

WE HAVE IT **QUANTIFIED**

STATISTICS OF

actual relations,
best solutions,
daring opinions
and tomorrow's trends.

MEDIAINFO
2017

ATP Journal
has a reach of

7280
professionals

Out of **2100 printed issues** ATP Journal
we are sending 1750 to registered readers,
who are sharing it with **2780 co-workers**.
Apart of that we have **2400 subscribers** who prefer
digital version of the print media.

5150
users visit
www.atpjournalsk

1513
users are subscribed to
DIRECT MAIL



Activities

ATP Journal

ATP Journal is professional magazine focused on automation in industry and has been bringing current, detailed and technically correct information from the industrial automation in Slovakia and abroad over 20 years. We are increasingly focused on the future of automation – smart manufacturing, digitalization etc.

www.atpjournal.sk, www.eautomatizacia.sk

Magazine website and online catalog of products and companies from the automation field are integral part of printed version of the magazine, which adds multimedia content such as videos, live coverage of conferences etc. The turn of 2016/2017 is dedicated to the redesign of our webpages from the perspective of responsiveness and to dynamic linkage between companies, suppliers and our articles.

Know-how Institute

Know-how Institute brings professional information to all interested parties. We offer professional trainings in various subjects witch focus on practice. For the whole professional community, we offer comprehensive and in-depth market analysis of specific topics in the field of automation. In the year 2016, we published the first analysis – Industry 4.0. www.atpjournal.sk/knowhow

Video presentation

Publisher House will provide professional video presentation of products and services, recording and editing conferences and workshops, industrial video reports, commercials and product and business photography.



Milestones

- 2016 First technical education in the form of training and first industrial analysis focused on Industry 4.0 published under the Know-how Institute
- 2015 Media partnership with Automotive Industry Association SR and National Center of Robotics
- 2014 Automation conference by ATP Journal
- 2013 New headquarter of Publisher house
- 2011 Publication of the bimonthly magazine iDB Journal
- 2010 Launch of the new modern websites of ATP Journal, iDB Journal, eAutomatizácia, eBudovy and SvetAutomatizácie
- 2009 Official partnerships with international organizations ISA (USA), MESA Europe
- 2007 New section with expert opinions on the events in the field of industrial automation
- 2003 The 100th issue of ATP Journal is published
- 2000 First website of ATP Journal – www.atpjournal.sk
- 1997 New design, change of periodicity to monthly, 52-60 pages, color print
- 1994 the 1st volume of ATP Journal is published as a bimonthly with black & white print



INTERVIEW

among 648 eyes

324

professionals answered
our questions



Readers

Industries that ATP Journal readers are working in

Industry	Representation of readers
Electrical industry	52 %
Energetics	44 %
Machinery	38 %
Automotive	27 %
Chemical industry	20 %
Transport and logistics	15 %
Constructions	14 %
Printing and packaging industry	13 %
Oil and Gas	12 %
Food industry	12 %
Metallurgical industry	12 %
Water industry	11 %
Paper industry	11 %
Wood industry	10 %
Rubber industry	9 %
Cement industry	8 %
Foundry industry	8 %



- Bukóza Holding (BUKOCEL, a.s.)
- Continental Matador Truck Tires s.r.o.
- DHL Expocross (Slovakia), spol. s r.o.
- Kia Motors Slovakia s.r.o.
- Heineken Slovensko, a.s.
- HERN s.r.o.
- Inalfa Roof Systems Slovakia, s.r.o.
- Mliekárň KOLIBA a.s.
- Mondeléz SR Production, s.r.o.
- Mondi SCP, a.s.
- NOVOFRUCT SK, s.r.o.
- Osram, a.s., divízia Stavby strojov
- PSS Svidník, a.s.
- PSS Vývoj s.r.o.
- SAMSUNG Electronics Slovakia s.r.o.
- SEPS, a.s.
- Slovenské elektrárne, a.s.
- Strojchem, a.s.
- Tatry mountain resorts, a.s.
- TESLA Liptovský Hrádok a.s.
- Tepláreň Považská Bystrica, s.r.o.
- Vinárske závody Topoľčianky, s.r.o.
- Visteon Electronics Slovakia, s.r.o.
- Volkswagen Slovakia, a.s. závod Bratislava
- Východoslovenská vodárenská spoločnosť, a.s.
- ZKW Slovakia, s.r.o.

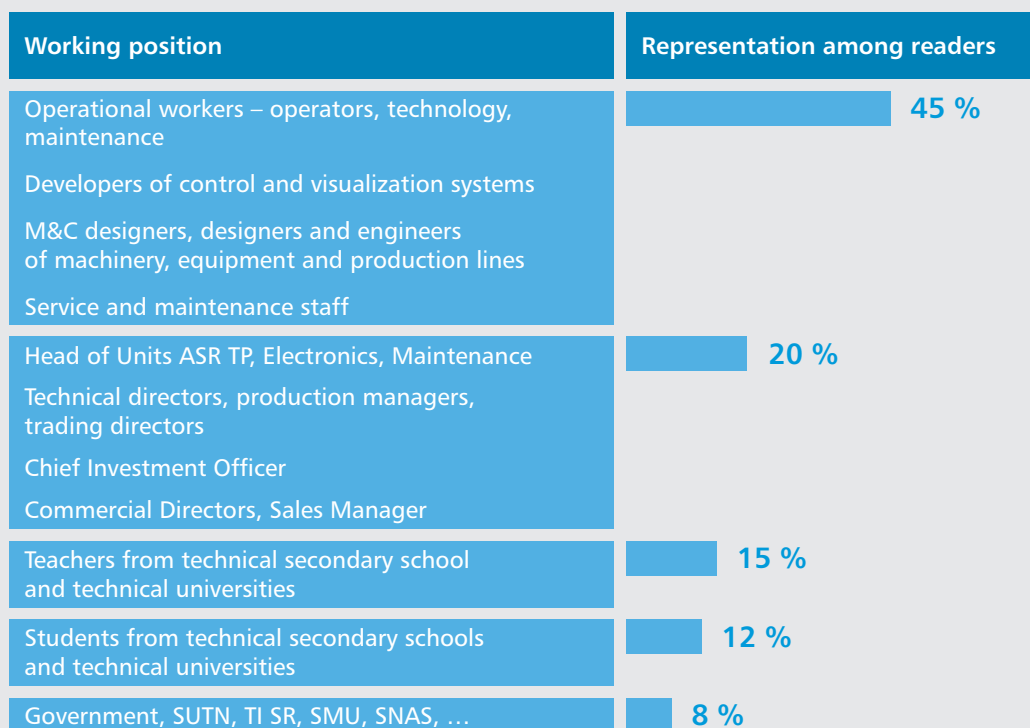
CASE STUDY

is the best evidence

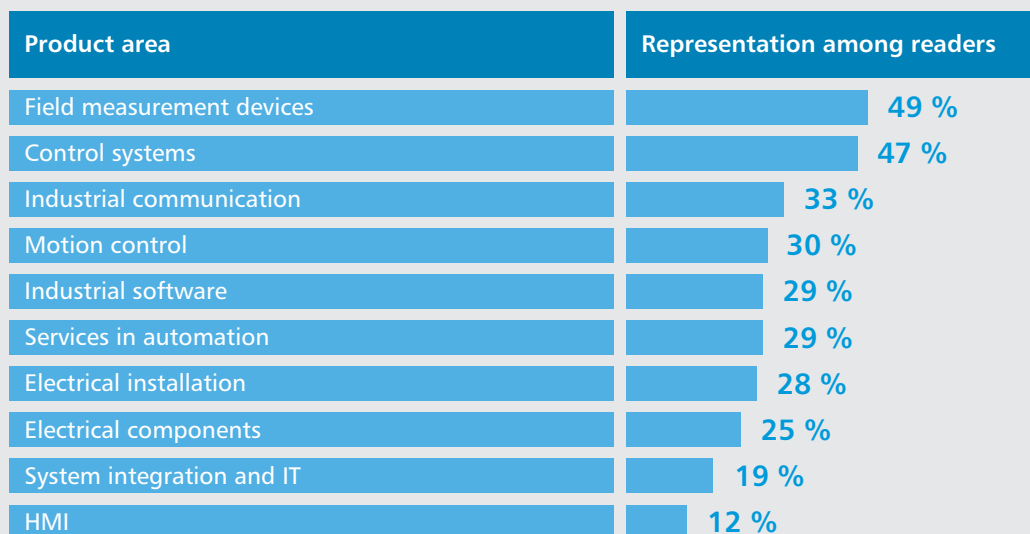
208

manufacturing companies
had shared their solutions with us

Working positions of ATP Journal readers



ATP Journal readers interest in the product area





Expressing own
OPINION
suit us

54

inspirational personalities
found courage to name things
with the right name



Partner Organizations

Slovakia

Automotive Industry Association SR

National Center of Robotics

Slovak Electrotechnical Association – Chamber of Electrical Engineers Slovakia

Slovak Chamber of Civil Engineers

Association of Electrotechnical Industry



Foreign Countries

International Society of Automation

Institute of Electrical and Electronics Engineers

Manufacturing Enterprise Solutions Association (MESA) International





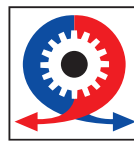
EVENTS,
that are much talked about

332
professional events
welcomed cooperation with ATP Journal



Event Media Support

Fairs and exhibitions



MSV Nitra

MSV Brno



Electric Automation
Systems and Components
International Exhibition and Conference



International Exhibition and Conference
for Power Electronics, Intelligent Motion,
Renewable Energy and Energy Management



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

Automatizácia a riadenie v teórii a praxi – ARTEP
Automotive Suppliers CEE Congress & Exhibition
Bezpečnosť technických zariadení
Day of New Technologies – DoNT
Digitálny podnik
DIS – Diagnostika strojov
Energetický manažment
ENERGOFÓRUM – Elektrina
ENEF
Fórum praktickej logistiky
Fórum praktickej údržby
IFAC workshop – Control of Transmission
and Distribution Smart Grids
Interantional SAP Conference for Utilities
(Holandsko)
Internet vecí a Smart Grid fórum (ČR)
IOT EXPO BRATISLAVA – Internet of Things
Národné fórum údržby
Národné fórum produktivity
NEWMATEC
Konferencia PROJEKTANTI
Re-industrializácia Európskej únie – REInEU
RIADENIE PROCESOV – PROCESS CONTROL
Smart City 360° Summit
Trenčiansky robotický deň
Výrobný manažment

**Seminars, workshops
and roadshows**

ATS Knowledge Day
– Priemysel 4.0 a Smart Manufacturing
Beckhoff roadshow: Novinky a aplikácie
Danfoss Drives ROAD SHOW
Dni automatizácie Control System
EATON Tour
EPLAN : Roadshow
FANUC Openhouse
NIDays Praha
Novinky v systéme MATLAB a Simulink
Prezentácia mikro automatizácie SIEMENS
Road show B&R
Technical Computing Camp – Humusoft



Web Statistics

www.atpjournal.sk

Portal ATP Journal is the only one of its kind in Slovakia, which addresses unique sample of readers from automation, control, robotics and enterprise information systems. ATP Journal brings sections with Tips and tricks, actual interviews with interesting professionals, analytics, case studies and information about new products. The section "Education" presents articles and events from schools and universities and also serves as a directory of academia focused on automation. The „Event calendar“ contains all relevant events happening in the field of automation in Slovakia and abroad.

Registered readers:



Direct mail subscribers:



Monthly traffic:



www.eautomatizacia.sk

Suppliers of automation solutions and system integrators can present their products and services on directory web site eAutomatizacia. Companies can choose between two types of registration – Lite and Standard. Added products can have pictures, delivery times and other specific parameters. Each company and its products are dynamically linked to ATP Journal, so if the company or its products are mentioned in magazine, they are also related articles on eAutomatizacia. In the year 2017, there will be new section with directory of industrial companies from Slovakia and surrounding areas.

Registered companies:



Total number of products:



Monthly traffic:





Slovakia's path to smart enterprise

Industrial IoT promises

Industry 4.0 was one of the topics on ARTEP

Slovak government presented SMART Industry concept

Industry 4.0 resonated on conference NEWMATEC

The role of VR in manufacturing industry

Internet of things – from home to industry

Smart Industry/Industry 4.0 – SOA in cloud

Cloud for SCADA systems

Industry 4.0 is not dependent on large projects

Smart Industry / Industry 4.0
– Data analytics in the cloud

Augmented reality, artificial intelligence
and human interaction with dinosaurs

INDUSTRY 4.0

topic we are experts in



**range of possibilities
under one name**



Editorial Calendar

1

2

3

ATP Journal	1	2	3
Deadline	16. 12. 2016	9. 1. 2017	7. 2. 2017
Sectors	Electric power generation 1 – thermal power stations, cogeneration, combined cycle power stations Water & Wastewater industry	Oil and gas industry	Electronic & Semiconductor industry
Automation & IT	Control in power industry <ul style="list-style-type: none"> • Measurement and control of steam and gas turbine, excitation systems and generators ECO friendly solutions in power generation Steam distribution and treatment <ul style="list-style-type: none"> • Steam traps, regulators of steam and temperature exchangers, fittings Remote monitoring and communication <ul style="list-style-type: none"> • WirelessHART, WiFi, Bluetooth • Telemetry, GSM/GRPS/3G/4G 	Field instrumentation <ul style="list-style-type: none"> • Pressure & differential pressure transmitters, pressure switches • Level transmitters/sensors • Humidity, pH/redox sensors Maintenance and diagnostics 1 <ul style="list-style-type: none"> • Field instrumentation maintenance and diagnostics • Asset Management Tank and gauging management Process analyzers <ul style="list-style-type: none"> • chromatographs, spectrometers Solutions of Ex-environment	Drives <ul style="list-style-type: none"> • Motion control systems • Frequency converters, soft starters • Servo drives Energy efficiency Industrial communication, converters, fieldbuses <ul style="list-style-type: none"> • Industrial Ethernet, repeaters and routers • Signal converters, network quality, signal processing Robotics 1 <ul style="list-style-type: none"> • SCARA, Cartesian robots, Single-axis robots
Industry 4.0	Embedded technology – electronic, communication, computing, M2M, IIoT, LoRa, Sigfox... Industrial mobile technology	Maintenance 4.0 – calculation of remaining service life, automatic diagnostics, remote diagnostics Condition monitoring	3D Printing Additive manufacturing Manufacturing of batch 1
Distribution at the fairs & conferences	ARTEP	Fórum praktickej údržby	AMPER (ČR) NEWMATEC Konferencia elektrotechnikov SR Trenčiansky robotický deň

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6. 3. 2017	4. 4. 2017	27. 4. 2017
Printing & Packaging industry Transport & Logistics	Machinery industry 1 – Automotive industry & suppliers Rubber industry	Electric power generation 2 – Nuclear, hydro and photovoltaic power plants (> 1 MW) Electroenergetics
HMI <ul style="list-style-type: none"> Panel PC, operator panels, displays Machine safety <ul style="list-style-type: none"> Safety control units and relays Limit switches, door switches, light curtains, scanners, safety mats, safety push buttons Linear technology <ul style="list-style-type: none"> Linear systems, positioning systems Linear motors and actuators Sensors 1 <ul style="list-style-type: none"> inductive, optoelectronic, laser, magnetic, ultrasound Automation, control and information solutions for road and railway transportation & warehouse	Robotics 2 <ul style="list-style-type: none"> Robotics – welding, cutting, painting and machine handling SW and HW for robot programming and robotic workplaces visualization 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 Safety systems for power plants <ul style="list-style-type: none"> Safety Integrated Systems (SIS) Turbine controllers and safety systems in hydro power plants Electrical equipment for photovoltaic <ul style="list-style-type: none"> Converters and accessories for photovoltaic power plant Switches, breakers and electrical installation equipment <ul style="list-style-type: none"> Switches and signaling instruments, time switches Measuring and control instruments Overvoltage protection <ul style="list-style-type: none"> Fuses, breakers, surge protectors, overvoltage protections
Product as a Service (PaaS) Manufacturing IT as a Service Manufacturing as a Service (MaaS) Cooperating manufacture Smart Manufacturing supply chain	PLM SW tools for manufacturing simulation and visualization 3D area/spatial scanners	Cloud technology (computing, analytics, advanced analytics – online/offline) Data warehouses
Bezpečnosť technických zariadení Energetický manažment	MSV + ELO SYS, Nitra Národné fórum údržby Energetika, Ekonomika, Ekológia Digitálny podnik	

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8

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ATP Journal			
Deadlines	22. 5. 2017	3. 7. 2017	30. 7. 2017
Sectors	Pulp & Paper industry Wood industry Furniture industry	Chemical & Plastic industry	Machinery industry 2 Original Equipment Manufacturers (OEM)
Automation & IT	Control systems <ul style="list-style-type: none"> • DLC, PLC, PAC • SoftPLC Controllers <ul style="list-style-type: none"> • Single and multi loop controllers • Tuning and optimization of control loops 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 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 • Pumps – centrifugal, gear, diaphragm Maintenance and diagnostics 2 <ul style="list-style-type: none"> • Vibrodiagnostics, tribodiagnosics and thermovision systems Connections systems <ul style="list-style-type: none"> • I/O systems • Industrial connectors and terminal blocks • Marshalling • SW for designing – ELCAD/CAE/CAx 	Production lines, special purpose machines Complex automation platforms Robotics 3 <ul style="list-style-type: none"> • Packaging, palletizing, handling Machine control systems for CND/DNC Motion control <ul style="list-style-type: none"> • Real-time motion control systems • Positioning systems Inspection and control systems Sensing and image processing <ul style="list-style-type: none"> • Surface, shape and color sensors • Vision systems
Industry 4.0	Cybersecurity of industrial systems, security against product piracy Artificial Intelligence in manufacturing	Virtual & Augmented reality	Collaborative robotics and advanced end-of-arm technologies Drones for industrial use
Distribution at the fairs & conferences			MSV Brno (ČR) ELKON

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28. 8. 2017

Power transmission & distribution

Smart Grids

Reliability and availability of power supply

- Control systems for distribution plants and substations
- Load management system
- Communication systems for substations

Quality of power supply

- Electricity quality recorders and analyzers

Enclosures and cabinets

- Cabinets and distribution boards, busbar systems

Protection and fuses

- Power circuit breakers, switches, breakers

SW platforms for data acquisition and transmission from plant equipment to and back cloud systems

Communication interfaces

– from equipment to cloud and back

ENERGOFÓRUM

Výrobný manažment

Konferencia Projektanti

11

9. 10. 2017

Food & Beverage industry
Pharmaceutical industry

Manufacturing information systems

- MES/MOM
- SCADA

Field instrumentation 2

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

Batch systems

- Batching stations and pumps

Smart Manufacturing information systems

MES/MOM 4.0

12

6. 11. 2017

Mining,
Cement & Construction industry
Steel, Foundry & Metalworking industry

Motors and gears

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

Motor protection

- Manipulators, conveyors and accessories
- Manipulators, belt & roller conveyors and accessories

Weighing and strain-gage systems

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

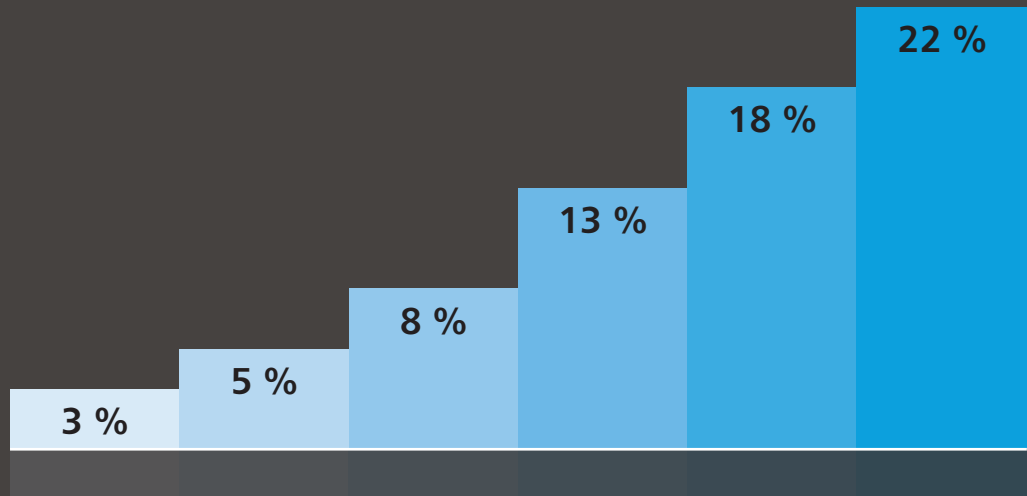
Sensors 2

- Speed, velocity, acceleration and linear position sensors

Education & new skills for Industry 4.0



Advertising Packages



	Start	Mini	Medium	Big	Super	Maxi
Value of the package	500 €	1 200 €	2 400 €	4 000 €	6 000 €	10 000 €
Content of the package	Free choice of services	Free choice of services	Free choice of services	Free choice of services	Free choice of services	Free choice of services
Discount of the package	3%	5%	8%	13%	18%	22%
Price of the package	485 €	1 140 €	2 208 €	3 480 €	4 920 €	7 800 €
Discount of the package	3%	5%	8%	13%	18%	22%

All prices are excluding VAT.

Information and orders: mediamarketing@hmh.sk

Price List

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

Products INTERNET	atpjournalsk	eautomatizacia.sk
Online news	70 € / ks	–
Online article	160 € / ks	–
Online event	265 € / ks	–
Own opinion	150 € / ks	–
Questionnaire	465 € / ks	–
Directmail	240 € / ks	–
Registration standard	–	100 € / till 31.12.2017
Registration premium	–	500 € / till 31.12.2017
Wall baner	450 € / month	300 € / month
Square baner (300 x 300 px)	420 € / month	300 € / month
Leaderboard (728 x 90 px)	350 € / month	200 € / month
Rectangle baner (667 x 83 px)	240 € / month	150 € / month
Top baner (165 x 165 px)	140 € / month	75 € / month
Logo + link	110 € / month	85 € / month

Products MIX	ATP Journal + atpjournalsk
Exclusive tip and trick	30 € / ks
Exclusive news	150 € / ks
Exclusive article	480 € / ks
Exclusive news	315 € / ks

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

All prices are excluding VAT.

Information and orders: mediamarketing@hmh.sk



Products Description

News

News can have the length of 1600 characters + picture in the paper edition of the magazine

Exclusive news may have 1600 characters in the printed version and 2000 characters on the website. It may include one media attachment and one hyperlink.

Internet news is published only on the website and can have up to 2000 characters.

1/1 A4 Article

1/1 A4 Article has a range of 5800 characters in the printed magazine and each picture takes 600 characters from the text. It ends with logo and contact details.

Exclusive 1/1 A4 article is published simultaneously in print and on the website. The internet version can have up to 7000 characters with the possibility to add multimedia attachments and hyperlinks.

Internet 1/1 A4 article on the website has a maximum range of 7000 characters and may include multimedia attachments and hyperlinks.

Event

Internet event is a service for online support of event, workshop or conference. The package contains directmail, placement in the event calendar and internet news.

Exclusive event is an intensive support for the event. There is directmail, placement in

the event calendar and exclusive news in the package.

Directmail is simple and direct presentation of products and services through email sent to more than 1500 experts in your field.

Specialties

Questionnaire is used for effective gathering opinions from readers. The customers define what do they want to know from the readers and we will take care of the rest. We will evaluate the questionnaire and send it to customer in form of report.

Directory of companies and products

Lite registration is free and time unlimited registration on the directory web of products and companies – eAutomatizácia. In this version can registered company add basic contact information.

Standard registration is time limited registration from calendar year and provide the customer opportunity to add products and tips without the limit. They can also receive requests from real customers.

Video presentation

We will provide you professional video presentation of products and services, conference and workshop recording and editing, industrial reportage, commercial, video business cards and business photography.



VIDEO
presentation
produced in house

> **1000** <
words can't say
as much as
one professional video

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, tax 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 www.svetautomatizacie.sk, www.atpjournalsk.sk, www.e-automatizacia.sk, as the Supplier, and the Customer, who, by sending an order, orders the performance of the services connected with the publication of advertisements in the ATP Journal magazine or on the websites operated by the Supplier, or performance of additional services, as specified in the list of prices for services and list of unit prices for the services provided by HMH, s.r.o. (the "Price List").
- 1.2 The GTC, Price List and Instructions to Perform Services Connected with the Publication of Advertisements and Additional Services (the "Instructions") are published in the Media Info section of HMH, s.r.o., and 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 Throughout the calendar year, the Supplier shall provide the Customer with the Services specified in the binding orders of the Customer, complying with the Delivery Terms, 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. The package of Services includes fixed Services and Services to be chosen by the Customer with the defined price. The Services to be chosen by the Customer shall be chosen by the Customer from the individual Services specified in the Price List up to the amount of the price of such selection. 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 prices of 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 confirmed by both the supplier and the customer is delivered to the editorial office;
- b/ the order unambiguously specifies the method 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. If the documentation, as delivered on or before the closing date of the relevant issue or, as the case may be, date when the on-line/electronic Services are to be provided, fails to meet the ordered requirements specified in the Instructions and the relevant order, the Supplier shall be entitled to modify or, as the case may be, not to publish the same. In such case, the Customer shall not be entitled to any refund for, or postponement of, the Services.
- 4.3 The closing dates of the relevant issues of the magazine are published in ATP journal on the websites.
- 4.4 The Customer shall deliver the banner documentation at least 3 business days before the publication thereof, the banners being published throughout a calendar month, unless agreed otherwise in the relevant order. Upon the preparation of the banner documentation, the principle of banner display on the websites operated by the Supplier needs to be taken into account, namely their replacement every 22 seconds. The maximum duration of the banner flash animation on www.svetautomatizacie.sk, www.atpjournalsk.sk, 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.
- 5.2 If the method of payment for individual services and packages indicated in the order is

a/ a lump sum payment – the customer agrees to pay the purchase price for ordered services in advance. Payment information is available in the order. The order is considered paid and supplying of services ordered starts from the date on which the payment has been credited to the account of HMH, s.r.o.

b/ a partial payment – the supplier makes out the invoice for the customer as specified in the order, regardless of implementation times of individual services (mailing the journal for distribution, publishing the service at the web page or emailing it.)

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. If the customer fails to pay the invoiced amount within 90 days from the date of maturity of the invoice issued by the supplier, the supplier has the right to reveal the company's business name in the journal and on the web pages.

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

- 5.3 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.
- 5.4 The order shall be deemed paid and the Services shall be provided as at the date when the payment is credited to the account of HMH, s.r.o. Any and all costs of the interbank transfer of the payment made by a foreign Customer shall be borne by the Customer.
- 5.5 In case the customer's delay in payment of the purchase price, the supplier has a right to claim interest on late payment of 0,01% of the amount due the day of delay; this does not affect other supplier's claims related with the customer's delay.

6. Cancellation of Orders

- 6.1 The Supplier shall be entitled not to provide the Services (withdraw from the agreement), if the Customer fails to meet the conditions under Sections 4.1, 4.2 and 4.4.
- 6.2 The Notice of Withdrawal shall be in writing and include the reason for withdrawal. In such case, the Supplier shall incur no further liabilities to the Customer.
- 6.3 The Customer may only cancel its order in writing, sending a notice to that effect to the Supplier. The Supplier shall not accept any other form of cancellation of an order. The order shall be deemed cancelled as at the date when the notice of cancellation is delivered to the Supplier.
- 6.4 The order may be cancelled, and the price paid for the order may be returned to the Customer as follows:
- a/ 100% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing more than 30 days before the use of the first Service, i.e. more than 30 days before the closing date of the first Service according to the itemized list;
 - b/ 50% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 30 to 16 days before the use of the first Service, i.e. 30 to 16 days before the closing date of the first Service according to the itemized list;
 - c/ 0% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 15 days or less before the use of the first Service, i.e. 15 days or less before the closing date of the first Service according to the itemized list;
 - d/ 100% of the price paid for the package of Services without the itemized list – if the Customer cancels the order in writing, provided however, that the Customer did not use any single Service from the package;
 - e/ 0% of the price paid for the package of Services with or without the itemized list – the Customer shall not be entitled to cancel the individual Services from the package of Services or require a refund for the unused parts of the package;
 - f/ 100% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service more than 30 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
 - g/ 50% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 30 to 16 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
 - h/ 0% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 15 days or less before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;

i/ 0% of the price paid for the registration of companies on www.e-automatizacia.sk and since as soon as the relevant payment is made, this Service is automatically activated for the period of the ordered calendar year.

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8. Other Provisions

- 8.1 The Blanket Advertisements shall be in the graphical and textual form ordered by the Customer, unless such form:
- a/ is in conflict with the ethical principles, speak abusively of any third party, or do harm to the reputation of any natural or legal person;
 - b/ promote any racial or religious intolerance or any form of violence.
- 8.2 The Blanket Advertisements or Advertising Articles shall be in such graphical and textual form, which corresponds to the graphical style and design of ATP journal, taking into account the Customer's proposals and wishes.
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9. Final Provisions

- 9.1 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).
- 9.2 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.
- 9.3 The supplier reserves the right to stop publishing of journals 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 journals 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.

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