

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 (2020)	DEADLINE	PUBLICATION DATE	TOPICS	TRADE FAIRS
MM 01-02	20.01	03.02	Used machines, systems and technologies; International trade fairs overview; Labor market, employment & industry; Mechanical engineering industry; Fasteners	NORTEC 21-24.01 Hamburg, maintenance 12-13.02 Dortmund
MM 03	17.02	02.03	Automation and automating, industrial robots and manipulators, measurement and control; Mechanical engineering, automation technology, metalworking	METAV 10-13.03 Düsseldorf, LogiMAT 10-11.03 Stuttgart, AMPER 17-20.03 Brno
MM 04	16.03	30.03	Process control systems, automation technology, supply industry, subcontracting; Mechanical engineering, metalworking; green energy eco-technologies	Hannover Messe 20-24.04, PaintExpo 21-24.04 Karlsruhe, Tube/Wire 30.03-03.04 Düsseldorf
MM 05	14.04	27.04	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	Ipar Napjai 05-08.05 Hungexpo Budapest, Interpack 06-13.05 Düsseldorf, Control 05-08.05 Stuttgart
MM 06	18.05	02.06	Quality control and standards (TQM), certificates; energy technology, transmissions; mechanical engineering industry; Building industry, building engineering, heating, ventilation, air condition technology;	automatica 16-19.06 München, SENSOR+TEST 23-25.06 Nürnberg
MM 07-08	06.07	20.07	Supply industry, subcontracting; industrial robots and manipulators; laser technologies; Plastics industry	Global Connect 01-02.07 Stuttgart
MM 09	24.08	07.09	Mechanical engineering, automation technology, metalworking; CAD/CAM systems; Automotive industry	AMB 15-19.09 Stuttgart
MM 10	21.09	05.10	Process control systems, drive engineering, automation technology, assembly, industrial electronics; Mechanical engineering industry, sheet metal working industry	Automotive Hungary Hungexpo Budapest Motek 5-8.10 Stuttgart, MSV 5-9.10 Brno, Fakuma 13-17.10 Friedrichshafen, EuroBLECH 27-30.10 Hanover
MM 11	19.10	02.11	Mechanical engineering industry, industrial safety and security, aviation and aerospace; Automotive industry; logistics, transport and materials handling, packaging	electronica 10-13.11 München, SPS 24-26.11 Nürnberg
MM yearbook	02.11	16.11	Mechanical engineering industry, plastics processing, pneumatics and hydraulics, pumps and fittings, logistics, industrial robots and manipulators, automation, measurement and control	
MM 12	30.11	14.12	Chemical industry, plastics industry, oils and lubricants; Mechanical engineering, automation technology	JIMTDF 07-12.12 Tokio (JP)

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

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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%

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.

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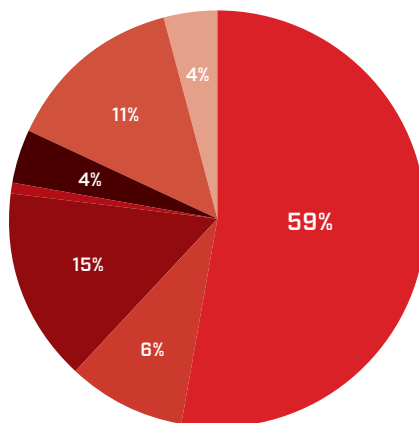
Newsletter: weekly, 7 000 emails

BOOKING ADVERTISEMENTS

Műszaki Média Kiadó Ltd.

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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)

FORMAT	SIZE (MM)	COLOUR PRICE (EUR)
Cover I	220x130	2 580
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 70x280	
	landscape edge-to-edge 220x109	
	type size 200x85	
1/4 page	portrait type size 46x307	740
	landscape edge-to-edge 220x66	
	type size 88x134	
1/8 page	portrait type size 42x134	400
	landscape type size 94x66	
Market place (1200 characters + 1 image)		200
Bourse		Ask for our detailed offer!

SPECIAL SURFACES

PRICE (EUR)

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