



**WE HAVE
A SENSE
OF INDUSTRY**

MEDIAINFO2024



|atp|journal|

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VISION

Our goal is to inspire the largest possible community of experts working in the field of industrial automation, informatics and maintenance to find solutions, to contribute to the technological and economic development of companies and to cultivate the business environment through media activity.

MISSION

We are a stable and reliable source of current and accurate professional information.

We create a media space for meeting representatives of manufacturing companies with providers of industrial solutions.

By connecting companies, academia, schools and trade unions, we support the spread of technical knowledge in Slovak society.

VALUES

Partnership with a personal approach

Transparent media business

Expertise at every position in the team

Knowledge of the local industrial environment

Orientation in world trends

Thematic clarity

YOU KNOW THAT...

- as part of a community of experts, you will have an impact on the development, direction and determination of trends in the Slovak industrial environment?
- through us, you will directly address those who are looking for new knowledge in the field of automation and have the opportunity to apply it in practice?
- in times of shortage of qualified labour, you will present yourself not only as a supplier of advanced products and solutions, but also as an attractive and promising employer?
- we will give your achievements the objective dimension of an independent information (media) source?
- we will place your commercial presentation in a natural environment, where it will look casual and at the same time purposeful?
- our exclusive reports in Slovak manufacturing companies map not only the current state of automation, but also show the possibilities for your future investments?
- the professional processing of our media outputs in terms of content and visuals positively support your corporate image?
- you don't have to have an editor, reporter, translator, photographer, cameraman, graphic designer in your company – concentrate on your business and transfer media duties to our table?
- we will multiply the reach of your information by using the entire spectrum of communication means, from which each recipient can choose according to their preferences and availability?



PRINT
WEB

EMAILING

VIDEO

SOCIAL MEDIA

EVENTS

The longest published periodical of its kind in Slovakia,
1st issue in May 1994

Periodicity 12 times a year with an average number of 65 pages per issue.

In terms of content, we follow the editorial calendar (p. 12) divided for each issue into:

- industry
- related operational technologies (OT)
- higher levels of management (IT)
- industry 4.0 solutions
- specific topics from readers in the Readers' Topic

All the year topics reflect current topics – for the year 2024,
e.g. Artificial intelligence in industrial practice.

 The ATP Journal is reviewed by more than 4,900 experts each month
in print or digital version

- 1,350 registered subscribers of the printed version
- 400 unregistered recipients of the printed version at events,
author's prints, publishing companies
- 3,220 is the average view of the digital version
with 1,650 registered subscribers

(data as of September 30, 2023 for 12 months)



ATP Journal archive



ATP Journal readership structure based on registration data

Working positions of ATP Journal readers

- 39 %** Operational workers – operators, technologists, maintenance
Developers of control and visualization systems
MaR and ASR TP service and maintenance staff
M&C designers and engineers of machinery,
equipment and production lines
- 23 %** Head of M&C, Electronic, Maintenance departments
Technical directors, production directors, operational directors
Business directors, sales managers, heads of investment departments
- 17 %** Employees of secondary schools and universities
- 11 %** Students of secondary schools and universities
- 10 %** Government, Trades Unionists, Institutions

Representation of the industries where ATP Journal readers work

- 54 %** Electrical industry
- 52 %** Energy
- 31 %** Automotive
- 30 %** Machinery
- 22 %** Chemical industry
- 18 %** Oil and Gas
- 16 %** Food industry
- 15 %** Constructions
- 15 %** Transport and logistics
- 11 %** Water industry
- 11 %** Printing and packaging industry
- 11 %** Pulp and paper industry
- 10 %** Metallurgical industry
- 10 %** Wood, rubber, cement and foundry industry
- 7 %** Other

The website is placed in leading positions in search engines – long-term operation of the portal, SEO optimization of content, mutual sharing of contributions by professional associations, partner organizations, companies and universities.

The content of the page mainly includes:

- articles from ATP Journal in html format
- archive of printed issues of ATP Journal in PDF format

Enriched with characteristic web formats:

- current articles, product news, press releases
- calendar of events
- videos
- banner ad
- catalogue page www.e-automatizacia.sk (list of companies)



ATP Journal



Average monthly traffic: 3,850
(data as of September 30, 2023 for 12 months)

The answers in the ATP Journal survey show that 42% of respondents use the web the most to find information, but 46% consider the printed format the most reliable source, which is also the easiest to remember for 57%. (October 2023).

emailing

Address delivery of information to subscribers under the well-known header ATP Journal, distributed in accordance with GDPR rules. Depending on the content, we distinguish between two formats.

Company emailing – sent on schedule according to the request, information about events, product news of one company.

Editorial emailing – sent 12 times a year with information about the current edition of the ATP Journal (space for two company articles with a video trailer), several times a year for the distribution of Remote Interviews (the company as an Remote Interview Partner) and Podcasts (the company as a VideoPodcast Partner).



Number of subscribers: 2,800
(data as of September 30, 2023)

video

Reports from events – event recording, interviews, reports from the event on the basis of a media partnership or at the request of the organizers.

average 430 views on YT

Reports from manufacturing companies – part of exclusive editorial content in ATP Journal and company PR articles, but also as a company presentation outside the ATP Journal use.

average 1100 views on YT

Current issue of ATP Journal – video trailer of the editor-in-chief for the content of the issue, including space for commercial video trailers for articles in the current issue.

average 97 views on YT

Remote interviews – the editor-in-chief addresses current topics in an online interview with invited experts. Space for company presentation in the form of Remote Interview Partner.

average 170 views on YT

VideoPodcast – an editorial format led by a professional editor who, together with the guests, presents her views and opinions on selected topics in the studio. A space for the presentation of the company in the form of a podcast partner.

average 350 views on YT

VideoNews – an editorial format usually contains five current video news with accompanying comments of interesting topics, product news or professional events. A space for the company commercial video news.

average 160 views on YT

Depending on the format, the distribution of editorial videos or relevant company videos is ensured at www.atpjournalsk, via direct mail, our social media networks YouTube, Facebook, LinkedIn, or Spotify and Apple Podcasts.



Industrial reportage

social networks



YouTube ATP Journal – editorial and company videos, 148 subscribers, 130 videos



Facebook ATP Journal – articles, videos and life in the editorial office, 128 regular followers



LinkedIn of the editor-in-chief – direct contact with the community, average 585 views of posts.

(data as of September 30, 2023 for 12 months)

READERS' OPINIONS

Respondents' answers to the question:

**How you use the information in the ATP Journal
– (magazine, website, direct mail, videos, podcasts, social media networks),
respectively What makes ATP Journal special to you?**

(ATP Journal survey question, October 2023)

I found a new product in the manufacturer's range, which I learned about based on your article and used it in the concept of solving my task.

Ján A., projection, energy services and monitoring

Based on the article in the magazine, I decided to buy a PB-Qone device, which helped us diagnose and solve problems with the PROFIBUS network of conveyors (frequent resetting of OP panels).

Martin D., maintenance, packaging and paper production

Based on articles published in the ATP Journal, we have re-evaluated the proposed grounding system.

Lubomír F., management, heat production services

In the magazine, I find a wide overview of products from various manufacturers, often from others than we normally use.

Michal B., programmer

I've only been following ATP Journal for about the second year, but something always interests me and forces me to read almost all of it. Articles with the connection to the industrial robotics can always interest me.

Peter F., student, technical university

In ATP Journal, I find support in the design of a technical solution. I always find what interests me here. It is very positive that mainly Slovak companies and academia are presented in the articles.

Miroslav S., management, IT service provider

The information in the ATP Journal helped me prepare and process material for the approval of future projects.

Boris J., maintenance, Oil and gas

SAMPLE OF COMPANIES

where atp journal readers
professionally work



EVENTS

ATP Journal Conference

Direct connection of suppliers, top experts and the academic community with representatives of manufacturing companies on current topics. The most important conference realized so far was in 2017 and 2019 under the title Robotics in the industrial practice of small and medium-sized enterprises.

Tailor-made training

Professional trainings led by professionals from academia and practice, intended for employees who need to learn more about highly specialized automation topics.

Media partnerships

Through our communication channels, we will attract participants to relevant partner events. On the contrary, by distributing the ATP Journal at these events, we increase the reach of the published information and gain new regular readers.

Fairs

SlovakiaTech Forum – Expo, Košice
International Engineering Fair, Nitra
AMPER, Brno
International Engineering Fair, Brno
EMO Hannover, Germany
automatica, Munich, Germany
Hannover Messe, Germany

Company events

ATEsystem s.r.o.: **VisionBreak**
BeBeckhoff Automation s.r.o.: **Beckhoff Roadshow**
DEHN, s.r.o.: **DEHN ACADEMY ILPC**
EATON Electric s.r.o.: **Training on easyE4**
EPLAN ENGINEERING CZ s.r.o.: **EPLAN L!ve**
KFB Control s.r.o.: **FS Eng (TÜV Rheinland) SIS course**
Kalibrátory, s.r.o.: **Pressure gauge calibration and uncertainty of measurement**
Qubit Security, s.r.o.: **Qubit Conference® Košice 2023**
Stäubli Systems, s.r.o.: **Technology Days, Pardubice**
SIEMENS s.r.o.: **Siemens Young Generation Award**
TECH-K s.r.o.: **Tech conference, Vyhne – Machine safety**
Yokogawa Slovakia: **Functional safety training Yokogawa TÜV Rheinland**

Conferences of partner organizations, educational and academic institutions



DIS – Theory and application
of technical diagnostic methods



MAMDRONSK

DRONTEX



ENERGYFORUM



VZDELÁVANIE - BIZNIS - ZÁŽITKY
v odbore elektro

ELEKTROTEC

ELEKTROKONTACT

ELECTRON

ELTECH SK

PROJEKTANTI

ELTEX



Smart metering/smart grid

Cyber security
in changing conditions



Manufacturing management

Forum of quality

Forum of industrial engineers
and personnel managers

Forum for practical maintenance



INOFEST



SAPI Energy Conference



Slovak Industry VISION Day



National Productivity Forum



National Maintenance Forum



Cyber security in changing
conditions (2X)

Energy renovation of buildings

Industry 4.0 and digitalization
Conference

Sustainable solutions for hospitals



Conference of electrical engineers
of Slovakia



Safety of technical equipment



CEE Automotive Supply Chain

NEWMATEC

EDITORIAL CALENDAR

2024

1 12. 12. 2023		2 12. 1. 2024	
Deadlines			
Readers topics	ChatGPT/LLM in Industrial Production	Safety and protection of workers in Ex environments	
Industry	Electric power generation I. – Thermal power plants, cogeneration, recovery plants Conversion of waste into energy 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 Technologies for Recovery Plants <ul style="list-style-type: none"> • processing of solid waste • pollution control Steam distribution and treatment Remote monitoring and communication <ul style="list-style-type: none"> • WirelessHART, WiFi, Bluetooth • Telemetry 	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 Safety on industrial plant <ul style="list-style-type: none"> • remote access, authentication, biometry, camera systems 	
Industry 4.0	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:

SUPPORT OF DIGITIZATION AND FINANCING OF SMALL AND MEDIUM-SIZED ENTERPRISES

SUSTAINABLE SOLUTIONS FOR INDUSTRY

ARTIFICIAL INTELLIGENCE IN INDUSTRIAL PRACTICE

<div>3</div> <div>9. 2. 2024</div>		<div>4</div> <div>8. 3. 2024</div>	
Deadlines			
Readers topics	LoRaWAN, IIoT, WebIQ and Qt Framework – use in industrial practice	Use of renewable energy sources in transport	
Industry	Electronic and Semiconductor Industry	Printing and Packaging Industry Transport & Logistics	
OT and IT	<p>Drives</p> <ul style="list-style-type: none"> • Motion control systems • Frequency converters, soft starters • Servo drives <p>Industrial communication, converters, fieldbuses</p> <ul style="list-style-type: none"> • 5G/6G Industrial Ethernet, OPC UA, repeaters/routers • M2M • Signal converters, network quality <p>Robotics I.</p> <ul style="list-style-type: none"> • SCARA, Cartesian robots, Single-axis robots <p>Energy management</p> <ul style="list-style-type: none"> • HW/SW/Services for energy consumption control and monitoring 	<p>HMI</p> <ul style="list-style-type: none"> • Panel PC, operator panels, displays <p>Machine safety</p> <ul style="list-style-type: none"> • Limit switches, door switches, light curtains, scanners, safety mats, safety push buttons • Safety control units and relays <p>Linear technology</p> <ul style="list-style-type: none"> • Linear systems, positioning systems • Linear motors and actuators <p>Sensors I.</p> <ul style="list-style-type: none"> • inductive, optoelectronic, laser, magnetic, ultrasound <p>Transport and logistics</p> <ul style="list-style-type: none"> • automation and control for road and railway transportation, autonomous transport, AGV/AMR platforms • HW/SW/services for logistics and warehouses 	
Industry 4.0	3D/4D Printing Additive manufacturing	Smart manufacturing supply chain Logistic 4.0	

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Deadlines	<div>5</div> <div>10. 4. 2024</div>		<div>6</div> <div>10. 5. 2024</div>	
Readers topics	Automation of the pressing line – design, implementation, operation		Electricity trading – legislation, options	
Industry	Machinery Industry I. – Automotive Industry and suppliers Rubber Industry		Electric power generation II. – Nuclear, hydro and photovoltaic power plants Power engineering	
OT and IT	Robotics II. <ul style="list-style-type: none"> • Robotics – welding, cutting, painting and machine handling • Mobile robotic platforms • SW and HW for robotics programming and for visualization of robotic workplaces Industrial PC <ul style="list-style-type: none"> • Industrial and embedded PC, industrial notebooks Product process management <ul style="list-style-type: none"> • RFID, Pick-to-Light Pneumatics <ul style="list-style-type: none"> • Pneumatics valves and islands, pneumatics positioning systems 		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"> • Inspecting equipment for insulation testing, earthing, machine testers and hand tools testers 	
Industry 4.0	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	

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<div>7</div> <div>10. 6. 2024</div>		<div>8</div> <div>10. 7. 2024</div>
Deadlines		
Readers topics	Use of Raspberry Pi and Arduino in industry	Vibrodiagnostics – systems, procedures, best experience
Industry	Pulp and Paper Industry, Wood Industry Furniture Industry	Chemical and Plastic Industry Agriculture
OT and IT	Control systems <ul style="list-style-type: none"> DLC, PLC, PAC, SoftPLC Controllers <ul style="list-style-type: none"> Single and multi loop Industrial calibration <ul style="list-style-type: none"> Multifunctional calibrators Loop calibrators, current measurement and generation Power supplies and UPS <ul style="list-style-type: none"> AC-DC, DC-AC power supplies UPS Cables, cable management <ul style="list-style-type: none"> Cables and wires for industry environment Cable trays Industrial security 2 <ul style="list-style-type: none"> network security, system integrity, industrial security services 	Industrial fittings, armatures, pumps <ul style="list-style-type: none"> Valves – safety, throttle and control Feed — check and control flap Drivers for actuators – pneumatics and electric Maintenance and diagnostics II. <ul style="list-style-type: none"> Vibrodiagnostics, tribodiagnosics and thermography Connections systems <ul style="list-style-type: none"> I/O systems Industrial connectors and terminal blocks SW for engineering – ELCAD/CAE/CAx HW/SW for precise farming & agriculture <ul style="list-style-type: none"> Automation of planting, harvesting, spraying Navigation of agricultural vehicles
Industry 4.0	Cybersecurity of industrial systems, product piracy security XaaS – Everything as a Service	Virtual, Augmented & Mixed reality Artificial intelligence and machine learning in manufacturing

ALL THE YEAR TOPICS:

SUPPORT OF DIGITIZATION AND FINANCING OF SMALL AND MEDIUM-SIZED ENTERPRISES

SUSTAINABLE SOLUTIONS FOR INDUSTRY

ARTIFICIAL INTELLIGENCE IN INDUSTRIAL PRACTICE

9		10	
Deadlines		9. 8. 2024	
Readers topics		10. 9. 2024	
Industry		Non-traditional forms of energy storage	
OT and IT		Power transmission and distribution	
Industry 4.0		Digital twin	
Implementation of an industrial robot in additive manufacturing		Smart grids, Smart energy systems	
Machinery Industry II. – Original Equipment Manufacturers (OEMs)		Energy Storage	
Production lines, special purpose machines		Energy storage	
Complex automation platforms		<ul style="list-style-type: none"> Battery and battery-free systems Hydrogen technologies 	
Robotics III.		Reliability and availability of power supply	
<ul style="list-style-type: none"> Packaging, palletizing, handling Safety of robotic workplaces 		<ul style="list-style-type: none"> Control systems for substations HDO systems 	
Machine control systems CND/DNC		Quality of power supply	
Motion control		<ul style="list-style-type: none"> Electricity quality recorders and analyzers 	
<ul style="list-style-type: none"> Real-time Positioning systems 		Enclosures and cabinets	
Inspection and control systems		Solutions for transmission system operators, distribution system operators, local distribution system operators	
Sensing and image processing			
<ul style="list-style-type: none"> Surface, shape and color sensors Vision systems 			
Collaborative robotics and advanced end effector technologies		From automation to autonomous	
Drones for industrial use			

ALL THE YEAR TOPICS:

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Deadlines	11	12
	10. 10. 2024	11. 11. 2024
Readers topics	Batch systems in production practice	CAN communication – principles
Industry	Food, Beverage and Pharmaceutical Industry Healthcare industry	Mining, Cement and Construction Industry Steel, Foundry and Metalworking Industry
OT and IT	<p>Manufacturing information systems</p> <ul style="list-style-type: none"> • MES/MOM 4.0 • SCADA <p>Field instrumentation II.</p> <ul style="list-style-type: none"> • Flow meters – Coriolis, magnetic, vortex and ultrasound • Temperature sensors and transmitters <p>Batch systems</p> <ul style="list-style-type: none"> • Batching stations and pumps <p>Healthcare solutions</p> <ul style="list-style-type: none"> • Robotic operating technologies • Telemedicine 2.0 • 3D implant printing • Dressable technologies • Artificial intelligence – assistance, health assessment 	<p>Motors and gearboxes</p> <ul style="list-style-type: none"> • Energy efficient motors • Low and high-voltage asynchronous motors • Servomotors and servo drives • Synchronous motors and generators • Geared motors and steppers <p>Motor protection</p> <p>Manipulators, conveyors and accessories</p> <ul style="list-style-type: none"> • Manipulators, belt & roller conveyors and accessories <p>Weighing and strain-gage systems</p> <ul style="list-style-type: none"> • Industrial weighing machines, Conveyor belt scales • Strain-gage systems and sensors <p>Sensors II.</p> <ul style="list-style-type: none"> • Speed, velocity, acceleration and linear position sensors
Industry 4.0	<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>

ALL THE YEAR TOPICS:

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ARTIFICIAL INTELLIGENCE IN INDUSTRIAL PRACTICE

PRICE LIST OF SERVICES

	PRINT ATP Journal	ONLINE atpjournals.sk
AD 1/8 A4 on 1 st cover page	620 €	
AD 1/1 A4 on 2 nd or 3 rd cover page	1 445 €	
AD 1/1 A4 on 4 th cover page	1 545 €	
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 €	
Inserted catalog (over 30 A4 pages)	950 €	
Inserted advertisement (up to 30 A4 pages)	715 €	
Article 2/1 A4	620 €	
Article 1/1 A4	350 €	
Exclusive article	540 €	
Online article		230 €
Article 3/4 A4	270 €	
Article 2/3 A4	240 €	
Article 1/2 A4	170 €	
News 1/4 A4	80 €	
Exclusive news	180 €	
Online news		110 €
wide skyscraper (160 x 600 px)		470 €/month
custom banner (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, text (250 characters), link		110 €/month

	ONLINE emailing
company emailing (Directmail, presentation of 1 company)	320 €
editorial emailing (Newsletter, new issue of ATP Journal)	180 €

All prices are excluding VAT.

Information and orders: mediamarketing@hmf.sk

	ONLINE video
VideoPodcast partner	350 €
Remote interview partner	290 €
News in VideoNews	240 €
Video localization, English recording (spoken)	50 €/min.
Video localization, English recording (subtitles)	30 €/min.
Industrial reportage	Price according to requirements
Event video	

	Events
Webinar partner	Price according to requirements
Main conference partner, conference partner	
Media support of the event	

	Other publishing services
Translations of technical articles from ENG, CZ	Price according to requirements
Processing of PR articles	
Processing of ADs, flyers, banners	

All prices are excluding VAT.

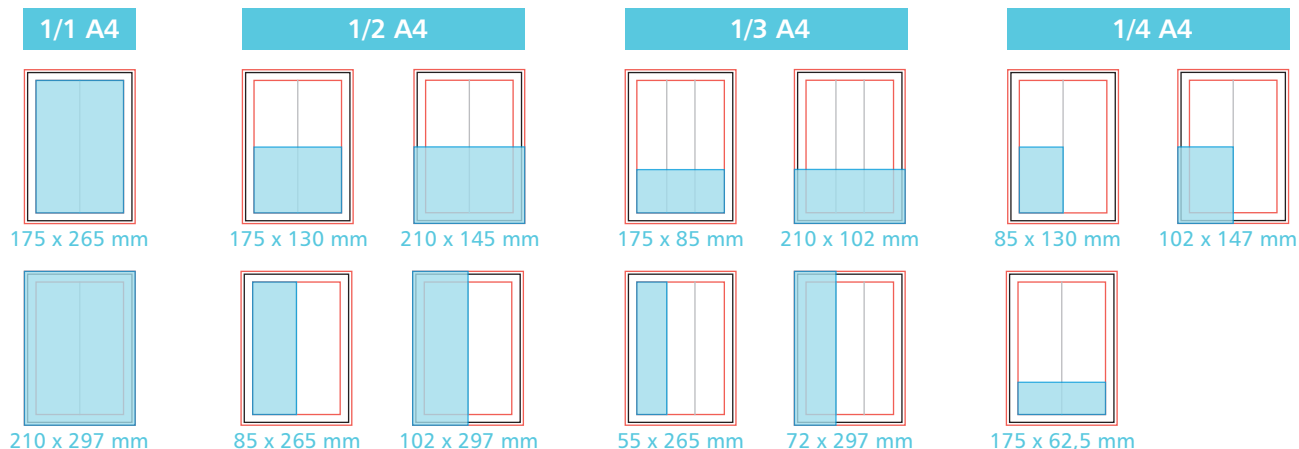
advertising service packages

Name of the package SLOBODA	Package price	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

FORMATS

ad



Technical specifications of the advertisement:

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

1/8 A4 on 1st cover page



175 x 35 mm

range and location of the articles

	RANGE		LOCATION			
	number of characters including spaces*	images	ATP Journal PRINT	ATP Journal PDF on atpjournal.sk	atpjournal.sk **	e-automatizacia.sk ***
Article 1/1 A4	6 000, minus 600 for each image	max 40 % of the area of the article	✓	✓		
Exclusive article	6 000, minus 600 for each image	max 40 % of the area of the article	✓	✓	✓	✓
Online article	up to 12 000	up to 10			✓	
News 1/4 A4	1 600	1	✓	✓		
Exclusive news	1 600	1	✓	✓	✓	✓
Online news	up to 3 000	1			✓	

* Article in .doc format in the structure title, abstract, text, contact information; images sent separately in jpg, png...
News in .doc format in the structure title, text, link; image sent separately in jpg, png...

** An article in html can contain hyperlinks, backlinks, more images
News in html format may contain hyperlinks, backlinks

*** e-automatizacia.sk – company business card at the end of the article, summary of all company articles

FORMATS bannerov

atp | journal

Leaderboard
728 x 90 px

Aktuálne číslo
11/2023



Časopis

Rubriky

Názory

Know-how inštitút

Podujatia

Videá

O nás

Súťaž

Automatizácia



Prihlásenie

Registrácia

Wide
Skyscraper
160 x 600 px



Custom banner
258 x 460 px

Wide
Skyscraper
160 x 600 px

Aplikácie



Aplikácie

Od vízie k realite: start-up vyrába cenovo dostupné...

15.11.2023

Vyrovnat sa s výzvami revolúcie v doprave s inteligentnými elektrickými riešeniami, to je cieľ, ktorý si so svojím vozidlom aCar stanovila spoločnosť EVUM Motors GmbH so sídlom v nemeckom Mníchove. aCar kombinuje pohon všetkých kolies s elektrickým pohonom a vďaka modúlnej koncepcii ide o cenovo dostupný...



Aplikácie

15.11.2023

Rehabilitácia po mŕtvici – ďalšia aplikácia na vzostupe



Aplikácie

25.10.2023

Oprava vedenia vysokého napätia pomocou virtuálnych tréningových systémov



Aplikácie

25.10.2023

IKEA prevádzkuje najväčšiu miestnu distribučnú sústavu v Austrálii

Exkluzívne články

15.11.2023

Projektovanie jednoúčelových strojov a rozvádzačov v praxi
EPLAN ENGINEERING CZ, s.r.o.

14.11.2023

Vždy ten správny kábel
Murrelektronik Slovakia s.r.o.

14.11.2023

ADS-over-MQT
Beckhoff Automation s.r.o.

Square banner
250 x 250 px



Rozhovory

16.11.2023

Excel ako veterán medzi ERP



Rozhovory

16.11.2023

V tendri na dostavbu JE Dukovany sú všetci na rovnakej štartovacej čiare



Rozhovory

16.11.2023

Ženy inšpirujú ženy – Viktória Zhuravská

Väčšia transparentnosť a energetická účinnosť v dátových centrách
Rittal s.r.o.

20.10.2023

Farnell má v súčasnosti na sklade viac ako 23000 produktov od Analog Devices
Premier Farnell UK Ltd.

07.9.2023

Ložiská NSK budú na EMO 2023 v centre pozornosti
NSK Europe Ltd.

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

HMH, S.R.O.

General Business Terms and Conditions

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 Act no. 513/1991 Coll. 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 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. on the pages operated by the Supplier (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“), a banner advertisement and other items of the Price List bindingly ordered by the Customer in the order. 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 stated in the signed order according to the Price List and the agreed discount are binding for the Supplier and the Customer.

3.2 The Price List determines purchase prices for the unit 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 By placing an order on the part of the Customer and confirming the order on the part of the Supplier, both parties express their agreement with the purchase price of the services.

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 signed order 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. must be before the publication date of the ordered Internet, electronic service.

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 magazine issues are published in MediaInfo and on the webpages operated by the Supplier.

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 individual Services from the package of Services to other issues of the magazine than was ordered or via Internet/electronic services to other months than was ordered is possible only in writing/e-mail, at least 10 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 The Customer is responsible for the use of images, photographs and other graphic displays (the „Images“) in accordance with copyright and ownership rights, as long as the Images are supplied by the Customer and published by the Supplier with the Customer's consent. By delivering the Pictures, the Customer fully agrees to the Supplier publishing them. Possible sanctions, license fees, compensation for damages and unjust enrichment or any other financial claims that will be demonstrably required by the author or license owner or another authorized third party from the Supplier for the unauthorized use and dissemination of the Images, the Supplier shall claim in full from the Customer, and regardless of their amount and the length of time that elapses between publication and the origination of the request of the author or licensee owner or other authorized person for these claims, with which the Subscriber agrees. The customer hereby undertakes to pay the claims to the supplier according to the previous sentence no later than 5 calendar days from the delivery of the request.

- 5.6 Any and all costs of the interbank transfer of the payment made by a foreign Customer shall be borne by the Customer.

- 5.7 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 or by e-mail and include the reason for withdrawal. In such case, the Supplier shall incur no further liabilities to the Customer.
- 6.3 The Customer can cancel the order only in writing or by e-mail to the Supplier at mediamarketing@hmk.sk.
- 6.4 The order may be cancelled, and the price paid for the order may be returned to the Customer as follows:
- 100% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing more than 20 days before the use of the first Service, i.e. more than 20 days before the closing date of the first Service according to the itemized list;
 - 50% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 20 to 0 days before the use of the first Service, i.e. 20 to 0 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 after drawing the first service from it, i.e. j. after the deadline 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 20 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 20 to 0 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 the individual ordered service from the order in writing after the deadline; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;

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.atpjournalsk and www.e-automatizacia.sk. HMMH, s.r.o., Publisher of ATP Journal, ATP Journal PLUS and electronic version of ATP Journal, is the holder of the copyright under the foregoing.
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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.
- 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, 2024
for the Services ordered for 2024.

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