

In circulation for more than twenty years, MM Műszaki Magazin is a well-known specialist publication of Hungarian industrial firms and domestic technical life. Its articles cover almost every field of production and innovation and from month to month the magazine presents the Hungarian and international technological developments and technical novelties. It informs readers about the actual situation of the Hungarian industry and helps them understand the expectable consequences of developments performed in the various industries through its background analyses, offering a comprehensive picture of the technological novelties of the near future. As the strategic media partner of the more than hundred-year old MM Maschinenmarkt, published by the German Vogel Industrie Medien, seated in Würzburg, it receives news about German technological innovations before most.

#### MAIN COLUMNS

- Inset – General idea of the topical industry sector in the first third of the magazine.
- Current – The column offers news and detailed analysis of the industrial and corporate events, the decisions influencing the development of the various industries. Readers can find evaluations of the major Hungarian and international industrial exhibitions.
- Cover story – The leading article of the issue contains a detailed analysis of the activities performed by a determining company of a certain industry, as well as its key technical and economic achievements.
- Focus – This column contains specialist articles introducing the results of various corporate developments and those of basic research activities of general interest.
- Panorama – Topical questions of research and development

ISSUE	DEADLINE	PUBLICATION DATE	TOPICS	TRADE FAIRS
1/2	29-Jan	12-Feb	Used machines, systems and technologies; International trade fairs overview; Labor market, employment & industry; Mechanical engineering industry; Fasteners	• METAV 20-24. February, Düsseldorf
3	26-Feb	12-Mar	Automation and automating, industrial robots and manipulators, measurement and control; Mechanical engineering, automation technology, metalworking	• LogiMAT 13-15. March, Stuttgart • AMPER 20-23. March, Brno
4	26-Mar	9-Apr	Process control systems, automation technology, supply industry, subcontracting; Mechanical engineering, metalworking; green energy eco-technologies	• MEDTEC EUROPE 17-19. April, Stuttgart • Hanover Messe 23-27. April • Control 24-27. April, Stuttgart
5	23-Apr	7-May	Mechanical engineering industry, maintenance, surface treatment, financing, plastics processing, pneumatics and hydraulics, pumps and fittings; industrial robots and manipulators; laser technologies; industrial electronics, drive engineering; Medical technologies	• Wire + Tube 16-20. April, Düsseldorf • Industry Days Hungary 15-18. May, Budapest
6	4-Jun	18-Jun	Quality control and standards (TQM), certificates; energy technology, transmissions; mechanical engineering industry; Building industry, building engineering, heating, ventilation, air condition technology;	• CEBIT 11-15. June, Hanover • Automatica 19-22. June, München
7/8	9-Jul	23-Jul	Supply industry, subcontracting; industrial robots and manipulators; laser technologies; Plastics industry	
9	27-Aug	10-Sep	Mechanical engineering, automation technology, metalworking; CAD/CAM systems; Automotive industry	• AMB 18-22. September, Stuttgart • IAA Commercial Vehicles 20-27. September, Hanover
10	24-Sep	8-Oct	Process control systems, drive engineering, automation technology, assembly, industrial electronics; Mechanical engineering industry, sheet metal working industry	• Automotive Hungary October, Budapest • IAC 1-5. October, Bremen • Motek + Bondexpo 8-11. October, Stuttgart • MSV 1-5. October, Brno • Fakuma 16-20. October, Friedrichshafen • EuroBLECH 23-26. October, Hanover
11	19-Oct	5-Nov	Mechanical engineering industry, industrial safety and security, aviation and aerospace; Automotive industry; logistics, transport and materials handling, packaging	
MM year-book	5-Nov	19-Nov	Mechanical engineering industry, plastics processing, pneumatics and hydraulics, pumps and fittings, logistics, industrial robots and manipulators, automation, measurement and control	
12	3-Dec	17-Dec	Chemical industry, plastics industry, oils and lubricants; Mechanical engineering, automation technology	

## TARGET GROUP

Technical specialists, decision-preparing managers, engineers, developers, participants of technical higher education and employees in the area of industry and commerce.

## CIRCULATION DATA

Printed number of copies: 8000

### Method of circulation:

Subscribers + qualified mailing-list  
(controlled circulation)

Auditing: MATESZ continuously  
controls printed and circulated copies

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## REDUCTIONS

Minimum 3 appearances per year: 5%

Minimum 6 appearances per year: 10%

10 appearances per year: 15%

Agency commission: 15%

## EXTRA CHARGES

Urgent rate: 25%

Placement surcharge: 25%

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length closing: 50%

Advertisements cancelled after  
material submission: 100%

## TECHNICAL PARAMETERS

Colour: 4-colour

Printing sheets

Cut size: 210 x 297mm

Type size: 180 x 254mm

Length: 68-96 pages

Grating: 60

## SUBMISSION OF ADVERTISEMENTS

Advertisement materials are accepted only in electronic form, in jpg, tif, pdf formats of min. 300 dpi definition. Chromalin or a proof impression, authorised with the signature of the customer, is needed for materials sent in ready-for-print files. In the lack of such we cannot accept complaints. In case of materials not ready for print, we charge the costs of printing preparation.

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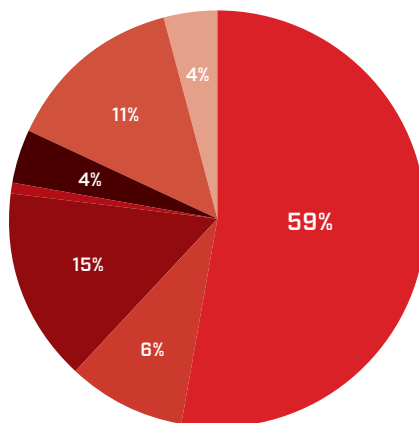
Newsletter: weekly, 7 000 emails

## BOOKING ADVERTISEMENTS

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## READERS' COMPOSITION

### INDUSTRY

Processing industry (59%)

Construction industry (6%)

Commerce (15%)

Mining (1%)

Transport, warehousing (4%)

Services (11%)

Other (4%)

FORMAT	SIZE (MM)	COLOUR PRICE (EUR)
Cover IV	edge-to-edge 220x307	2 580
Cover II	edge-to-edge 220x307	1 960
Cover III	edge-to-edge 220x307	1 880
1/1 page	edge-to-edge 220x307 type size 200x287	1 890
Junior page	edge-to-edge 142x210 type size 136x190	1 650
1/2 page	portrait edge-to-edge 105x307 type size 90x280	1 200
	landscape edge-to-edge 220x155 type size 200x145	
1/3 page	portrait edge-to-edge 78x307 type size 70x287	940
	landscape edge-to-edge 220x109 type size 200x85	
1/4 page	portrait type size 46x270 landscape edge-to-edge 190x66 type size 80x116	740
1/8 page	portrait type size 46x134 landscape type size 94x66	400
Market place (1200 characters + 1 image)		200
Bourse		Ask for our detailed offer!

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Cover Story 4 pages	5 500
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Double cover II	6 960
Double cover III	6 960
Tying band (in case of pre-fabricated band)	1 970
Banding with sticking (in case of pre-fabricated band, only for advertisements)	2 570
Stripe advertisement series (4 pieces)	2 470
Page-to-page advertisement	2 360
Bookmark	Depends on size
Stick-in (Advertisement with point stuck sample)	0,2 EUR/piece + price of advertisement surface
Placement of special material (product sample, CD, postcard, etc.)	0,2 EUR/piece under 20g Ask for our detailed prices over 20g
5th colour (gold, silver, etc.)	Subject to negotiation