

The background of the entire page is a honeycomb pattern of hexagons. Most hexagons are white with a thin grey outline. In the lower half of the image, a cluster of hexagons is filled with various colors: blue, yellow, grey, and black, creating a mosaic effect.

|atp|journal|

THE MOSAIC
OF YOUR SUCCESS

MEDIAINFO2020



EVENTS



WEB



PRINT



ONLINE



VIDEO



TRANSLATIONS



**ANALYSIS,
STUDIES**

THE MOSAIC OF YOUR SUCCESS

The media world has gone through a particularly turbulent period in recent years. Since the advent of computers and the Internet, many have predicted the disappearance of classical forms of information dissemination – mail, newspapers or books. It didn't happen. The situation has undoubtedly changed, and these classic forms are complemented by increasingly sophisticated and modern ways – the digital and virtual environment. However, the symbiosis of classics and modernism brings a greater effect than the uncritical glorification of one of these possibilities.

Since 1994, the ATP Journal has been providing up-to-date, detailed and accurate information in the field of industrial automation and information systems. After more than a quarter of a century of successful operation in the media market, we have been publishing HMM, s.r.o. profiled to a stable and trustworthy source of professional information to disseminate its own varied mosaic of communication – print, web, online, video, training or conferences.

Our goal is to inspire solutions to the largest community of industry automation professionals. The essence of our endeavor was captured by one of the readers in answer to the question of why they are subscribing to the ATP Journal: "High-quality information, which is not otherwise available".

01

PRINT ATP Journal

ATP Journal is the longest published periodical of its kind in Slovakia. It is a platform for sharing information between industrial solution providers and manufacturing company representatives. Our exclusive content is the result of our lively relationships with domestic and international experts.

The thematically transparent, graphically attractive and "graspable" printed processing is still a desirable form of providing professional information to automation workers. The use of QR codes makes ATP Journal a multimedia medium.

The average monthly edition of 2200 printed editions is delivered free of charge to 1850 registered readers who share each edition within a company, school, organization. Another 2,500 subscribers are registered to receive an electronic version of the printed edition.

The timeliness of the reading base is ensured by annual re-registration. From the data provided during registration, we can tell exactly who are our readers (see page 3).

Part of the printed edition is distributed at relevant professional events. ATP Journal is a long-term media partner of the most important trade fairs, conferences and seminars in the Slovak Republic, the Czech Republic and the EU (see pages 10 – 11).



OWN EXCLUSIVE
CONTENTS

MULTIMEDIA MEDIA

2200 PRINTED ISSUES

ADDITIONAL 2 500 SUBSCRIBERS
OF THE DIGITAL VERSION

ACTUAL READER BASE EACH YEAR

DISTRIBUTED
ON RELEVANT
PROFESSIONAL EVENTS

Working positions of ATP Journal readers

Working position

Representation among readers

Operational workers – operators, technology, maintenance	
Developers of control and visualization systems	
M&C designers, designers and engineers of machinery, equipment and production lines	
Service and maintenance staff	43 %
Head of M&C, Electronic, Maintenance Units	
Technical directors, production managers, operations managers	
Chief Investment Officer	
Commercial Directors, Sales Manager	21 %
Teachers from technical secondary school and technical universities	14 %
Students from technical secondary schools and technical universities	13 %
Government, SUTN, TI SR, SMU, SNAS, ...	9 %

ATP Journal readers interest in the product area

Product area

Representation among readers

Field measurement devices	48 %
Control systems	47 %
Industrial communication	35 %
Industrial software	31 %
Electrical installation	28 %
Industry 4.0, IoT, Cloud	28 %
Electrical components	25 %
Services in automation	24 %
Motion control	24 %
System integration and IT	19 %
HMI	12 %

Industries that ATP Journal readers are working in

Industry

Representation of readers

Electrical industry	53 %
Energetics	46 %
Machinery	36 %
Automotive	30 %
Chemical industry	24 %
Transport and logistics	16 %
Constructions	14 %
Printing and packaging industry	13 %
Food industry	13 %
Oil and Gas	12 %
Metallurgical industry	12 %
Water industry	12 %
Pulp & Paper industry	11 %
Wood, rubber, cement and foundry industry	to 10 %

02

WEB

www.atpjournals.sk
www.e-automatizacia.sk

The systematically updated and regularly searched page atpjournals.sk (on average 5800 unique visitors per month) is an integral and synergic part of the printed version of the ATP Journal. It provides all the benefits of this format - fast update and search, linking related information, multimedia attachments.

Catalog webpage e-automatizacia.sk is a cost-effective and easy-to-maintain presentation of companies and their products outside their own websites. Well-arranged categories and the same product information format make it easy for visitors to navigate the offerings of different suppliers, compare products and directly send a query.

In addition, both sites are linked to each other in an informative way, providing users with useful added value.

Banner advertising and articles on our site are a good way to increase the online marketing goals of solution vendors in automation.

We are ranked in the top positions in the search engines, also thanks to the fact that our posts and videos are linked by websites of important professional associations, universities or relevant companies (SEO).

WWW.ATPJOURNAL.SK

5800 UNIQUE VISITORS MONTHLY

WWW.E-AUTOMATIZÁCIA.SK

CROSS-INFORMATION CONCEPT
OF BOTH WEB PAGES



ONLINE
DirectMail

As one of the most powerful online marketing tools, DirectMail is used by leading professional associations, event organizers, or major automation vendors as a direct tool to promote their events or new products.

Processing in unified editorial graphics is perceived by the subscribers as a recommendation of valuable and relevant information from the well-known ATP Journal.

Nearly 1600 registered subscribers, of course in accordance with GDPR, come from the ranks of the printed and electronic versions of the ATP Journal or are registered visitors to our website.

THE MOST EFFECTIVE ONLINE
MARKETING TOOL

1600 SUBSCRIBERS

04

VIDEO

A modern form of presentation of a company touching at the same time to all the senses of the viewer. Whether it is an industrial report from a manufacturing or production plant, a presentation of a HW / SW product, a corporate video, a conference or seminar recording, we use a wide-ranging format to manage professionally and according to your idea.

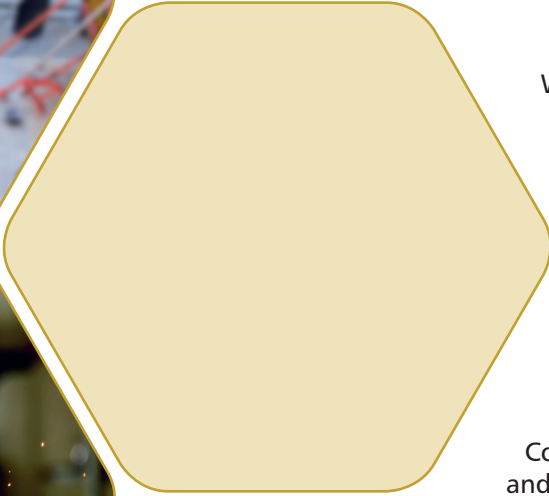
Depending on the content and location of the video, it typically has a high viewership on the ATP Journal website, the orderer, event organizers, YouTube, and social networks.

INDUSTRIAL REPORTING
FROM MANUFACTURING
OR PRODUCTION PLANT,
HW/SW PRODUCT INTRODUCTION,
CORPORATE VIDEO, RECORD FROM
CONFERENCE OR SEMINAR



05

ANALYSIS, STUDIES



We took advantage of our many years of media experience, overview of trends and contacts in the professional community in several successful digital publications – Market Analysis – Industry 4.0 and Practical Robotics Guide. This format is intended both for production plant employees for inspiration in finding solutions in their enterprise and for suppliers to present specific examples of these solutions.

Commercial information about your products and services is appropriately and meaningfully placed in the professional context of the publication.

06

TRANSLATIONS

Combining the long-standing professional language and expertise of our editors creates translations with a high stylistic standard and precise industry-specific terminology – which is often difficult for regular translation agencies.

We translate professional texts from English (but also Czech) into Slovak, both for use in the ATP Journal as part of the ordered services, as well as texts for the internal needs of the customer (product sheets, case studies, ...).

TRANSLATIONS
WITH HIGH STYLE LEVEL
AND ACCURATE TERMINOLOGY





Knowledge of the topics, contacts on the side of suppliers, impact on experts from industrial companies, system integrators as well as the academic community have directly forced our activities in this area.

We have experience in organizing (so far) two years of the nationwide conference "Robotics in industrial practice of small and medium enterprises", where we offer space for well-known speakers and relevant companies to present solutions in this area.

We will support your event in a media or organizational way and will attract ATP Journal readers.

Thanks to close cooperation with the best experts in their fields, the editorial office also organizes its own tailor-made training on practical topics. Such training has already been used by representatives of several manufacturing and processing companies.



Professional conferences of associations, educational and academic institutions

Automation and Control in Theory and Practice – ARTEP (Technical University of Košice)

Automation and Energy Efficiency in Industry (SNOPK)

CEE Automotive Suppliers Chain (Automotive Industry Association of the Slovak Republic)

DIS – Theory and application of methods of technical diagnostics
(Association of Technical Diagnostics SR)

Safety of technical equipment (Slovak Technical Inspection)

Series of conferences for electrical designers (ELEKTRO MANAGEMENT, s.r.o.)

ENERGOFÓRUM (sphere, a.s.)

Practical Maintenance Forum (IPA Slovakia)

Conference of Electrical Engineers of the Slovak Republic (SEZ-KES)

Conferences SUZ (Company of Maintenance, Production and Assembly
of Enterprises chemical, pharmaceutical and paper industry of the SR)

National Maintenance Forum (Slovak Maintenance Society)

NEWMATEC (Automotive Industry Association of the Slovak Republic)

“Expect an unexpected” cycle of seminars (IPA Slovakia)

Process control (Slovak University of Technology in Bratislava)

Slovak Cooperation Exchange (SARIO)

SMART INDUSTRY (TREND)

Smart metering/smart grid "New energy, are we ready for it?" (eFocus)

Training in automation and robotics (Technical Testing Institute)

Production Management (IPA Slovakia)

Slovak and international fairs



Company seminars, workshops, roadshows

Beckhoff roadshow: News and Applications
ControlSystem: eWON Flexi
DEHN + SE – technical training cycle
EPLAN – Interactivity – Virtual Fair
FOXON Academy Tour
Humusoft – Technical Computing Camp
Humusoft – Meetup "Deep Learning in MATLAB"
LAPP, Phoenix Contact and Technodat Electro – road show
Profibus SK – Profinet and Industry 4.0
ZAT – Virtual Customer Day

Competitions for students of technical schools

ISTROBOT
Siemens Young Generation Award
Trencin robotic day

ATP Journal conferences

Robotics in Manufacturing Practice of Small and Medium Enterprises (2017, 2019)
Intelligent Remote Access to Technologies and Devices (2014)

Partnering Organizations



Readers' answers to why they read the ATP Journal

"There's an article about products that fit the industry I work in."

Vladimír R., developer
electrotechnical industry

"I will always find interesting and beneficial articles there for my profession as an electrician."

Kamil M., electropojectant
engineering company

"To gain insight into automation, as well as possible troubleshooting."

Stanislav T., technologist
construction and administration of highways

"It contains high-level information that is not otherwise available."

Jozef L., Inspector
nuclear energy

"I look forward to every single issue of the magazine, because there are always interesting topics discussed and what pleases me most that there are topics from practice as well."

Martin H.
CNC programmer

"I have been in the automation area for only a short time. And that's why I'm taking the ATP Journal to broaden my horizons in this area. "

Tomáš H., programmer
engineering company

"I find important information in the magazine about the state of the art in electrical equipment for machines."

Ladislav T., electrical designer
self employed

"There's Information from Industrial Automation that can be used in my practice."

Ľudovít Z., designer
Research & development and supply

"Interesting articles, inspiration to find suitable components, devices and equipment, information about standards and publications ..."

Vladislav M., designer
production and sale of automation technology

"I have been subscribing to the ATP Journal for years to learn about the latest developments in automation, electrical engineering and new programming and cyber security solutions."

Miroslav J., Inspector
nuclear energy

A sample of companies with professional ATP Journal readers



EDITORIAL CALENDAR 2020

	1	2
ATP Journal		
Deadlines	13. 12. 2019	9. 1. 2020
Readers topics	The problem of heating system regulation with respect to short-term or long-term weather forecast	Collection and transmission of data from gas consumption measurements in a large area
Industry	Electric power generation I. – Thermal power stations, cogeneration Water and Wastewater Industry	Oil and Gas Industry
OT and IT	Control in power industry <ul style="list-style-type: none"> • Measurement and control of steam and gas turbine ECO friendly solutions in power generation Steam distribution and treatment <ul style="list-style-type: none"> • Steam traps, regulators of steam and temperature exchangers, fittings Remote monitoring and communication <ul style="list-style-type: none"> • WirelessHART, WiFi, Bluetooth Revisions and wiring I. <ul style="list-style-type: none"> • testers, detectors and dataloggers 	Field instrumentation I. <ul style="list-style-type: none"> • Pressure & differential pressure transmitters, pressure switches • Level transmitters/sensors • Humidity, pH/redox sensors Maintenance and diagnostics I. <ul style="list-style-type: none"> • Field instrumentation maintenance and diagnostics • Asset management • Tank and gauging management Process analyzers (liquid, gas, particle) <ul style="list-style-type: none"> • chromatographs, spectrometers Solutions of Ex-environment
Industry 4.0	Embedded technology Industrial mobile technology	Maintenance 4.0 – calculation of remaining service life, automatic diagnostics, remote diagnostics Condition monitoring
Distribution at the fairs and conferences	ARTEP	NEWMATEC Fórum praktickéj údržby

3

6. 2. 2020

Network diagnostics Profinet,
Profibus and ASI (tips, tricks, tutorials)

Power transmission without
the use of cable lines

Electronic
and Semiconductor Industry

Drives

- Motion control systems
- Frequency converters, soft starters
- Servo drives

Industrial communication,
converters, fieldbuses

- Industrial Ethernet,
repeaters and routers
- Signal converters, network quality,
signal processing

Robotics I.

- SCARA, Cartesian robots,
Single-axis robots

Energy management

- HW/SW/Services for energy consumption
control and monitoring (electric, gas,
water, steam, compressed air)

3D Printing

Additive manufacturing

Batch manufacturing

AMPER (ČR)

Konferencia elektrotechnikov SR

4

6. 3. 2020

Raspberry Pi in conjunction
with a real production line

Printing and Packaging Industry
Transport & Logistics

HMI

- Panel PC, operator panels, displays

Machine safety

- Limit switches, door switches,
light curtains, scanners, safety mats,
safety push buttons
- Safety control units and relays

Linear technology

- Linear systems, positioning systems
- Linear motors and actuators

Sensors I.

- inductive, optoelectronic, laser,
magnetic, ultrasound

Transport and logistics

- automation and control for road
and railway transportation
- HW/SW/services for logistics and warehouses

Everythings as a Service (Xaas)

Cooperating manufacture

Smart manufacturing supply chain

Logistic 4.0

Bezpečnosť technických zariadení

Energetický manažment

	5	6
ATP Journal		
Deadlines	6. 4. 2020	6. 5. 2020
Readers topics	<p>Screwing with robots, screw guidance</p> <p>Automation in cars/electric vehicles</p>	<p>Comprehensive solution to protect objects against lightning</p> <p>Perspective for support of wind power plants</p> <p>Optimal use of the heat pump</p>
Industry	<p>Machinery Industry I.</p> <p>– Automotive Industry and suppliers</p> <p>Rubber Industry</p>	<p>Electric power generation II.</p> <p>– Nuclear, hydro and photovoltaic power plants</p> <p>Power engineering</p>
OT and IT	<p>Robotics II.</p> <ul style="list-style-type: none"> Robotics – welding, cutting, painting and machine handling SW and HW for robotics programming and for visualization of robotic workplaces <p>Industrial PC</p> <ul style="list-style-type: none"> Industrial and embedded PC, industrial notebooks <p>Product process management</p> <ul style="list-style-type: none"> RFID, Pick-to-Light <p>Pneumatics</p> <ul style="list-style-type: none"> Pneumatics valves and islands, pneumatics positioning systems 	<p>Automation and control systems for nuclear power plants</p> <p>Inverters, converters and equipment for photovoltaic</p> <p>Switches, breakers and electrical installation equipment</p> <ul style="list-style-type: none"> Switches and signaling instruments, time switches <p>Overvoltage protection</p> <ul style="list-style-type: none"> Fuses, breakers, surge protectors, overvoltage protection <p>Revisions and wiring II.</p> <ul style="list-style-type: none"> Inspecting equipment for insulation testing, earthing, machine testers and hand tools testers
Industry 4.0	<p>PLM</p> <p>SW tools for manufacturing simulation and visualization</p> <p>3D area/spatial scanners</p>	<p>Industrial cloud devices and services</p>
Distribution at the fairs and conferences	<p>MSV a ELO SYS, Nitra</p> <p>Národné fórum údržby</p>	<p>ELTECH SK</p>

7

5. 6. 2020

Diagnostics performed
on power and control cables
Fire resistant cables
and their diagnostics
Software security within PLC

Pulp and Paper Industry
Wood Industry
Furniture Industry

Control systems
• DLC, PLC, PAC, SoftPLC
Controllers
• Single and multi loop
Industrial calibration
• Multifunctional calibrators
• Loop calibrators, current
measurement and generation
Power supplies and UPS
• AC-DC, DC-AC power supplies
• UPS
Cables, cable management
• Cables and wires
for industry environment
• Cable trays

Cybersecurity of industrial systems,
product piracy security
Artificial intelligence and machine
learning in manufacturing

8

6. 7. 2020

Application of various gas meters
in the chemical industry

Chemical and Plastic Industry

Industrial fittings, armatures, pumps
• Valves – safety, throttle and control
• Feed- check and control flap
• Drivers for actuators
– pneumatics and electric
• Pumps – centrifugal, gear, diaphragm

Maintenance and diagnostics II.
• Vibrodiagnostics, tribodiagnosics
and thermography

Connections systems
• I/O systems
• Industrial connectors and terminal blocks
• Marshalling
• SW for engineering –/CAx

Virtual, Augmented & Mixed reality

9

10

ATP Journal		
Deadlines	5. 8. 2020	7. 9. 2020
Readers topics	<p>The future of the use of drones (flying and water), their HW/SW solutions</p> <p>CNC aluminum machining with automation</p>	<p>MV/LV power transformers</p> <p>Proposals for LV switchboards</p> <p>Lighting systems with automatic lighting control</p>
Industry	<p>Machinery Industry II. – Original Equipment Manufacturers (OEMs)</p>	<p>Power transmission and distribution</p>
OT and IT	<p>Production lines, special purpose machines</p> <p>Complex automation platforms</p> <p>Robotics III.</p> <ul style="list-style-type: none"> • Packaging, palletizing, handling <p>Machine control systems CND/DNC</p> <p>Motion control</p> <ul style="list-style-type: none"> • Real-time motion control systems • Positioning systems <p>Inspection and control systems</p> <p>Sensing and image processing</p> <ul style="list-style-type: none"> • Surface, shape and color sensors • Vision systems 	<p>Smart Grids</p> <p>Virtual power plants</p> <p>Reliability and availability of power supply</p> <ul style="list-style-type: none"> • Control systems for distribution plants and substations • Load management system • Communication systems for substations <p>Quality of power supply</p> <ul style="list-style-type: none"> • Electricity quality recorders and analyzers • Enclosures and cabinets <p>Revisions and wiring III.</p> <ul style="list-style-type: none"> • Electrical installations measurement – U, f, polarity, insulation resistance...
Industry 4.0	<p>Collaborative robotics and advanced end effector technologies</p> <p>Drones for industrial use</p>	<p>Digital twin</p>
Distribution at the fairs and conferences	<p>MSV Brno (ČR)</p> <p>ELKON</p>	<p>ENERGOFÓRUM</p> <p>Výrobný manažment</p> <p>Konferencia Projektanti</p>

11

5. 10. 2020

Use of parallel kinematic structures
– Tricept, Hexapod, Hexaglide
Open-source production data
management programs in the enterprise

Food, Beverage
and Pharmaceutical Industry

Manufacturing information systems

- MES/MOM
- SCADA

Field instrumentation II.

- Flow meters – Coriolis, magnetic, vortex and ultrasound
- Temperature sensors and transmitters

Batch systems

- Batching stations and pumps

Smart Manufacturing
information systems
MES/MOM 4.0

12

6. 11. 2020

Bag scales and pallet bag packaging lines
Reliable and accurate coal weighing
on the conveyor belt

Mining, Cement and Construction Industry
Steel, Foundry and Metalworking Industry

Motors and gearboxes

- Energy efficient motors
- Low and high-voltage asynchronous motors
- Servomotors and servo drives
- Synchronous motors and generators
- Geared motors and steppers

Motor protection

Manipulators, conveyors and accessories

- Manipulators, belt & roller conveyors and accessories

Weighing and strain-gage systems

- Industrial weighing machines, Conveyor belt scales
- Strain-gage systems and sensors

Sensors II.

- Speed, velocity, acceleration and linear position sensors

Education and new professions
for Industry 4.0
Career 4.0

PRICE LIST OF INDIVIDUAL SERVICES

01

PRINT	ATP Journal
AD 1/1 A4	1 250 €
AD 1/2 A4	635 €
AD 1/3 A4	415 €
AD 1/4 A4	330 €
AD 1/8 A4	320 €
AD 1/12 A4	95 €
AD 1/8 A4 on 1. cover page	620 €
AD 1/1 A4 on 2. or 3. cover page	1 445 €
AD 1/1 A4 on 4. cover page	1 545 €
AD 1/1 on 1. inside page	1 435 €
Article 2/1 A4	515 €
Article 1/1 A4	265 €
Article 3/4 A4	240 €
Article 2/3 A4	220 €
Article 1/2 A4	150 €
News	50 €
Inserted advertisement	715 €
Inserted catalogue	950 €
Advertisement ribbon	600 €
Inside advertisement ribbon	650 €

02

WEB	atpjournal.sk	e-automatizacia.sk
Online news	70 €	
Online article	160 €	
Wall baner	450 €/month	300 €/month
Square baner (367 x 367 px)	420 €/month	300 €/month
Leaderboard (728 x 90 px)	350 €/month	200 €/month
Rectangle (733 x 83 px)	240 €/month	150 €/month
Top baner (170 x 303 px)	140 €/month	75 €/month
Logo + link	110 €/month	85 €/month
Standard registration		100 € / till 31.12.2020
Premium registration		500 € / till 31.12.2020

PRINT + WEB	ATP Journal + www.atpjournal.sk
Exclusive news	150 €
Exclusive article	480 €

All prices are excluding VAT.

Information and orders: mediamarketing@hmfh.sk

03

ONLINE

DirectMail	240 €/pc
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06

TRANSLATIONS

Translations from EN to SK	Price is set according to the requirements and complexity
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04

VIDEO

Industrial reportage	Price is set according to the requirements and complexity
Product video	
Video business card	
Event or conference video	

07

EVENTS

Partner of the event	500 – 1100 €
Media support	Price is set according to the event and the scope of partnership

05

ANALYZES AND PAPERS

Partner of analyze	450 €
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All prices are excluding VAT.

ADVERTISING PACKAGES

Name of the package Freedom (SLOBODA)	Price of the package	Discount of the package	Rebuys discount
ŠTART	500 €	3 %	3 %
MINI	1200 €	5 %	5 %
MEDIUM	2400 €	8 %	8 %
BIG	4000 €	13 %	13 %
SUPER	6000 €	18 %	18 %
MAXI	10 000 €	22 %	22 %

Information and orders: mediamarketing@hmh.sk

General Business Terms and Conditions of HMH, s.r.o.

1. Initial Provisions

1.1 The General Business Terms and Conditions of HMH, s.r.o. (the „GTC“) published in accordance with the provision of the Commercial Code regulate the contractual relationships between HMH, s.r.o., Tavarikova osada 39, 841 02 Bratislava 42, identification No. (IČO) 31356273, VAT identification No. (DIČ) 2020345679, VATIN SK2020345679, editor of the ATP Journal technical monthly and ATP Journal PLUS electronic technical periodical and operator of the websites as the Supplier, and the Customer, who, by sending an order, orders the performance of the services connected with the publication of advertisements in the ATP Journal magazine or on the websites operated by the Supplier, or performance of additional services, as specified in the list of prices for services and list of unit prices for the services provided by HMH, s.r.o. (the „Price List“).

1.2 The GTC, Price List and Instructions to Perform Services Connected with the Publication of Advertisements and Additional Services (the „Instructions“) are published in the MediaInfo section of HMH, s.r.o., or on the websites operated by the Supplier. By the issue and signing of an order, the Customer confirms that it agrees with these GTC, Price List and Instructions without any reservations.

2. Services to be Provided

2.1 The subject of the performance is the delivery of the ordered services in the order of the Supplier to the Customer subject to the Terms of Delivery, Payment Terms and Instructions..

2.2 „Services“ means that the Supplier shall provide the Customer with the opportunity to publish blanket advertisements (the „Blanket Advertisements“), advertising articles (the „Advertising Articles“) and additional Services according to the binding orders of the Customer. The Services may be ordered as individual Services or as a package of the Services defined in the Price List.

3. Purchase Price of the Services

3.1 The prices for each and every Service, as specified in the Price List, shall be binding on the Supplier, as well as on the Customer.

3.2 The Price List determines purchase prices for the individual Services and prices for the packages of Services. The packages mean the combinations of the individual Services, as defined by the Price List. Any other Services beyond the framework of

the price for a package shall be purchased by the Customer with a discount corresponding to the relevant package of Services within the calendar year, for which they were ordered. The ordered Services and any package of Services shall be provided during the calendar year, for which they were ordered.

3.3 Where more than one package of Services is concerned, the discounts shall not be accumulated. If other Services beyond the framework of any ordered package are purchased, the highest of the discounts, as defined in the Price List, shall apply.

3.4 Agency discount is 15%. Agency discount cannot be combined with discounts on a service packages.

3.5 Confirmation of an order shall constitute approval of the purchase price of the Services by both parties.

4. Delivery Terms

4.1 The order placed serves both sides as a contract based on which the Supplier starts supplying the ordered services. The services supplied (publishing commercials, advertisements, or supplying internet/electronic or supplementary service) can only be filled if the following conditions are met:

- a) a properly completed order signed on both pages is delivered from Customer to the Supplier;
- b) the order unambiguously specifies the method and schedule of payment.

If the method of payment is specified as a lump sum payment, the Supplier will provide no service ordered until the price of the service or package has been paid by the Customer in advance. The decisive date is the date on which the payment has been credited to the account of HMH, s.r.o. The deadline on which the payment has been credited to the account of HMH, s.r.o. is one day before edition deadline of the particular journal issue / one day before publishing deadline of the ordered internet/electronic service at the latest.

If the method of payment is specified in the order as a partial payment, the Supplier has the right to bill the Customer by the method specified in the order, regardless of implementation deadlines for various services (mailing the journal for distribution, publishing the service at the website or by emailing).

4.2 The Customer shall deliver any and all documentation, as specified in the Instructions and the relevant order, before the closing date of the relevant issue or day when the Services connected with the

websites or electronic Services are to be provided.

- 4.3 The closing dates of the relevant issues of the magazine are published in ATP journal on the websites.
- 4.4 The Customer shall deliver the banner documentation at least 3 business days before the publication thereof, the banners being published throughout a calendar month, unless agreed otherwise in the relevant order. Upon the preparation of the banner documentation, the principle of banner display on the websites operated by the Supplier needs to be taken into account, namely their replacement every 22 seconds. The maximum duration of the banner flash animation on www.atpjournals.sk and www.e-automatizacia.sk and shall be 20 seconds.
- 4.5 The postponement of the individual ordered Services and Services from the package of Services until the publication of the magazine issues or, as the case may be, the months other than the ordered ones is only possible in writing and at least 30 days before the closing date of the relevant issue or date when the relevant on-line/electronic Services are to be provided. The provision of the Services may not be postponed until the calendar year other than the one, for which the Services were ordered.

5. Payment Terms

- 5.1 The Customer shall pay the purchase price for the ordered Services, including VAT on the basis of an invoice issued by the Supplier.
- 5.2 The invoice is due 14 days net, whereby it is considered paid on the day when the invoiced amount has been credited to the Supplier's account. Failure to pay the invoiced price within 30 days after the due date is considered a gross violation of the Customer-Supplier relationship; the contractor ceases to provide services ordered by the Customer.
- 5.3 In case of specific package services defined by the Pricelist, there is an option between advanced payment of the full amount for ordered services, and partial payment is available. If the order specifies the payment method for the payment of the bundles as a partial performance – the Supplier issues invoices to the Customer as specified in the order, regardless of the delivery dates of the individual services (sending the magazine by post to distribution, publication of the service on the website or sending via e-mail).
- 5.4 By payment of the purchase price, the Customer shall not be entitled to any part of the Blanket Advertisements, Advertising Articles or Services processed and created by the Supplier. Any

other materials and documentation delivered by the Customer in order to process the Blanket Advertisements, Advertising Articles or Services shall be returned to the Customer at its request. The editorial team shall not store or return to the Customer any of its materials or documentation, if the Customer fails to request the same within 30 days following the first publication of the Blanket Advertisements, Advertising Articles or Services.

- 5.5 Any and all costs of the interbank transfer of the payment made by a foreign Customer shall be borne by the Customer.
- 5.6 In case the Customer's delay in payment of the purchase price, the Supplier has a right to claim interest on late payment of 0,01% of the amount due the day of delay; this does not affect other Supplier's claims related with the Customer's delay.

6. Cancellation of Orders

- 6.1 The Supplier shall be entitled not to provide the Services (withdraw from the agreement), if the Customer fails to meet the conditions under Sections 4.1, 4.2 and 4.4.
- 6.2 The Notice of Withdrawal shall be in writing and include the reason for withdrawal. In such case, the Supplier shall incur no further liabilities to the Customer.
- 6.3 The Customer may only cancel its order in writing, sending a notice to that effect to the Supplier. The Supplier shall not accept any other form of cancellation of an order. The order shall be deemed cancelled as at the date when the notice of cancellation is delivered to the Supplier.
- 6.4 The order may be cancelled, and the price paid for the order may be returned to the Customer as follows:
 - a) 100% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing more than 30 days before the use of the first Service, i.e. more than 30 days before the closing date of the first Service according to the itemized list;
 - b) 50% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 30 to 16 days before the use of the first Service, i.e. 30 to 16 days before the closing date of the first Service according to the itemized list;
 - c) 0% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 15 days or less before the

use of the first Service, i.e. 15 days or less before the closing date of the first Service according to the itemized list;

- d) 100% of the price paid for the package of Services without the itemized list – if the Customer cancels the order in writing, provided however, that the Customer did not use any single Service from the package;
- e) 0% of the price paid for the package of Services with or without the itemized list – the Customer shall not be entitled to cancel the individual Services from the package of Services or require a refund for the unused parts of the package;
- f) 100% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service more than 30 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- g) 50% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 30 to 16 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- h) 0% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 15 days or less before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- i) 0% of the price paid for the registration of companies on www.e-automatizacia.sk and since as soon as the relevant payment is made, this Service is automatically activated for the period of the ordered calendar year.

7. Copyright Clause

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8. Other Provisions

- 8.1 The Blanket Advertisements shall be in the graphical and textual form ordered by the Customer, unless such form:

- a) is in conflict with the ethical principles, speak abusively of any third party, or do harm to the reputation of any natural or legal person;
- b) promote any racial or religious intolerance or any form of violence.

- 8.2 The Blanket Advertisements or Advertising Articles shall be in such graphical and textual form, which corresponds to the graphical style and design of ATP journal, taking into account the Customer's proposals and wishes.

9. Final Provisions

- 9.1 The Supplier reserves the right to stop publishing of journal or websites maintenance listed in Art. 1 of these Terms anytime. The Customer has right for refunding of aliquot portion of the purchase price corresponding to the ordered and paid services, that the Supplier did not provide by reason of the quit of the publishing of journal or operation of websites listed in Art. 1 of these Terms; in these cases the Customer has no right for compensation of any losses, damage or lost profit.

- 9.2 Unless otherwise regulated hereby, the relationship between the Supplier and the Customer shall be subject to the provisions of the Commercial Code of the Slovak Republic. In the event of any dispute, the parties shall first seek conciliation by a mutual agreement. In the event that the parties fail to reach a mutual agreement, any such dispute shall be resolved by a court with local jurisdiction (where the Supplier's registered office is located).

- 9.3 In the event that any provision hereof is in conflict with the legal regulations in force, the validity of such provision shall become null and void, without prejudice to the other provisions, which shall remain in full force and effect and the relationship between the Supplier and the Customer continues to be governed by them.

Valid as of January 1, 2020 for the Services ordered for 2020.



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