month	CZK 12,000 487 €
SUPER banner	1 month	CZK 12,000 487 €
EXTRA Banner	1 month	CZK 17,500 711 €
VISION Banner	1 month	CZK 20,000 812 €
RIGHT Banner	1 month	CZK 7,500 305 €
FOOTER Banner	1 month	CZK 12,000 487 €

We accept banners in the HTML5, gif formats or any still picture. If necessary, we can create a banner design in the editor's office in a moment.

The sizes and locations of banners are shown graphically on the next page.

Recommended article

DESCRIPTION	PERIOD	PRICE
Promote the selected article	1 month	CZK 10,000 406 €

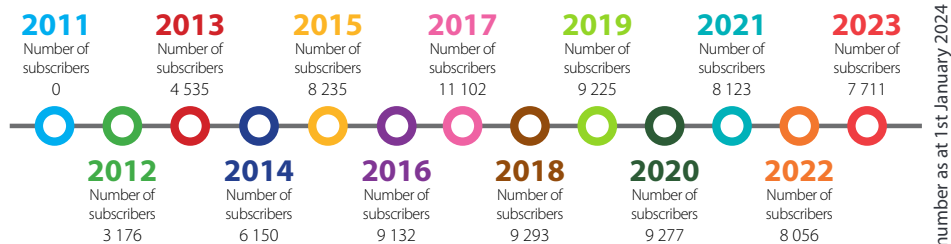
This is an article that is located at the selected time in the header of the site on the main page. It is constantly in the eyes of visitors and maximizes its readiness.

Newsletter Distribution

INFORMATION		
Processing of supplied newsletter	free	
Making of newsletter	CZK 4,000	€162
Sending of newsletter to 1 subscriber	CZK 1.50	€0.06

We will tell you the current number of newsletter subscribers at request. Part of distribution is a detailed statistics of the newsletter readership and reactions to its individual parts. We make the newsletter responsive and send it from our own server, we do not use third parties.

The number of newsletter subscribers



All prices are exclusive of 21% VAT.

Gate

DESCRIPTION	PERIOD	PRICE
Advertising on the website background	1 month	CZK 30,000 1120 €

It is the background around the entire website, under which there is a hypertext link. By the success rate, such advertising is 60 times more successful than any banner.

Placing of the article

DESCRIPTION	PERIOD	PRICE
PR/Commercial article	Several days on main page, then included in category forever	CZK 2,500 101 €
Invitation to training		CZK 1,500 61 €
Technical article		free

The extent of articles is not limited, however, we recommend choosing up to 2 pages of A4 format. The number of photographs is as necessary. It is possible to attach documents in the pdf format to download, videos, and an unlimited number of hypertext links to your article. We accept texts in the DOC, DOCX, ODT, TXT, etc. formats. Pictures must be attached as separate attachments in good quality. Logos and technical drawings, ideally, in curves.

Text Advertising "Interesting Links"

DESCRIPTION	PERIOD	PRICE
Heading together with accompanying text	1 month	CZK 3,500 142 €

A heading in the max. length of 60 characters with a hidden hypertext link and an accompanying text on other lines in the maximum length of 150 characters.

Banner TOP

Size 560 x 100 pixels

Banner EXTRA

Size 1120 x 160 pixels

Upcoming Webinars

Promotion of the upcoming four webinars.

GATE

FullHD with a website cut-out. We send a template for creation at request

Logos of Magazine Partners

Logos rotate below all articles



Recommended Article

Promote the selected article

Banner SUPER

Size 345 x 325 pixels

Banner VISION

Size 560x100 pixels + text title

Banner RIGHT

Size 345 x 325 pixels

Text Advertising

Heading together with accompanying text

Banner FOOTER

Size 730 x 110 pixels



Advertising should not be expensive, but effective.
Address new customers from the group of our readers.
www.elektroprumysl.cz