



So geht Industrie

Media kit

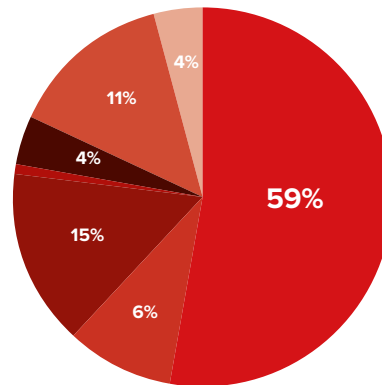
In circulation for more than thirty years, **MM Műszaki Magazin** is a well-known specialist publication of Hungarian industrial firms and domestic technical life. Its articles cover almost every field of production and innovation and from month to month the magazine presents the Hungarian and international 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 125-year old **MM Maschinenmarkt**, published by the German Vogel Communications Group, 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

## Target Group

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



### Readers' composition

INDUSTRY
Processing industry (59%)
Construction industry (6%)
Commerce (15%)
Mining (1%)
Transport, warehousing (4%)
Services (11%)
Other (4%)

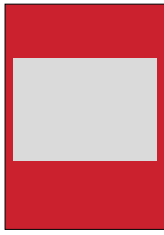
## Topics

3D technology, air condition technology, assembly, **automation technology**, automotive industry, aviation and aerospace, building industry, building engineering, CAD/CAM/PLM, certificates, chemical industry, control, drive engineering, **eco-technologies**, electronics, energy technology, employment, fasteners, financing, fittings, **green energy**, heating, hydraulics, **IoT, industry 4.0, industrial robots and manipulators, IT**, international trade fairs, labor market, laser technologies,

logistics, materials handling, maintenance, measurement, **mechanical engineering industry**, medical technologies, **metalworking**, oils and lubricants, plastics packaging, pneumatics, process control systems, processing, pumps, quality control and standards (TQM), sheet metal working industry, supply industry, surface treatment, safety, security, **sustainability**, systems and technologies, transmissions, transportation, used machines, ventilation

Issue (2025)	Deadline	Publication Date	Topics in Focus	Trade Fairs
01-02.	27 January	11 February	Green Eco Technologies	LogiMAT, Stuttgart (DE), February 13–15. • maintenance, Dortmund (DE), February 19–20
03-04.	24 March	8 April	Automotive Industry, Logistics	GrindTec, Leipzig (DE), March 11–14. • AMPER, Brno (CZ), March 18–20. • Fastener Fair, Stuttgart (DE), March 25–27. • HANNOVER MESSE, Hannover (DE), March 31–April 4. • <b>Innoelectro, Budapest (HU), April 8-10.</b>
05-06.	28 April	13 May	Automation Technology	Control, Stuttgart (DE), May 6–9. • SENSOR+TEST, Nürnberg (DE), May 6–8. • Lamiera, Milano (IT), May 6–9. • Moulding Expo Stuttgart (DE), May 6–9. • <b>Industry Days, Automotive Hungary, Budapest (HU), May 13–16.</b>
07-08.	28 July	12 August	Mechanical engineering, Industry 4.0	automatica, LASER World of Photonics, Munich (DE) June 24–27.
09-10.	29 September	14 October	Industrial Robots and Manipulators	IAA Mobility, Munich (DE), September 9–14. • EMO Hannover (DE) Sept 22–25. • <b>Electrosub Budapest (HU), October</b> • MSV, Brno (CZ), October • Motek, Stuttgart (DE), October • Fakuma, Friedrichshafen (DE) October • K, Düsseldorf (DE), October 8–15.
11-12.	17 November	2 December	Automotive Industry, Logistics	productronica, Munich (DE), November 18–21. • Blechexpo, Stuttgart (DE), November 21–24.

## Formats and Sizes



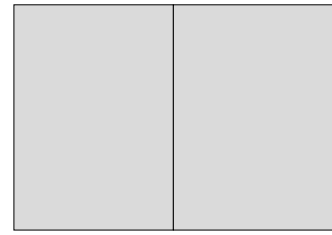
**Cover**  
Art box  
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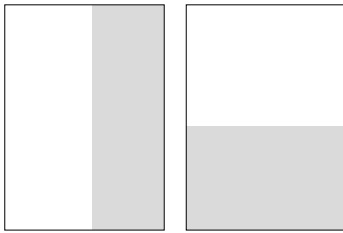
**Cover strip**  
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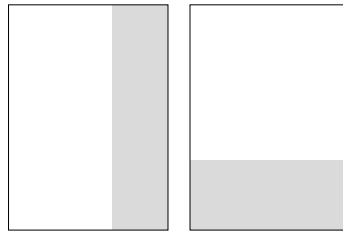
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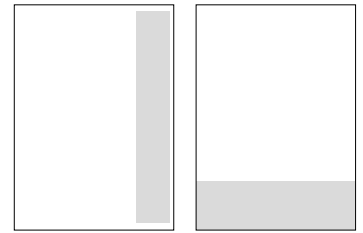
**2/1**  
Bleed\*  
420 × 297 mm



**1/2 page**  
**PORTRAIT:**  
Bleed\*  
94 × 297 mm  
Art box  
90 × 280 mm  
**LANDSCAPE:**  
Bleed\*  
210 × 137 mm  
Art box  
200 × 134 mm



**1/3 page**  
**PORTRAIT:**  
Bleed\*  
73 × 297 mm  
Art box  
70 × 280 mm  
**LANDSCAPE:**  
Bleed\*  
210 × 92 mm  
Art box  
200 × 87 mm



**1/4 page**  
**PORTRAIT:**  
Art box  
44 × 280 mm  
**LANDSCAPE:**  
Bleed\*  
210 × 64 mm  
Art box  
200 × 59 mm

\* +5 mm on all sides

## Special offers

- Strap
- Bookmark Strap
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## Package Offers

- For annual agreements or occasional publications, ask for our discounted package offers, including advertisements and professional articles.
- Based on unique requirements of our partners, we prepare: case studies, interviews, professional articles

## Circulation Data

- **Printed number of copies:** 5 000–7 000
- **Method of circulation:** Subscribers + qualified mailing-list (controlled circulation)
- **Published:** Bimonthly (6 times a year)
- **Price of issue:** 1 190 Ft
- **Annual subscription fee:** 11 900 Ft



## 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. 5 mm bleed on all sides.

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# ONLINE

So geht Industrie

Media Kit

**The muszaki-magazin.hu website is the online interface of MM Műszaki Magazin**, a well-known specialist publication of Hungarian industrial firms and domestic technical life in circulation for more than thirty years. The online articles on the website and in the twice-weekly newsletter cover almost every field of production and innovation and present the Hungarian and international technological developments and technical novelties. It informs its 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 125-year-old **MM Maschinenmarkt**, published by the German Vogel Communications Group, seated in Würzburg, it receives news about German technological innovations before most.

Monthly Unique Users: 16 000

Monthly Pageview: 21 000



54%



46%



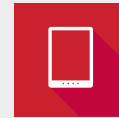
### Mobile

39%



### Desktop

60%



### Tablet

1%



49%  
Budapest

22%  
County Seat

10%  
Pest County

19%  
Other Cities



36%

45%

17%

2%

University Degree

High School Diploma

Professional

Primary School



27%

34%

16%

13%

10%

18-24 years old

25-34

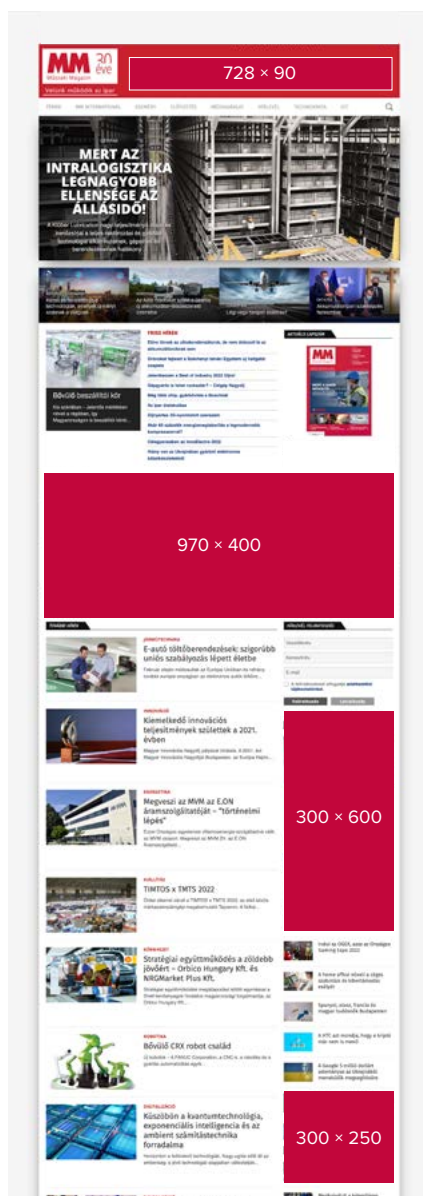
35-44

45-54

55+

POSITION	SIZE
Leaderboard	728 × 90
Large Leaderboard	970 × 90
Billboard	970 × 250
Dupla Billboard	970 × 400
Rectangle	300 × 250
Halfpage	300 × 600
Skyscraper	120 × 600
Newsletter banner	564 × 100
PR article	

Banner sizes: width x height px



### Műszaki Magazin newsletter

- 2 times/week (Tues, Thurs)
- 11 500 mailing list
- Newsletter appearance opportunities:
  - pr articles in newsletter
  - newsletter banner
  - personalized eDM with unique content and timing



## TECHNICAL PARAMETERS

**Formats:** .jpg, .gif, anim gif, html, html5

**Max. size:** 200 kb

*Landing page url*

### PR articles:

- Title max. 80 characters (with spaces)
- Lead max. 250 characters (with spaces)
- Lead photo in horizontal format
- Image must not contain any logo or headline
- Text in .doc or .docx format

**DEADLINE FOR ONLINE MATERIALS IS 3 DAYS BEFORE CAMPAIGN START**

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**Alexandra Zöld**

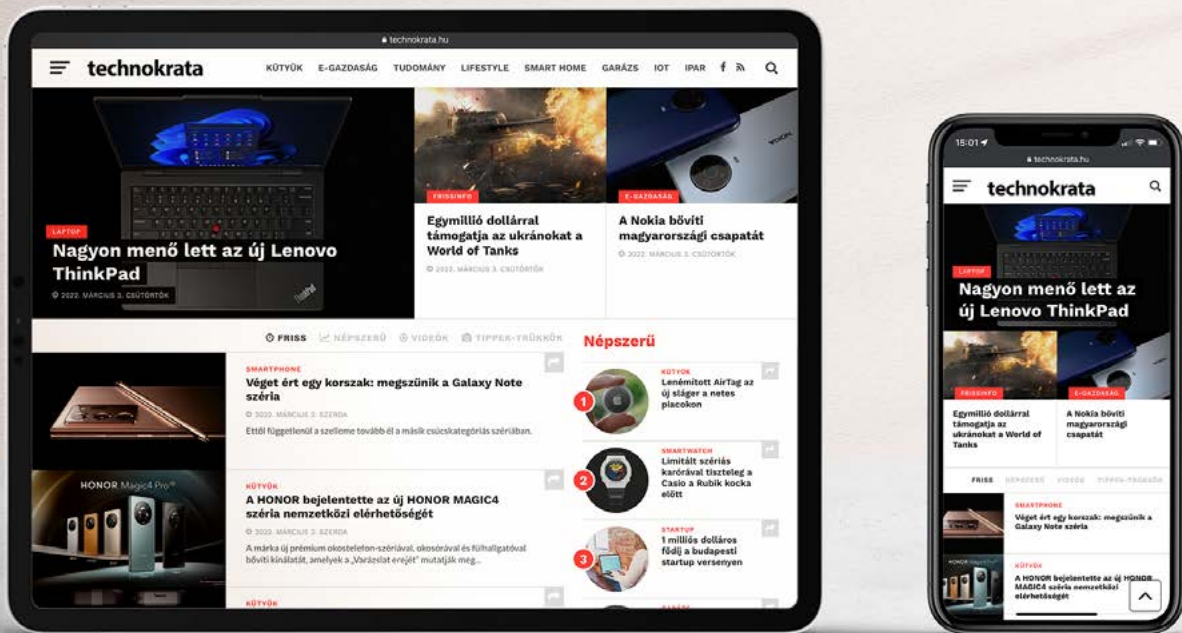
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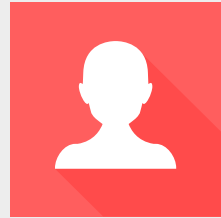
# technokrata

## Media Kit

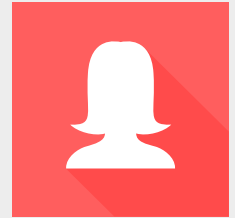
**The Technokrata.hu technological and innovational magazine** was launched in 2011. The magazine approaches the gadget and tech world from a new perspective, examining the wider, mostly economic, social and environmental impact of these products. In this sense, it is rather a technological lifestyle magazine, than another gadget site, even though in its articles and tests the emphasis is on the modern technical novelties, and the magazine strives to present the best quality products and services for its readers.

Monthly Unique Users: 30 000

Monthly Pageview: 45 000



59%



41%



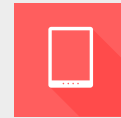
## Mobile

56%



## Desktop

42%



## Tablet

2%



43%  
Budapest

24%  
County Seat

11%  
Pest County

22%  
Other Cities



28%

46%

18%

8%

University Degree

High School Diploma

Professional

Primary School



28%

35%

16%

12%

9%

18-24 years old

25-34

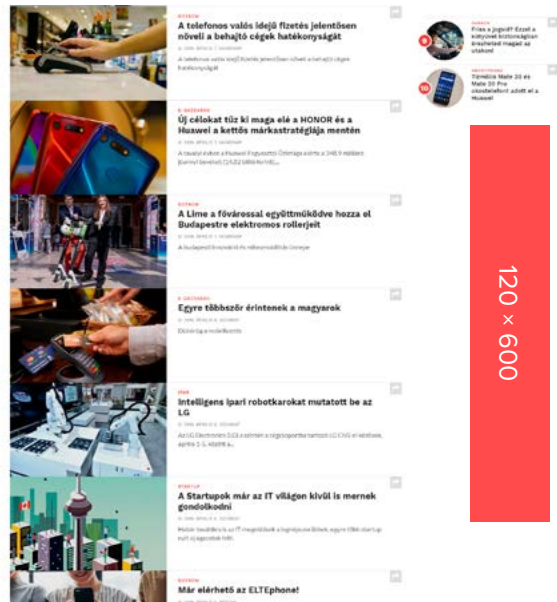
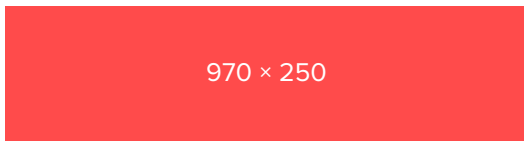
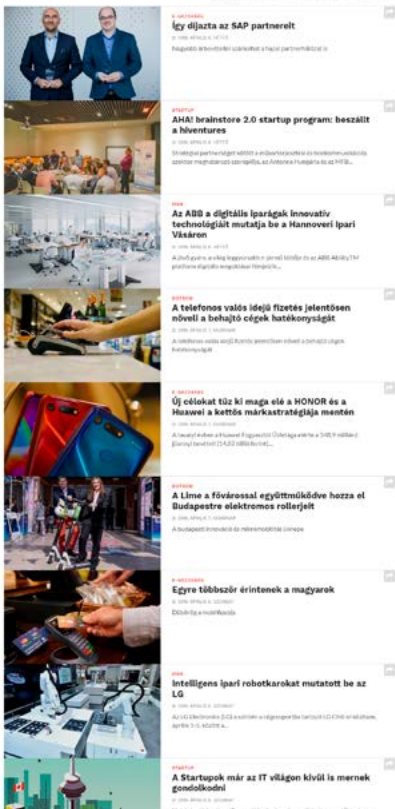
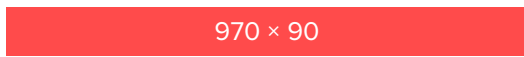
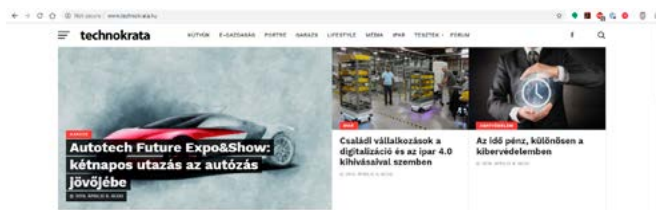
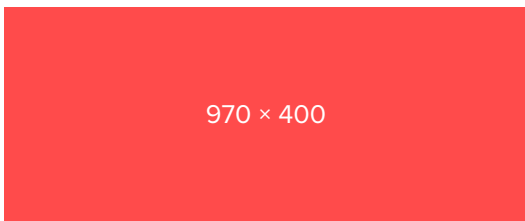
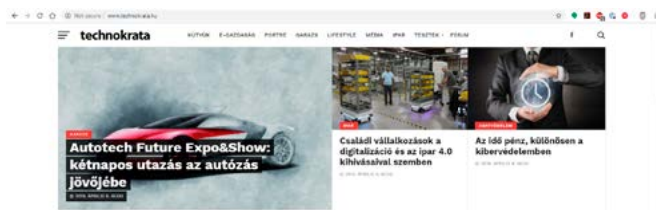
35-44

45-54

55+

POSITION	SIZE
Large Leaderboard	970 × 90
Billboard	970 × 250
Dupla Billboard	970 × 400
Rectangle	300 × 250
Halfpage	300 × 600
Skyscraper	120 × 600
PR article	

Banner sizes: width x height px



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*Landing page url*

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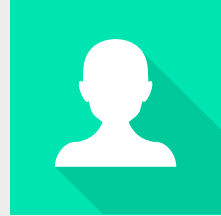


## Media Kit

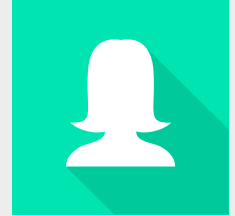
**The IoT-magazin.hu – Internet of Things online magazine** covers the world attached to the internet. It writes about products and services which provide connectivity and information flow with the help of the internet. The online-based form of the XXI. century lifestyle comprises and continuously reforms the everyday life of the people, both in their homes, as well as in their workplaces and in every aspect of their lives.

Monthly Unique Users: 8 500

Monthly Pageview: 11 000



58%



42%



Mobile

38%



Desktop

59%



Tablet

3%



47%  
Budapest

12%  
Pest County

25%  
County Seat

16%  
Other Cities



29%

48%

17%

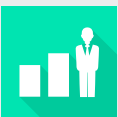
6%

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29%

36%

17%

12%

6%

18-24 years old

25-34

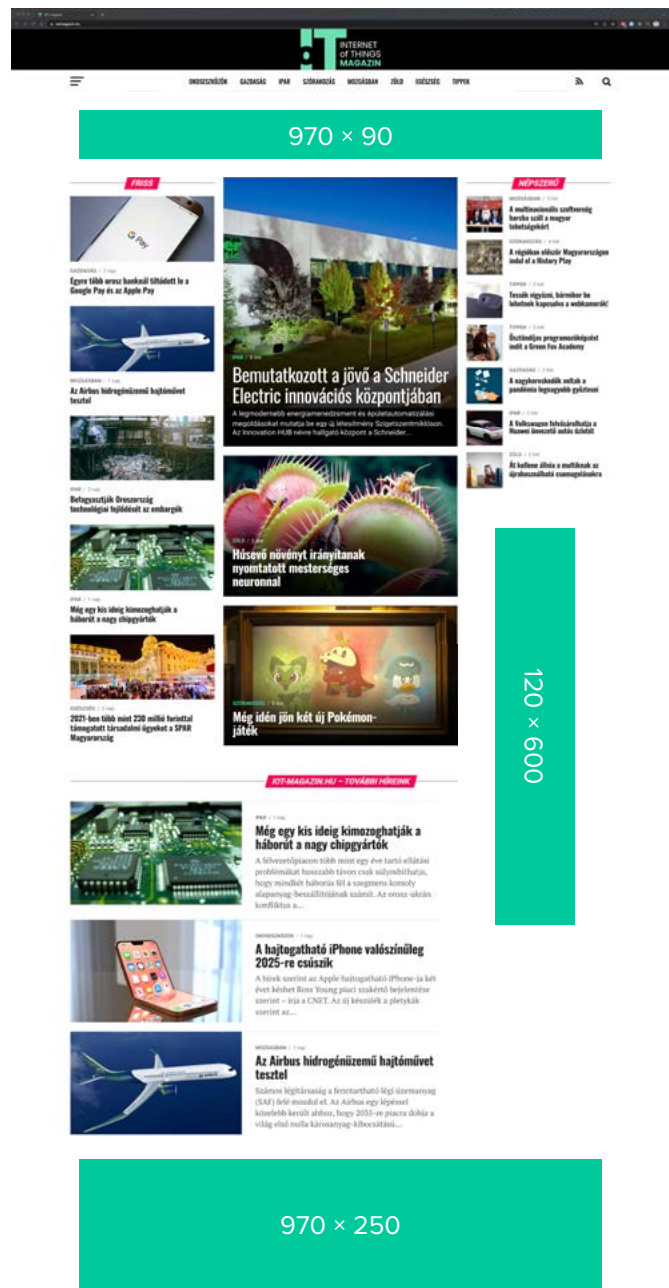
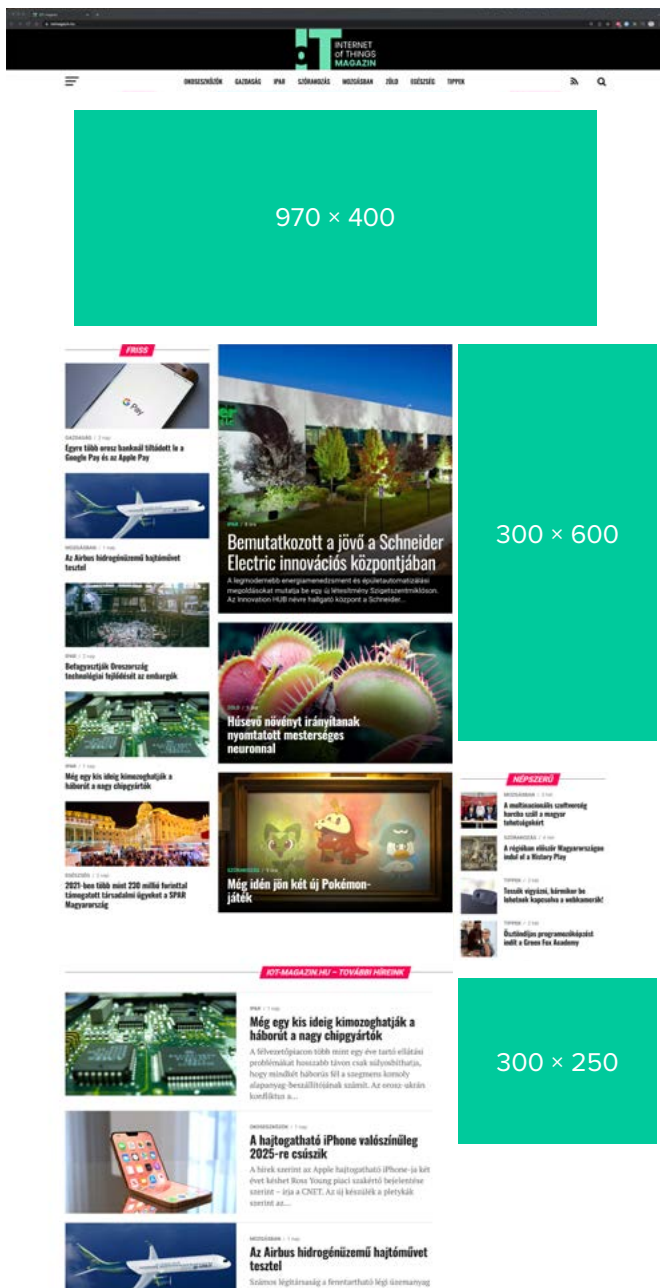
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55+

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PR article	

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