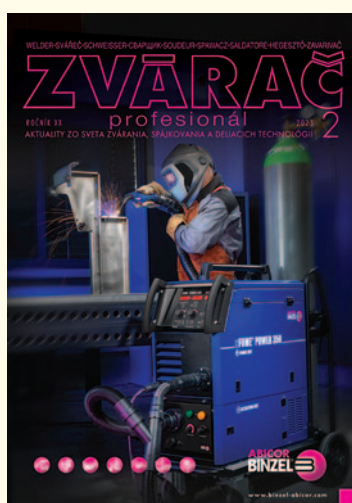


MEDIA PLAN 2024

ZVĀRAČ

YEAR OF PUBLICATION XXI **profesionál** 2024

NEWS FROM THE WORLD OF WELDING, SOLDERING AND CUTTING TECHNOLOGIES



The journal **ZVĀRAČ – profesionál (WELDER – professional)** is the only scientifically reviewed journal in the field of welding and allied technologies issued on the Slovak and Czech media market for 21 years. It takes a leading position amongst the technical journals of engineering orientation, whereas welding public is considering it for an influential medium in this field.

ZVĀRAČ – profesionál journal is a quarterly with professional orientation to strategy, trends and policy in welding, cutting and brazing/soldering, heat treatment and testing the materials and weldments in industry and civil engineering. It is devoted to specific professional themes, creating thus the space for publication activity of welding professionals from practice, scientific institutions and technical universities.

This journal is a media partner of significant domestic and foreign fairs, exhibitions, professional seminars and conferences where it is advertised and distributed for the exhibitors and participants. This journal is not available for a free sale but it is directly sent to subscribers.

TECHNICAL PARAMETERS

- Print run 2000 cps
- issued 4 times per year
- format A4 (210 × 297mm)
- binding V1
- journal block – 115 g mat art paper
- cover – 250 g art paper laminate
- pages 32 - 80

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| Cover 4 pages | | Cover 6 pages | | | Inner sides | |
|---|---|--|---|---|--|---|
| E 1/1 4 cover pages 210 x 297 mm 1000,- € | ZVÁRAČ profesionál 2024 A 3/4 1 front cover pages 210 x 297 mm 1300,- € | E 1/1 4 cover pages 210 x 297 mm 900,- € | ZVÁRAČ profesionál 2024 A 3/4 1 front cover pages 209 x 297 mm 1300,- € | A 1/1 „Clopa“ front cover pages 200 x 297 mm 900,- € | V 1/1 Advertising Inside 1x A4 210 x 297 mm 480,- € | V 4/1 Advertising Middle 4x A4 210 x 297 mm 1250,- € |
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| Position - size | Price € |
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| PR articles 1 A4 page | 240 |
| PR articles 2 A4 page | 380 |

CANCELLATION FEES

The order may be cancelled by written notice not less than 30 days prior to journal closure. At order cancelling 14 days prior to closure – cancellation fee is 50 % from order price. After that term the cancellation fee is 100 %. The prices are given without VAT.

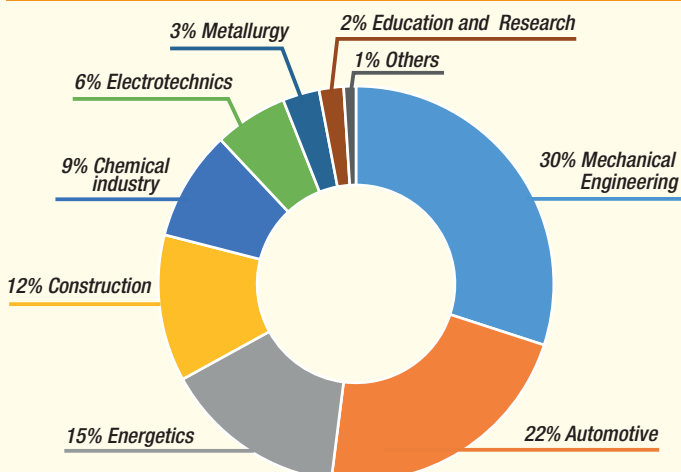
DOCUMENTS FOR PRINT

- .PDF output press quality, CMYK, merged transparency, fonts integrated, compatibility with PDF 1,3 (export/distiller – PDF/X-3)
- .TIFF, JPG output, CMYK, min. 300 dpi, without OPI information and profiles
- .AI, .EPS output, CMYK, texts in curves, in case of .cdr – export as .eps

TERMS OF DEADLINES AND DISTRIBUTION OF INDIVIDUAL NUMBERS IN THE YEAR 2024

| ZVÁRAČ profesionál 1/2024 | ZVÁRAČ profesionál 2/2024 | ZVÁRAČ profesionál 3/2024 | ZVÁRAČ profesionál 4/2024 |
|---------------------------|---------------------------|---------------------------|---------------------------|
| Deadline of contributions | Deadline of contributions | Deadline of contributions | Deadline of contributions |
| 5. 3. 2024 | 3. 5. 2024 | 30. 8. 2024 | 12. 11. 2024 |
| Distribution 29. 3. 2024 | Distribution 20. 5. 2024 | Distribution 8. 10. 2024 | Distribution 13. 12. 2024 |

Distribution and readability



According to intra-company structure of the subscribers

