

# WE HAVE A SENCE OF INDUSTRY



PRINT

WEB

ONLINE

VIDEO

EVENTS

**MEDIAINFO2023**

**|atp|journal|**

XXX edition

# WE HAVE A SENCE OF INDUSTRY

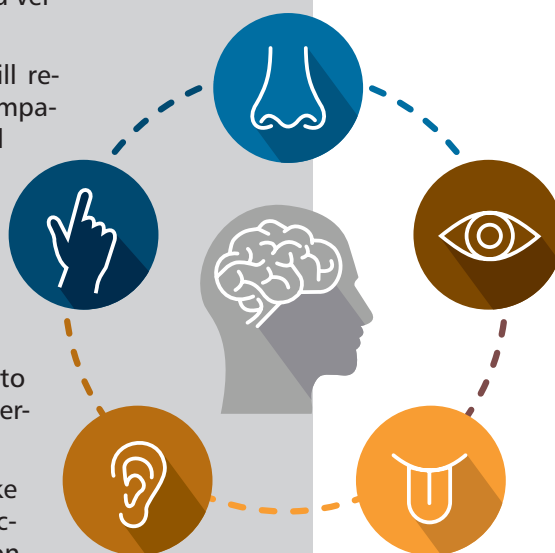
In 2023 we´ll celebrate 30<sup>th</sup> Aniversary of the printed version of the ATP Journal.

The idea that was at the origin of this media is still relevant. We provide experts in manufacturing companies, institutions and schools with up-to-date and accurate information about modern solutions, top products and high-quality services from suppliers in the field of automation, informatics and maintenance.

Our principles in creating content are still the same – knowledge of the local industrial environment and strong focus on emerging global trends allow us to create exclusive content in the form of reports, interviews, studies, and reviews.

With attractive and professional processing, we make both formats – commercial and professional attractive for readers. In the field of industrial automation, we operate on the Slovak media market as a stable and reliable source of knowledge and inspiration.

But what has changed significantly in the thirty years of existence of this unique media project are the possibilities for sharing information to our community. We carefully monitor communication trends to reach the largest possible target group. A printed version directly on the desk, a PDF version for mailbox, a modern and SEO optimized website, targeted directmailing, video formats and podcasts on social networks, or support for the most important professional tech events. We have successfully moved from a printed black-and-white version every two months to a multimedia platform using a complex spectrum of communication channels.





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# 01 PRINT

**ATP Journal** is the longest published periodical of its kind in Slovakia. Since 1994, it has evolved from a black-and-white bimonthly to the current graphically engaging and well-arranged 12 editions a year.

Despite the trend to direct media communication to online formats, a significant number of recipients still consider the information brought "on paper" to be the most reliable, most practical and most accessible.

In terms of content, each edition, in terms of the editorial calendar, focuses on a specific industry, related technologies for both the level of operation (OT) and higher levels of management (IT). We direct significant space to the trend areas of Industry 4.0/5.0 as well as to specific solutions based on suggestions sent by readers. All the year topics reflect current events and the direction of the industry – for 2022, for example, energy efficiency and energy savings.

*Possibilities of company presentation in the form of articles and advertisements (for more details, see the price list on page 18).*

*The printed version of the ATP Journal is delivered to more than 1,500 registered readers, who often share it within the company, school, institution.*

*We deliver the electronic version of the printed edition of the ATP Journal in PDF format to the mailbox of another 2,800 registered subscribers.*





**www.atpjournal.sk**, as well as the printed edition of the ATP Journal, provides the visitor a high standard in terms of graphics, content and technology. It offers most of the content of the print version, but also other sections and formats characteristic for the web environment.

Undoubted benefits such as more frequent updates, active links with a direct link to the source and contacts, fast search or use of video formats are the reason for high traffic. We rank in the leading positions in search engines both as a long-standing and proven portal with high relevance of information in the field of industrial automation and information technology, but also due to the fact that our contributions and videos are shared by major professional associations, universities or companies (SEO optimization). The information provided in the form of banners or articles thus has a high click-through rate and viewership.

**www.e-automatizacia.sk** is an e-catalogue of companies and their products in the field of automation. A clear and uniform format of information makes it easier for those interested to orientate in the offer of various suppliers. Synergistic connection with [www.atpjournal.sk](http://www.atpjournal.sk) provides the ability to assign all published articles to a company.

*Possibilities of company presentation in the form of articles and banners (more details in the price list on page 18).*

*The web page is visited by an average of 3,630 unique visitors per month, both from the customers of the printed or PDF version, as well as other people interested in this type of information.*



[www.atpjournal.sk](http://www.atpjournal.sk)



## 03 ONLINE

One of the most addressed online marketing formats brings information directly to your inbox. It is also the "most sensitive" format in terms of compliance (GDPR), and therefore every single online format from our work goes to a registered expert, who confirmed the interest in our information. We make sure that the information provided to the customer is at an appropriate frequency and on relevant topics.

Depending on the content and processing, we provide the following options:

**Direct mail** – exclusive content to promote the events, product news and a specific company, association or organization without any other commercial or editorial content. Distribution in uniform graphics under the well-known ATP Journal heading acts as a recommendation to the recipient. Irregular frequency – delivery date according to customer requirements.

*Price: 290 € excluding VAT*

*Almost 1,300 applicants are registered to receive Direct mail.*

**Newsletter – new issue** – editorial content with a prologue by the editor-in-chief and a trailer on the topic of the new edition of the ATP Journal. It is sent 12 times a year before the distribution of the printed version. Contains a text section with links to articles and a link to download a PDF version. The Newsletter includes a video trailer with a comment from the editor-in-chief.

*The space for providing a company article (max for two companies) is in the form of a link in the text part, by placing a logo with a link to the article and a contribution in the video.*

*Price: 180 € excluding VAT*

*More than 3,520 recipients represent subscribers to the electronic version of the ATP Journal and subscribers to Direct mail.*

*The video is promoted through the main page [www.atpjournalsk](http://www.atpjournalsk), the YouTube editorial channel and LinkedIn of editor-in-chief.*



Newsletter



What was new a few years ago is already a regular and proven format. As with a printed journal or website, it's not just the technical design that matters. In the first place, the selection and knowledge of topics presented to the addressee is in an attractive and engaging way.

**VideoPodcast** – a new format led by a our professional editor who, together with one or more guests, presents views and opinions on a selected topic or issue in the studio.

*An opportunity for the company presentation as a commercial partner at the beginning and during the video, where space is provided for the placement of the logo, short text, video presentation. Price: 350 € excluding VAT*

**Remote interviews** – editorial format, where the editor-in-chief deals with actual topics and trends in an interview with domestic and foreign experts.

*Opportunity for the company come to the fore as a commercial partner at the beginning and end of the video, where there is space for a logo, short text, video presentation. Price: 290 € excluding VAT*

**VideoNews** – editorial format usually contains five actual video news with accompanying comments on interesting topics, product news or professional events.

*The space for promotion is for two companies in the form of videonews (within 1 min) and a logo in editorial mailing. Price: 240 € excluding VAT*

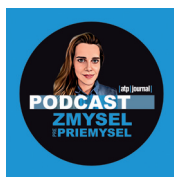
**Reports from manufacturing companies and events** – making a record according to the customer's requirements, whether intended for publication through ATP Journal channels or outside it.

*Price: according to the scope and complexity*

*Propagation of editorial videos or relevant company videos depends on the format on [www.atpjournals.sk](http://www.atpjournals.sk), mailing, our social media networks (YouTube, Facebook, LinkedIn) or Spotify and Apple Podcasts.*



VideoPodcast



Remote interviews



VideoNews



## 05

### PODUJATIA

Another way to get expert information to recipients is through events. While the presentation of companies at trade fairs may have been even more cautious in 2022, due to the need for longer planning and higher costs, conferences and corporate events have seen an unprecedented boom.

#### **ATP Journal Conference**

We used our contacts with major suppliers, top experts and academia on the one hand and representatives of manufacturing companies on the other hand to organize (so far) two years of a nationwide conference on the topic of Robotics in the industrial practice for SME's and we plan to continue in a similar format in the future.

#### **Tailor-made training**

Thanks to close cooperation with the best experts in their fields, the editorial team also organizes its own tailor-made trainings on topics from practice. Representatives of several production and processing companies have already used such trainings.

#### **Media partner**

We supported many events to our community as a media partner. Professional conferences, company seminars, fairs – realised face-to-face, online or hybrid – attracted participants through our communication channels.

*The distribution of the ATP Journal at events expands the scope of published information to another group of addressees from among participants or exhibiting companies.*

#### **Slovak and foreign fairs with regular media support ATP Journal**



MSV Nitra



MSV Brno



smart production solutions





## **We supported these events held in 2022 as media partner**

### **Professional conferences of associations, educational and academic institutions**

**Automation and control in theory and practice – ARTEP**  
(Technical University of Košice)

**Safety of technical equipment**  
(Technická inšpekcia, a.s.)

**CEE Automotive Suppliers Chain (ZAP SR)**

**DIS – Theory and application of technical diagnostics methods** (Association of Technical Diagnostics of the Slovak Republic)

**DRONTEX** (Asociácia Mám Dron)

**ELKON** (ZEP SR)

**ENERGYFORUM** (sféra, a.s.)

**Energy Management**  
(Slovenská spoločnosť pre techniku prostredia)

**Practical Maintenance Forum** (IPA Slovakia)

**Quality forum** (IPA Slovakia)

**INOFEST – innovation festival** (INOVATO)

**NEWMATEC** (ZAP SR)

**National Maintenance Forum**  
(Slovenská spoločnosť údržby)

**National productivity forum**  
(Slovenské centrum produktivity)

**READYCON** (SAIDE)

**SAPI Energy Conference** (SAPI)

**Slovak Cooperation Exchange** (SARIO)

**Slovak Industry VISION Day** (SARIO)

**SlovakiaTech Forum EXPO**

**SMART INDUSTRY** (SME)

**Smart merering/smart grid** (eFocus)

**A series of conferences for electrical designers** (ELEKTRO MANAGEMENT, s.r.o.)

**52<sup>nd</sup> and 53<sup>rd</sup> conference of electrical engineers of Slovakia** (SEZ-KES, SKSI)

**Production Management** (IPA Slovakia)

**Green Technologies for Slovakia** (SNOBK)

### **Company seminars, workshops, roadshows, webinars**

**ATE system: Visionbreak**

**Balluff: webinar series**

**Beckhoff Automation – Roadshow**

**Danfoss Drives: CBM and Drive pro**

**DEHN + SE: cycle of professional trainings**

**Eplan, Rittal, Phoenix Contact: Smart Engineering and Production Roadshow**

**Humusoft – Technical Computing Camp**

**KFB Control: Industrial Safety Course**

**LAPP Czech Republic: webinar series**

### **Competitions for students of technical schools**

**ISTROBOT**

**Siemens Young Generation Award**

# COMMUNITY IMPACT

We use a comprehensive range of means of communication to provide information, which allows us to reach a large target group across different categories according to preferences or technical availability.

## Readers of the printed and electronic version of the ATP Journal

The printed version of the ATP Journal is subscribed to by more than **1,500 recipients** on the basis of registration, who often share it within the company, school, institution.

We deliver the electronic version of the printed edition of ATP Journal in PDF format to the mailbox almost of another **2,800 subscribers**.

The up-to-dateness of the readers base is ensured by the annual confirmation of interest in subscription. From the data provided during registration, we know the following information about readers:

Working positions of ATP Journal readers	
Operational workers – operators, technology, maintenance Developers of control and visualization system; service and maintenance staff M&C designers and engineers of machinery, equipment and production lines	<b>43 %</b>
Head of M&C, Electronic, Maintenance Units Technical directors, production directors, operational managers Commercial Directors, Sales Managers, Heads of Investment Departments	<b>21 %</b>
Employees of secondary schools and universities	<b>16 %</b>
Students of secondary schools and universities	<b>10 %</b>
Government, Trades Unionists, Institutions	<b>10 %</b>

Representation of the industries where the readers of the ATP Journal work	
Electrical industry	<b>55 %</b>
Energetics	<b>50 %</b>
Machinery	<b>37 %</b>
Automotive	<b>27 %</b>
Chemical industry	<b>22 %</b>
Oil and Gas	<b>16 %</b>
Constructions	<b>15 %</b>
Transport and logistics	<b>13 %</b>
Food industry	<b>13 %</b>
Water industry	<b>11 %</b>
Printing and packaging industry	<b>11 %</b>
Pulp & Paper industry	<b>11 %</b>
Metallurgical industry	<b>10 %</b>
Wood, rubber, cement and foundry industry	<b>each until 10 %</b>
Others (Health)	<b>7 %</b>

The interest of ATP Journal readers in the product area	
Field measurement devices	<b>45 %</b>
Control systems	<b>44 %</b>
Electrical installation	<b>33 %</b>
Industrial communication	<b>32 %</b>
Industry 4.0, IoT, Cloud	<b>30 %</b>
Motion control	<b>25 %</b>
Industrial software	<b>25 %</b>
System integration and IT	<b>19 %</b>
Services in automation	<b>17 %</b>
Electrical components	<b>15 %</b>
HMI	<b>14 %</b>

## Visitors of [www.atpjournals.sk](http://www.atpjournals.sk)

The site is visited by an average of **3,630 unique visitors** per month, both from the customers of the printed or electronic version, as well as other people interested in this type of information. *(data as of September 30, 2022 for 12 months, source: Google Analytics)*





## Mailing list subscribers

Almost **1,300 applicants** are registered to receive Direct Mail.

We distribute the editorial Newsletter with a speech by the editor-in-chief to the new edition to a total of **3,520 addresses**, including subscribers to the electronic version of the ATP Journal.

## Social media network users

Another part of those interested in the topics of the ATP Journal media platform can be found among fans of social media networks.

-  ATP Journal YouTube – editorial and business videos have with 120 subscribers an average of **140 views**. *(data as of September 30, 2022 for 12 months, source: YouTube)*
-  ATP Journal Facebook – articles, videos a život v redakcii majú **113 followers**. *(data as of September 30, 2022 for 12 months, source: Facebook)*
-  Spotify A sense of industry – Besides to the pilot release in October 2022 other parts will be added, we are monitoring the statistics and will add them later.
-  LinkedIn of editor-in-chief – direct contact with the tech community – posts reach an average of **540 views**. *(data as of September 30, 2022 for 12 months, source: LinkedIn)*

## Participants in professional events

Distribution of a suitable edition according to the topic of the event from the position of a media partner to participants in conferences or company seminars and workshops.

Distribution to trade fair visitors and exhibiting companies.

## Members of partner organizations

Mutual support of activities and sharing of information with the most important trade unions expands the scope to members and sympathizers of these associations.



## ATP JOURNAL READERS' OPINIONS

Share with us a specific experience if you found inspiration in solving a work task, gained a useful contact or gained new knowledge through the ATP Journal (topic, article, company).

Source: ATP Journal survey question, September 2022

„ATP Journal led me to my current employer. I read the article, it interested me so much that I sent a job application.“

*Marcel Š., measurement and control, healthcare*

„I found several inspirations in the field of industrial automation, because I do not know of another similar magazine in Slovakia.“

*Edmar K., distribution, construction industry*

„ATP journal inspired me to develop my own monitoring solution based on Raspberry Pi.“

*Martin K., maintenance, car production*

„I regularly send my colleagues new topics that interest me as an idea to make the curriculum more attractive and updated for students.“

*Adriana B., teacher, secondary technical school*

„Usually, while reading the ATP Journal, I confirmed myself that the solution I used was correct, because the same or similar was presented in ATP Journal.“

*Lubomír Č., programming, automotive industry*

„ATP Journal gave me information about MES/MOM and digital factories.“

*Michal L., production, electrical engineering industry*

„A series of articles on the principle of measuring the levels of various substances helped me solving the problem with measuring the levels of liquids in the water treatment plant at our company.“

*Rastislav J., maintenance, chemical industry*

„I am inspired by successful people. whom you invite for an interview.“

*Róbert Ď., management, transport*

## SAMPLE OF COMPANIES WHERE ATP JOURNAL READERS PROFESSIONALLY WORK



# EDITORIAL CALENDAR

## 1

## 2

Deadlines	14. 12. 2022	10. 1. 2023
<b>Readers topics</b>	Waste recovery, waste heat – identification of sources, suitable technologies, benefits	Measurement chain – from sensor to measurement evaluation, error sources, calibration
<b>Industry</b>	Electric power generation I. – Thermal power plants, cogeneration, recovery plants Conversion of waste into energy Water and Wastewater Industry	Oil and Gas Industry
<b>OT and IT</b>	Control in power industry <ul style="list-style-type: none"> <li>• measurement and control of steam and gas turbine</li> </ul> ECO friendly solutions in power generation Technologies for Recovery Plants <ul style="list-style-type: none"> <li>• processing of solid waste</li> <li>• pollution control</li> </ul> Steam distribution and treatment Remote monitoring and communication <ul style="list-style-type: none"> <li>• WirelessHART, WiFi, Bluetooth</li> <li>• Telemetry</li> </ul>	Field instrumentation I. <ul style="list-style-type: none"> <li>• Pressure &amp; differential pressure transmitters, pressure switches</li> <li>• Level transmitters/sensors</li> <li>• Humidity, pH/redox sensors</li> </ul> Maintenance and diagnostics I. <ul style="list-style-type: none"> <li>• Field instrumentation maintenance and diagnostics</li> <li>• Asset management</li> <li>• Tank and gauging management</li> </ul> Process analyzers (liquid, gas, particle) <ul style="list-style-type: none"> <li>• chromatographs, spectrometers</li> </ul> Safety on industrial plant <ul style="list-style-type: none"> <li>• remote access, authentication, biometry, camera systems</li> </ul>
<b>Industry 4.0</b>	Embedded technology Internet of Things (IoT), Industrial internet of Things (IIoT)	Maintenance 4.0 – calculation of remaining service life, automatic diagnostics, remote diagnostics Condition monitoring

ALL THE YEAR TOPICS: BACK TO THE ROOTS – BASICS (NOT ONLY) OF ELECTRICAL ENGINEERING

# 3

# 4

Deadlines		
	10. 2. 2023	10. 3. 2023
<b>Readers topics</b>	Industrial automation using 5G/6G in practice	Intralogistics in a manufacturing company, options for deploying AGV, AMR
<b>Industry</b>	Electronic and Semiconductor Industry	Printing and Packaging Industry Transport & Logistics
<b>OT and IT</b>	<p>Drives</p> <ul style="list-style-type: none"> <li>• Motion control systems</li> <li>• Frequency converters, soft starters</li> <li>• Servo drives</li> </ul> <p>Industrial communication, converters, fieldbuses</p> <ul style="list-style-type: none"> <li>• 5G/6G Industrial Ethernet, OPC UA, repeaters/routers</li> <li>• M2M</li> <li>• Signal converters, network quality</li> </ul> <p>Robotics I.</p> <ul style="list-style-type: none"> <li>• SCARA, Cartesian robots, Single-axis robots</li> </ul> <p>Energy management</p> <ul style="list-style-type: none"> <li>• HW/SW/Services for energy consumption control and monitoring</li> </ul>	<p>HMI</p> <ul style="list-style-type: none"> <li>• Panel PC, operator panels, displays</li> </ul> <p>Machine safety</p> <ul style="list-style-type: none"> <li>• Limit switches, door switches, light curtains, scanners, safety mats, safety push buttons</li> <li>• Safety control units and relays</li> </ul> <p>Linear technology</p> <ul style="list-style-type: none"> <li>• Linear systems, positioning systems</li> <li>• Linear motors and actuators</li> </ul> <p>Sensors I.</p> <ul style="list-style-type: none"> <li>• inductive, optoelectronic, laser, magnetic, ultrasound</li> </ul> <p>Transport and logistics</p> <ul style="list-style-type: none"> <li>• automation and control for road and railway transportation, autonomous transport, AGV/AMR platforms</li> <li>• HW/SW/services for logistics and warehouses</li> </ul>
<b>Industry 4.0</b>	3D/4D Printing Additive manufacturing	Smart manufacturing supply chain Logistic 4.0

5

6

Deadlines	11. 4. 2023	10. 5. 2023
<b>Readers topics</b>	From computer simulation to the finished product – HW/SW tools, procedures, best practices	Heat pumps, Photovoltaics – selection, dimensioning, proper connection, financing support
<b>Industry</b>	Machinery Industry I. – Automotive Industry and suppliers Rubber Industry	Electric power generation II. – Nuclear, hydro and photovoltaic power plants Power engineering
<b>OT and IT</b>	Robotics II. <ul style="list-style-type: none"> <li>Robotics – welding, cutting, painting and machine handling</li> <li>Mobile robotic platforms</li> <li>SW and HW for robotics programming and for visualization of robotic workplaces</li> </ul> Industrial PC <ul style="list-style-type: none"> <li>Industrial and embedded PC, industrial notebooks</li> </ul> Product process management <ul style="list-style-type: none"> <li>RFID, Pick-to-Light</li> </ul> Pneumatics <ul style="list-style-type: none"> <li>Pneumatics valves and islands, pneumatics positioning systems</li> </ul>	Automation and control systems for nuclear power plants Inverters, converters and equipment for photovoltaic Switches, breakers and electrical installation equipment Overvoltage protection Revisions and wiring I. <ul style="list-style-type: none"> <li>Inspecting equipment for insulation testing, earthing, machine testers and hand tools testers</li> </ul>
<b>Industry 4.0</b>	PLM SW tools for manufacturing simulation and visualization 3D area/spatial scanners	Industrial cloud devices and services Edge automation – real time data collection, analysis, locally processing and storage

ALL THE YEAR TOPICS: BACK TO THE ROOTS – BASICS (NOT ONLY) OF ELECTRICAL ENGINEERING



# 7

# 8

Deadlines		
	9. 6. 2023	10. 7. 2023
<b>Readers topics</b>	OT cyber security in an industrial enterprise – audit, solution design, implementation, operation and maintenance	Control valves – selection according to the type of medium, sizing, drive, operation and maintenance. best experience from practice
<b>Industry</b>	Pulp and Paper Industry, Wood Industry Furniture Industry	Chemical and Plastic Industry Agriculture
<b>OT and IT</b>	<p>Control systems</p> <ul style="list-style-type: none"> <li>DLC, PLC, PAC, SoftPLC</li> </ul> <p>Controllers</p> <ul style="list-style-type: none"> <li>Single and multi loop</li> </ul> <p>Industrial calibration</p> <ul style="list-style-type: none"> <li>Multifunctional calibrators</li> <li>Loop calibrators, current measurement and generation</li> </ul> <p>Power supplies and UPS</p> <ul style="list-style-type: none"> <li>AC-DC, DC-AC power supplies</li> <li>UPS</li> </ul> <p>Cables, cable management</p> <ul style="list-style-type: none"> <li>Cables and wires for industry environment</li> <li>Cable trays</li> </ul> <p>Industrial security 2</p> <ul style="list-style-type: none"> <li>network security, system integrity, industrial security services</li> </ul>	<p>Industrial fittings, armatures, pumps</p> <ul style="list-style-type: none"> <li>Valves – safety, throttle and control</li> <li>Feed — check and control flap</li> <li>Drivers for actuators – pneumatics and electric</li> </ul> <p>Maintenance and diagnostics II.</p> <ul style="list-style-type: none"> <li>Vibrodiagnostics, tribodiagnostics and thermography</li> </ul> <p>Connections systems</p> <ul style="list-style-type: none"> <li>I/O systems</li> <li>Industrial connectors and terminal blocks</li> </ul> <p>SW for engineering – ELCAD/CAE/CAX</p> <p>HW/SW for precise farming &amp; agriculture</p> <ul style="list-style-type: none"> <li>Automation of planting, harvesting, spraying</li> <li>Navigation of agricultural vehicles</li> </ul>
<b>Industry 4.0</b>	Cybersecurity of industrial systems, product piracy security XaaS – Everything as a Service	Virtual, Augmented & Mixed reality Artificial intelligence and machine learning in manufacturing

9

10

Deadlines		
	10. 8. 2023	11. 9. 2023
<b>Readers topics</b>	Cyber security of commercial drones	Active consumer, Aggregator, Flexibility – legislation, theory vs practice, experience
<b>Industry</b>	Machinery Industry II. – Original Equipment Manufacturers (OEMs)	Power transmission and distribution
<b>OT and IT</b>	Production lines, special purpose machines Complex automation platforms Robotics III. <ul style="list-style-type: none"> <li>• Packaging, palletizing, handling</li> <li>• Safety of robotic workplaces</li> </ul> Machine control systems CND/DNC Motion control <ul style="list-style-type: none"> <li>• Real-time</li> <li>• Positioning systems</li> </ul> Inspection and control systems Sensing and image processing <ul style="list-style-type: none"> <li>• Surface, shape and color sensors</li> <li>• Vision systems</li> </ul>	Smart grids, Smart energy systems Energy Storage Energy storage <ul style="list-style-type: none"> <li>• Battery and battery-free systems</li> <li>• Hydrogen technologies</li> </ul> Reliability and availability of power supply <ul style="list-style-type: none"> <li>• Control systems for substations</li> <li>• HDO systems</li> </ul> Quality of power supply <ul style="list-style-type: none"> <li>• Electricity quality recorders and analyzers</li> </ul> Enclosures and cabinets Solutions for transmission system operators, distribution system operators, local distribution system operators
<b>Industry 4.0</b>	Collaborative robotics and advanced end effector technologies Drones for industrial use	Digital twin From automation to autonomous

ALL THE YEAR TOPICS: BACK TO THE ROOTS – BASICS (NOT ONLY) OF ELECTRICAL ENGINEERING

# 11

# 12

Deadlines		
	10. 10. 2023	10. 11. 2023
<b>Readers topics</b>	From static Excel data to a unified information system	Automation for small and medium-sized enterprises – solutions with low costs and high efficiency
<b>Industry</b>	Food, Beverage and Pharmaceutical Industry Healthcare industry	Mining, Cement and Construction Industry Steel, Foundry and Metalworking Industry
<b>OT and IT</b>	<p>Manufacturing information systems</p> <ul style="list-style-type: none"> <li>• MES/MOM 4.0</li> <li>• SCADA</li> </ul> <p>Field instrumentation II.</p> <ul style="list-style-type: none"> <li>• Flow meters – Coriolis, magnetic, vortex and ultrasound</li> <li>• Temperature sensors and transmitters</li> </ul> <p>Batch systems</p> <ul style="list-style-type: none"> <li>• Batching stations and pumps</li> </ul> <p>Healthcare solutions</p> <ul style="list-style-type: none"> <li>• Robotic operating technologies</li> <li>• 3D implant printing</li> <li>• Dressable technologies</li> <li>• Artificial intelligence – assistance, health assessment</li> </ul>	<p>Motors and gearboxes</p> <ul style="list-style-type: none"> <li>• Energy efficient motors</li> <li>• Low and high-voltage asynchronous motors</li> <li>• Servomotors and servo drives</li> <li>• Synchronous motors and generators</li> <li>• Geared motors and steppers</li> </ul> <p>Motor protection</p> <p>Manipulators, conveyors and accessories</p> <ul style="list-style-type: none"> <li>• Manipulators, belt &amp; roller conveyors and accessories</li> </ul> <p>Weighing and strain-gage systems</p> <ul style="list-style-type: none"> <li>• Industrial weighing machines, Conveyor belt scales</li> <li>• Strain-gage systems and sensors</li> </ul> <p>Sensors II.</p> <ul style="list-style-type: none"> <li>• Speed, velocity, acceleration and linear position sensors</li> </ul>
<b>Industry 4.0</b>	<p>Business Intelligence Management – data evaluation and analysis, context generation, decision support</p> <p>RPA – intelligent document processing, integration platforms, decision management</p>	<p>Education and new competencies for Industry 4.0</p> <p>Career 4.0</p> <p>Supported communication solutions (chatbots)</p>

# PRICE LIST OF INDIVIDUAL SERVICES

01

PRINT	ATP Journal
AD 1/1 A4	1 100 €
AD 1/2 A4	680 €
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 €
Article 2/1 A4	620 €
Article 1/1 A4	330 €
Article 3/4 A4	270 €
Article 2/3 A4	240 €
Article 1/2 A4	170 €
News 1/4 A4	60 €
Inserted advertisement	950 €
Inserted catalogue	715 €
Advertisement ribbon	650 €
Inside advertisement ribbon	600 €
PRINT + WEB	ATP Journal + atpjournalsk
Exclusive news	540 €
Exclusive article	180 €

02

WEB	atpjournalsk
Online article	210 €
Online news	90 €
Wide skyscraper (160 x 600 px)	470 €/month
Custom baner (258 x 460 px)	460 €/month
Leaderboard (728 x 90 px)	380 €/month
Rectangle banner (728 x 90 px)	240 €/month
Square banner (250 x 250 px)	190 €/month
Logo + link	110 €/month

All prices are excluding VAT.

Information and orders: [mediamarketing@hmf.sk](mailto:mediamarketing@hmf.sk)

03	ONLINE	
	Direct mail (all content)	290 €
	Newsletter – new edition (logo, link, video business card)	180 €

04	VIDEO	
	VideoPodcast partner	350 €
	Remote interview partner	290 €
	Short single news in Videonews	240 €
	Video localization, english recording (spoken)	50 €/min.
	Video localization, english recording (subtitles)	30 €/min.
	Industrial reportage	price by range
	Event video	

05	EVENTS	
	Conference partner	600 – 1200 €
	Webinar partner	350 €
	Media support of the event	price by range

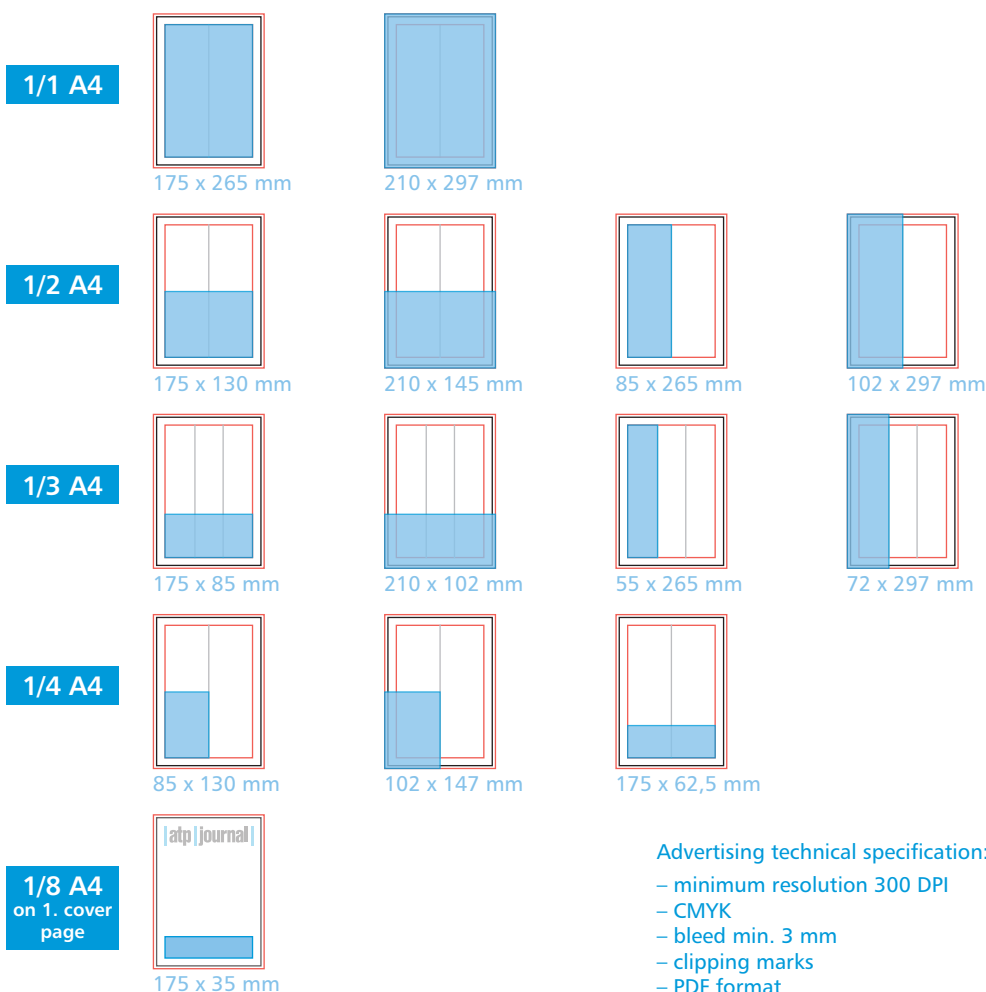
All prices are excluding VAT.

## ADVERTISING SERVICE PACKAGER

Name of the package Freedom (SLOBODA)	Price of the package	Discount of the package	Rebuys discount
START	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](mailto:mediamarketing@hmh.sk)

# AD FORMATS



## Advertising technical specification:

- minimum resolution 300 DPI
- CMYK
- bleed min. 3 mm
- clipping marks
- PDF format

**Inserted catalogue.** Your company catalogue or magazine in max. A4 format over the range of 30 pages, which will be attached to the printed edition of the ATP Journal, back to back.

**Inserted advertisement.** Company invitations and promotional materials in max. A4 format up to 30 pages (for 120 g/m paper), inserted inside the magazine in any or precisely determined place.

**Inside advertisement ribbon.** Advertising paper strip 60 mm wide passing vertically through the back of the magazine and inside, i.e. the magazine opens in a precisely determined place.

**Advertisement ribbon.** Advertising paper strip 60 mm wide passing horizontally around the magazine, very suitable with a combination of the inserted catalogue.

# BANNER DIMENSIONS

atp | journal

Leaderboard  
728 x 90 px

Aktuálne číslo  
10/2021



Časopis   Rubriky   Názory   Know-how inštitút   Podujatia   Videá   O nás   Súťaž   **Automatizácia**

Príhlásenie   Registrácia

Wide  
Skyscraper  
160 x 600 px



Custom banner  
258 x 460 px

Wide  
Skyscraper  
160 x 600 px

## Aplikácie



Aplikácie

### Priemyselné riešenie zaistuje optimálnu energetickú...

21.10.2021

Vďaka sledovaniu slnka môžu prevádzkovatelia fotovoltaických elektrární výrazne zvýšiť množstvo vyrobenej energie. Preto Elektro Ecker používa vo svojom fotovoltaickom parku jedno z týchto riešení od spoločnosti Phoenix Contact. Kompetentnosť odborníkov tejto spoločnosti v oblasti fotovoltaických systémov a spoľahlivé riešenia...



Aplikácie

19.10.2021

Megawatové úložiská sú už v prevádzke vo viacerých krajinách



Aplikácie

15.10.2021

Efektívnejšie využívanie OZE a znižovanie CO2 vďaka znalosti stavu



Aplikácie

04.10.2021

Kioskové trafostanice sa v priemysle uplatňujú vďaka flexibilita



Rozhovory

18.10.2021

6G spĺňa očakávania, ktoré naštartovala 5G



Rozhovory

20.9.2021

Technológie snímania a spracovania obrazu prinášajú hneď niekoľko výhod



Rozhovory

14.9.2021

Investície do robotiky sa vrátia skôr, ako mnohí očakávajú

Rectangle banner  
728 x 90 px  
(is on all subpages at the same time)

## Exkluzívne články

14.10.2021

German Edge Cloud dodáva inteligentné riešenia pre závod Rittal v Haigeri  
Rittal s.r.o.

19.10.2021

EPLAN Platforma 2022 – zoznámte sa s novým vzhľadom a novou koncepciou  
EPLAN ENGINEERING CZ s.r.o.

Square banner  
250 x 250 px

28.9.2021

Schneider Electric má podporiť VELUX v dosiahnutí uhlíkovej neutrality  
Schneider Electric Slovakia s.r.o.

16.9.2021

Farnell podpísal distribučnú zmluvu s Mountz Torque  
Premier Farnell UK Ltd.

# 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 of publisher, 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 on the website.

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.atpjournal.sk](http://www.atpjournal.sk) and [www.e-automatizacia.sk](http://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](http://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

- 7.1 The printed versions of ATP Journal registered with the ISSN international serial number, electronic ATP Journal registered with the ISSN international serial number, electronic ATP Journal PLUS, as well as all the other publications published by HMMH, s.r.o., are, as collected works, protected by a copyright in accordance with Copyright Act No. 618/2003. This act especially regulates any literary works (news in brief, articles etc.), as well as any pictures, drafts, illustrations and photographic works published in the printed versions of ATP Journal and other publications by HMMH, s.r.o., and on [www.atpjournals.sk](http://www.atpjournals.sk) and [www.e-automatizacia.sk](http://www.e-automatizacia.sk).

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- 7.2 No information published in the printed versions of ATP Journal, electronic ATP Journal PLUS, other publications of HMMH, s.r.o., and on [www.atpjournals.sk](http://www.atpjournals.sk) and [www.e-automatizacia.sk](http://www.e-automatizacia.sk) which are

subject to the copyright, may be published in any printed, electronic, audio or visual form without a prior written consent by HMMH, s.r.o.

- 7.3 The foregoing shall apply without prejudice to the rights of the authors of the individual works published in a printed or electronic version of ATP Journal or ATP Journal PLUS.

## 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, 2023  
for the Services ordered for 2023

# |atp|journal|

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**MEDIAINFO2023**

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XXX edition