

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 Communications Group**, seated in **Würtzburg**, 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 (2019)	DEADLINE	PUBLICATION DATE	TOPICS	TRADE FAIRS
1/2	28-Jan	11-Feb	Used machines, systems and technologies; International trade fairs overview; Labor market, employment & industry; Mechanical engineering industry; Fasteners	<ul style="list-style-type: none"> • ELTEC 9-11. January, Nürnberg • LogiMAT 19-21. February, Stuttgart
3	25-Feb	11-Mar		<ul style="list-style-type: none"> • Electrosab 26-28. March, Budapest • AMPER 19-22. March, Brno • Hannover messe 1-5. April, Hannover
4	25-Mar	8-Apr	Process control systems, automation technology, supply industry, subcontracting; Mechanical engineering, metalworking; green energy eco-technologies	<ul style="list-style-type: none"> • MEDTEC LIVE 21 - 23 May, Stuttgart • Control 7-10. Mai, Stuttgart
5	22-Apr	6-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	<ul style="list-style-type: none"> • MACH TECH Industry Days 14-17. May, Budapest • Interpack 7-13. May, Düsseldorf • Control 7-10. May, Stuttgart • Moulding Expo 21-24. May, Stuttgart • Intertool 15-18. May, Wien
6	3-Jun	17-Jun	Quality control and standards (TQM), certificates; energy technology, transmissions; mechanical engineering industry; Building industry, building engineering, heating, ventilation, air condition technology;	<ul style="list-style-type: none"> • Laser World of Photonics 24-27. June, München
7/8	8-Jul	22-Jul	Supply industry, subcontracting; industrial robots and manipulators; laser technologies; Plastics industry	
9	26-Aug	9-Sep	Mechanical engineering, automation technology, metalworking; CAD/CAM systems; Automotive industry	<ul style="list-style-type: none"> • EMO Hannover 16-21. September, Hannover • IAA Commercial Vehicles 12-22. September, Frankfurt
10	23-Sep	7-Oct	Process control systems, drive engineering, automation technology, assembly, industrial electronics; Mechanical engineering industry, sheet metal working industry	<ul style="list-style-type: none"> • Automotive Hungary 17-19. October, Budapest • K 2019 16-23. October, Düsseldorf • Motek + Bondexpo 7-10. October, Stuttgart • MSV 7-11. October, Brno
11	21-Oct	4-Nov	Mechanical engineering industry, industrial safety and security, aviation and aerospace; Automotive industry; logistics, transport and materials handling, packaging	<ul style="list-style-type: none"> • BLECHexpo 5-8. November, Stuttgart
MM year-book	4-Nov	18-Nov	Mechanical engineering industry, plastics processing, pneumatics and hydraulics, pumps and fittings, logistics, industrial robots and manipulators, automation, measurement and control	
12	2-Dec	16-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: 8 000

Method of circulation:

Subscribers + qualified mailing-list
(controlled circulation)

Auditing: MATESZ continuously controls printed and circulated copies

Published: Monthly (10 times a year)

Price of issue: 900 HUF

Annual subscription fee: 8 900 HUF

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%

Advertisements cancelled after 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.

ONLINE ADVERTISEMENT 2017

Please ask for a personal offer for online appearance opportunities: banners, pr articles, case studies in website and weekly newsletter.

Banner sizes:

728 x 90, 970 x 90, 300 x 250, 120 x 240, 120 x 600 px

Minimum order period: 1 week

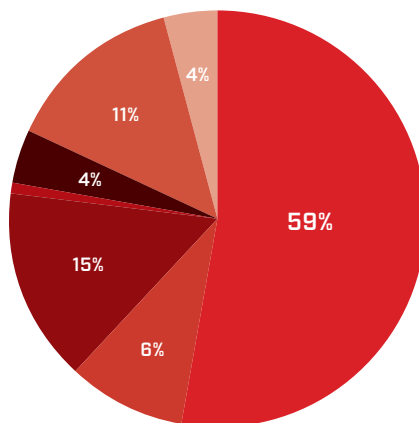
Newsletter: weekly, 7 000 emails

BOOKING ADVERTISEMENTS

Műszaki Média Kiadó Ltd.

H-1026 Budapest, Fillér u. 36., Hungary

E-mail: sales@muszaki-magazin.hu



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

SPECIAL SURFACES

PRICE (EUR)

Cover Story 8 pages	7 200
Cover Story 4 pages	5 500
Double cover I	7 460
Double cover IV	7 160
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