

## Automation + Electronics Magazine - media kit 2020

Magazine started its life in 2000 and through that time it is presenting to our readers problems, solutions and equipment in the fields of automation, mechatronics, robotics, intelligent buildings, networks and telecommunications, CAD/CAM/CAE etc. Special focus is on renewable energy sources, recycling, pollution-aware production processes etc.

Through that time, A+E magazine became known as a medium in function of our advertisers, free of charge to our readers. Traditional paper issues were supplemented with pdf form and used for covering physical events, where paper is still most convenient form for making contact with the public on the event. Everyone else can freely use high-res pdf (no need for subscription or registration). Paper version makes initial contact on the event, pdf version is read long after event and far out from the country. It is also potent tool in hands of our advertisers, which frequently use it for reaching their existing as well as prospective business partners, independently of our readers or event's public.

Along with its role on other events, A+E magazine is an official newsletter of **Slovenian Automation Society - DAS**. Another special role is within Days of Industrial Robotics, where A+E contains whole official materials of the event and is used on the event in such role.

In 2019, we have started Online version of the magazine to supplement traditional version. While paper version covers local events, online version covers content that is either global or demands real-time response and so it can't wait for next magazine issue. Online version covers professional systems as well as home automation.

### A+E offers our advertisers:

- medium in charge of our advertises – they finance it through their advert space. Anyone interested in these contents can access them freely
- advertisers receive advert area according to their policies, needed signalisation of their market presence on the area, needed area for their programs etc.
- area for article materials is free for our advertisers and does NOT correlate to advert area but to materials quality and available space.
- paper/pdf form of the magazine covers list of 20+ most influential domestic events, where A+E magazine is delivered free of charge in the role of media sponsor. Pdf form is issued synchronously with paper form, free of charge, registration etc.
- online version offers additional content and is also freely available.
- pdf and Online version reach far out of the particular event and country borders

### List of covered events with links and explanations follows with the pricelist in the end

| ISSUE | Month | Event                                      | End of redaction | Issue date |
|-------|-------|--|------------------|------------|
| 180   | JAN   | Conference Roglit 20, Seminar+Fair SRK2020 | Jan 8            | Jan 15     |
| 181   | FEB   | Fairs IFAM/INTRONIKA/ROBOTICS/ICT4INDUSTRY | Feb 1            | Feb 10     |
| 182   | MAR   | Conference HEK, Fair ENERGETIKA, DIR       | Mar 8            | Mar 15     |
| 183   | APR   | Fair ZAUH                                  | Apr 8            | Apr 15     |
| 184   | MAJ   | Conference DATA CENTER                     | May 8            | May 15     |
| 185   | JUN   | Conference OTS                             | Jun 3            | Jun 12     |
| 186   | JUL   |  | Jul 12           | Jul 28     |
| 187   | SEP   | Fairs INFOSEK EXPO, MOS                    | Aug 25           | Sep 2      |
| 188   | OCT   | Fair & Conference TPVS                     | Oct 1            | Oct 8      |
| 189   | NOV   | Conference INFOSEK, PIES                   | Nov 5            | Nov 15     |
| 190   | DEC   | Christmas ISSUE                            | Dec 12           | Dec 22     |

### EVENT LIST and explanations

Our magazine is covering Automation, Electronics, Mechatronics and connected fields (general software, CAD/CAM/CAE, AI etc) throughout its 20+ years of existence. Through that time, we have specialized for covering all domestic events of significance with current paper issue, while pdf version is freely available for public access, without subscription or registration.

#### TEHNICAL DATA (paper):

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This makes it optimal tools for advertisers. Through us, they can be present on relevant events through their content and use pdf version for their marketing purposes, independently of magazine readership. Event list is updated dynamically, in response to our advertisers interests and needs. Current list follows below.

1. **PALSIT's events** are focused on datacenters, data security etc:
- HEK.SI conference ("Hack" Apr 2-4)
  - ZAUH fair (data acquisition, archival, digitalisation etc - Apr. 23)
  - DATA CENTER conference (June 4)
  - INFOSEK EXPO fair (information safety, datacenters etc - Oct 8)
  - INFOSEK conference (Nov 25-27)

Events cover narrow part of the spectrum of experts that influence final decision on strategic company policies, new programs etc.

2. **Celje fairs and events** (Celjski sejem):
- International Industrial fair (Apr 9-12)
  - Energetics- interclimate (Apr 9-12)
  - Lestech (Wood technologies - Apr 9-12)
  - Terotech (Industrial cleaning - Apr 9-12)
  - Avto in vzdrževanje (Automobile fair - May 9-12)
  - Gospodarska vozila (Industrial vehicles - May 9-12)
  - MOS - International Entrepreneur Fair (Sep 10-15)

Celje events are known for their higher than average visitor attendance and wide exhibitor spectrum that routinely strays out of declared limits.

3. **ICM-s events:**
- IFAM (automation, electronics, mechatronics etc - Feb 11-13)
  - INTRONIKA (electronics production, components, telecommunications etc - Feb 11-13)
  - ROBOTIKA (robotics etc - Feb 11-13)
  - ICT4Industry (digitalisation & data management - Feb 11-13)
  - VODA/AQUA (air/water treatment, green systems, recycling etc - Feb 11-13)

ICM has become known predominantly by its "IFAM" fair, which is closest to fairs that we have used to know from decades ago. Same formula has been applied to their other events that are covering other areas of interest. They also attract significant part of the public from other areas from southern Europe.

4. **Društvo Avtomatikov Slovenije:** AIG (automation, production process in general 9-10.Apr)

Our magazine is Revija Avtomatika our official newsletter of Slovenian Automation Society - DAS and so we are covering their conference AIG. DAS's membership is a good representation of Slovenian industry in general.

5. **Kotnikovi dnevi** (Energetics, power transfer networks etc 38.Mar) Just as DAS(4), Electrotechnical Society of Slovenia has a traditional annual event that persisted through last few decades with its devoted public. Main theme is energetics, smart power networks etc.

6. **Dnevi industrijske robotike** (robotics etc Apr 1-5) Ljubljana Faculty of Electrotechnical Engineering is hosting its own event, where our thematic issue contains their official materials and is used as event's official document. They cover robotics and connected themes as

they have seen them through their projects with their partners. They also post some qty to the magazine to their public before the event as an invitation.

7. **General events** with telecommunication theme:
- **SOK** - Seminar Optične Komunikacije (Optic communications - Jan 30 until Feb 1)
  - **SRK** - Seminar Radijske komunikacije (radio communications - Feb 5 until Feb 7)

SRK and SOK are events of Ljubljana Faculty of Electrotechnical Engineering, covering the area as Faculty's laboratories see it through their work.

8. **OTS**-Sodobne Informacijske tehnologije in storitve (Jun 18-19) Maribor conference covers currently actual themes, from Android platform itself, through blockchain, specific software problems and solutions etc. Just as with Ljubljana Faculty, this event sums up a dynamic around Maribor Faculty throughout their work through the year.

9. **TPVS** - Tehniško posvetovanje vzdrževalcev Slovenije (Maintenance Oct 9-10)

TPVS is mostly social event, on which participants get to see each other in perhaps not fully formal environment on a touristic hotspot and have opportunity to get to know each other on personal level.

10. **PIES**, Posvetovanje o Informatiki v Energetiki (Energetics and informatics / November)

PIES is covered by Slovenian Informatics Society and focuses on Informatics in energy transfer systems. Same as with other covered events, our advertisers find their interest to be present through the magazine.

11. Mednarodno obrtno podjetniški sejem - **Primorski Sejem** (general fair, covering the activity on Slovenian seaside area)

This one is thematically very similar to International Entrepreneur Fair (2). It covers everything and anything present in the area, from bio food to solar systems and anything inbetween.

12. **SINOG** - Slovenian Network Operators Group (sredi maja / preliminarно, še v fazi dogovora)

Sinog has become central event for Slovenian interested service providers, with all our dominant names as regular attendees.

Its themes usually gravitate toward actual technology news (IPv6, Wi-Fi, 5G, LTE, IoT ipd), programs and HW solutions etc.

13. **Roglit** (datacenter, cloud, data management etc, Jan )

Roglit is an event by Unistar Pro for their numerous business partners, frequently covering most main names in Slovenia as well as wider area. Its program covers projects, realized throughout the year in cooperation with their partners, project problems and particularities and concrete solutions, usually in the area of Cloud computing, communication, data centers, security concerns.

14. **Your suggestions** and ideas for additional events are welcome.

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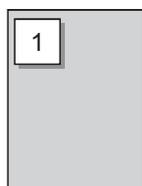
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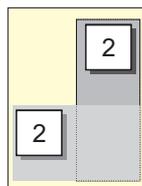
# Pricelist

## ADVERTISING PRICELIST



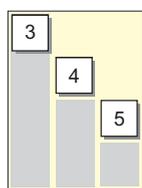
**Dimensions of Full ad format A4** (210 x 297 + bleed 3 mm ... 216 x 303 mm)

|                                    |         |
|------------------------------------|---------|
| 1 - 1/1 Inner pages (3-50) .....   | 661,00€ |
| 1 - 1/1 Cover inner (2, 51) .....  | 793,00€ |
| 1 - 1/1 Cover last page (52) ..... | 990,00€ |



**Dimensions of 1/2 A4:** Landscape 180 x 130 mm, portrait 88 x 263 mm

|                                    |         |
|------------------------------------|---------|
| 2 - 1/2 Cover inner page (2, 51).. | 463,00€ |
| 2 - 1/2 Inner page (3-50) .....    | 396,00€ |

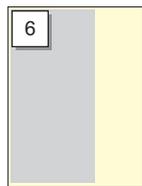


**Dimensions of 1/3 A4:** Landscape 180 mm x 88 mm, portrait 56 x 263 mm

**Dimensions of 1/6 A4:** Landscape 118 mm x 60 mm, portrait 56 x 129mm

**Dimensions of 1/12 A4:** Portrait 56 mm x 63 mm

**Dimensions of 2/3 A4:** Portrait 118 x 263mm



|                |         |
|----------------|---------|
| 3 - 1/3 .....  | 265,00€ |
| 4 - 1/6 .....  | 170,00€ |
| 5 - 1/12 ..... | 100,00€ |
| 6 - 2/3 .....  | 513,00€ |

### DISCOUNT & EXTRAS

|   |                            |
|---|----------------------------|
| In 2 or 3 consecutive issues .....        | -5%                        |
| In 4 or 5 consecutive issues .....        | -10%                       |
| In 6-8 consecutive issues .....           | -15%                       |
| In more than 9 consecutive issues .....   | -20%                       |
| For 1 year (11 consecutive issues) .....  | -30%                       |
| Permanent reservation (min 2 years) ..... | -35%                       |
| P.R. articles .....                       | 100 % of the advert price* |
| NEWS in column .....                      | 100 % of the advert price* |
| EXPRESS NEWS                              |                            |

### ADDITIONAL OFFER

|                                     |            |
|-------------------------------------|------------|
| Autonomous insert (up to 50g) ..... | 1.500,00€* |
|-------------------------------------|------------|

(delivered by customer)

### avtomatika.com and elektronika.today

|  |            |
|--|------------|
| 728 x 90px in head of home page .....            | 120€/month |
| permanent visibility                             |            |
| 728 x 90px among the content .....               | 100€/mesec |
| on home page - visible until content changes     |            |
| 125 x 125 px - permanent visibility .....        | 50€/mesec  |
| in right frame in a group of four ads            |            |
| 310 x 255 px - permanent visibility .....        | 120€/mesec |
| in right frame - static image or video/animation |            |

\*50 % discount for advertizers...

\*\*Professional articles are free for advertizers!

### METHOD OF PAYMENT

- All prices are listed in EUR and should be paid on one of our bank accounts.
- If payment is made in advance for whole year (11 issues) before publishing of the first advert in the contract, advertiser is granted extra 10% discount.
- For all other payments advertiser gets invoice after publishing of each issue, payable within 8 days. In case of payment falling due, advertiser will be charged with the legitimate retardment interests.
- In the case of permanent reservation of customer has all the benefits of maximum discount, but after 11 issues there is no need for contract renewal.
- Advertiser will be charged for ordered advert even if it is not published (or not published correctly) due to advertisers inability to provide needed materials timely, in good condition and correct format.
- All prices are listed without V.A.T. (20%).

### ADVERT DESIGN BY CUSTOMER'S REQUEST

Advert can be designed in our DTP studio. Surcharge is 20% of advert price, unless agreed otherwise with our DTP studio.

### PUBLISHING TERMS AND MATERIAL FORMAT

- Advert space reservation term is at least 20 days before publication. Fotolits not accepted.
- All messages in adverts must contain grammatically correct Slovenian language. Exceptions are foreign names, addresses, phrases and other material with special meaning.
- Corrections in adverts (prices, addresses, models etc.) will be accepted up to 14 days before publishing.
- Advert must be designed and delivered to us as file (eps, cdr, tif, jpg) of suitable resolution, quality and format or as advert sketch with attached image materials.
- Textual adverts, which are similar to articles will be marked with corresponding separation lines!

### CONTENTUAL LIMITATIONS

Publisher reserves the right to reject adverts which are not complying to general advertising principles or interests of the magazine (like adverts with political emphasis, profane or humiliating content etc...).

**LEGAL RESPONSIBILITY FOR ADVERT CONTENTS IS CARRIED BY ADVERTISER, REGARDLESS TO THE PERFORMER OF THE GRAPHICAL DESIGN!**

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