



So geht Industrie

Media kit

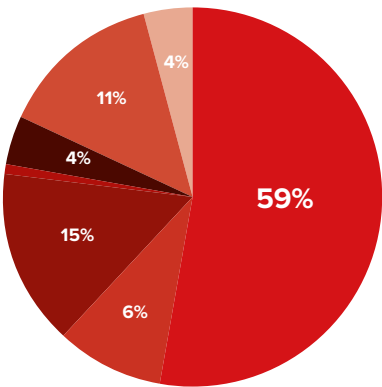
In circulation for more than thirty years, **MM Műszaki Magazin** is a well-known specialist publication of Hungarian industrial firms and domestic technical life. Its articles cover almost every field of production and innovation and from month to month the magazine presents the Hungarian and international technological developments and technical novelties. It informs readers about the actual situation of the Hungarian industry and helps them understand the expectable consequences of developments performed in the various industries through its background analyses, offering a comprehensive picture of the technological novelties of the near future. As the strategic media partner of the more than 125-year old **MM Maschinenmarkt**, published by the German Vogel Communications Group, seated in Würzburg, it receives news about German technological innovations before most.

Main Columns

- Inset – General idea of the topical industry sector in the first third of the magazine.
- Current – The column offers news and detailed analysis of the industrial and corporate events, the decisions influencing the development of the various industries. Readers can find evaluations of the major Hungarian and international industrial exhibitions.
- Cover story – The leading article of the issue contains a detailed analysis of the activities performed by a determining company of a certain industry, as well as its key technical and economic achievements.
- Focus – This column contains specialist articles introducing the results of various corporate developments and those of basic research activities of general interest.
- Panorama –Topical questions of research and development

Target Group

Technical specialists, decision-preparing managers, engineers, developers, participants of technical higher education and employees in the area of industry and commerce.



Readers' composition

INDUSTRY
Processing industry (59%)
Construction industry (6%)
Commerce (15%)
Mining (1%)
Transport, warehousing (4%)
Services (11%)
Other (4%)

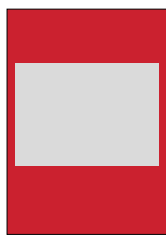
Topics

3D technology, air condition technology, assembly, **automation technology**, automotive industry, aviation and aerospace, building industry, building engineering, CAD/CAM/PLM, certificates, chemical industry, control, drive engineering, **eco-technologies**, electronics, energy technology, employment, fasteners, financing, fittings, **green energy**, heating, hydraulics, **IoT, industry 4.0, industrial robots and manipulators, IT**, international trade fairs, labor market, laser technologies,

logistics, materials handling, maintenance, measurement, **mechanical engineering industry**, medical technologies, **metalworking**, oils and lubricants, plastics packaging, pneumatics, process control systems, processing, pumps, quality control and standards (TQM), sheet metal working industry, supply industry, surface treatment, safety, security, **sustainability**, systems and technologies, transmissions, transportation, used machines, ventilation

Issue (2024)	Deadline	Publication Date	Topics in Focus	Trade Fairs
01-02.	29 January	14 February	Green Eco Technologies	Pollack Expo Pécs February (HU), NORTEC 23-26. January Hamburg (DE), maintenance 21-22. February Dortmund (DE), METAV 20-23. February Düsseldorf (DE)
03-04.	11 March	26 March	Automotive Industry, Logistics	LogiMAT 19-21. March Stuttgart (DE), AMPER 19-21. March Brno (CZ), Fastener Fair 21-23. March Stuttgart (DE)
05-06.	15 April	30 April	Automation Technology	Innoelectro April 23-25. Budapest (HU) , PaintExpo 9-12. April Karlsruhe (DE), Hannover Messe 22-26. April (DE), Control 23-26. April Stuttgart (DE), Ipar Napjai – Industry Days 07-10. May Budapest (HU)
07-08.	22 July	6 August	Mechanical engineering, Industry 4.0	automatica 24-27. June Munich (DE), SENSOR+TEST 11-13. June Nürnberg (DE)
09-10.	30 September	15 October	Industrial Robots and Manipulators	AMB 10-14. September Stuttgart, Motek 8-11. october Stuttgart, EuroBLECH 22-25. october Hanover, parts2clean 24-26. september Stuttgart
11-12.	18 November	3 December	Automotive Industry, Logistics	Jimtof november 5-10. Tokió, electronica november 12-15. München, Formnext november 19-22. Frankfurt

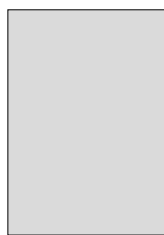
Formats and Sizes



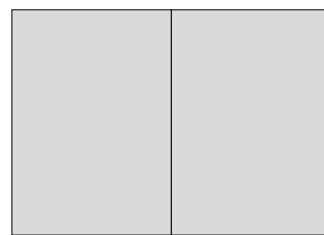
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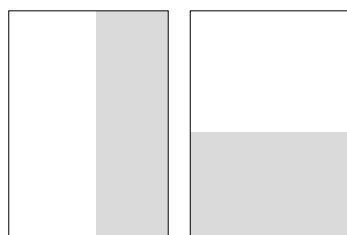
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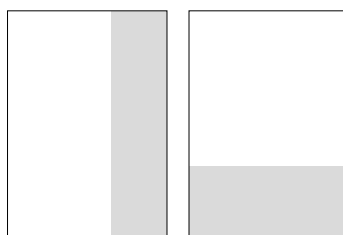
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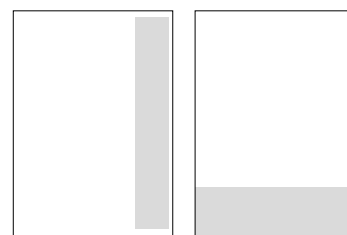
2/1
Bleed*
420 × 297 mm



1/2 page
PORTRAIT:
Bleed*
94 × 297 mm
Art box
90 × 280 mm
LANDSCAPE:
Bleed*
210 × 137 mm
Art box
200 × 134 mm



1/3 page
PORTRAIT:
Bleed*
73 × 297 mm
Art box
70 × 280 mm
LANDSCAPE:
Bleed*
210 × 92 mm
Art box
200 × 87 mm



1/4 page
PORTRAIT:
Art box
44 × 280 mm
LANDSCAPE:
Bleed*
210 × 64 mm
Art box
200 × 59 mm

* +5 mm on all sides

Special offers

- Strap
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Package Offers

- For annual agreements or occasional publications, ask for our discounted package offers, including advertisements and professional articles.
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Circulation Data

- **Printed number of copies:**
5 000–7 000
- **Method of circulation:**
Subscribers + qualified mailing-list (controlled circulation)
- **Published:** Monthly (10 times a year)
- **Price of issue:** 1 190 Ft
- **Annual subscription fee:** 11 900 Ft



Technical Parameters

Colour: 4-colour
Printing sheets
Cut size: 210 x 297mm
Type size: 180 x 254mm
Length: 68–96 pages
Grating: 60

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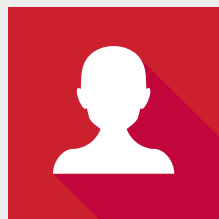
ONLINE

Media Kit

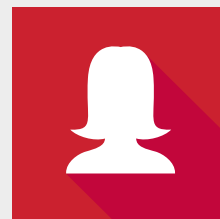
The muszaki-magazin.hu website is the online interface of MM Műszaki Magazin, a well-known specialist publication of Hungarian industrial firms and domestic technical life in circulation for more than thirty years. The online articles on the website and in the twice-weekly newsletter cover almost every field of production and innovation and present the Hungarian and international technological developments and technical novelties. It informs its readers about the actual situation of the Hungarian industry and helps them understand the expectable consequences of developments performed in the various industries through its background analyses, offering a comprehensive picture of the technological novelties of the near future. As the strategic media partner of the more than 125-year-old **MM Maschinenmarkt**, published by the German Vogel Communications Group, seated in Würzburg, it receives news about German technological innovations before most.

Monthly Unique Users: 16 000

Monthly Pageview: 21 000



54%



46%



Mobile

39%



Desktop

60%



Tablet

1%



49%
Budapest

22%
County Seat

10%
Pest County

19%
Other Cities



36%

45%

17%

2%

University Degree

High School Diploma

Professional

Primary School



27%

34%

16%

13%

10%

18-24 years old

25-34

35-44

45-54

55+

POSITION	SIZE
Leaderboard	728 × 90
Large Leaderboard	970 × 90
Billboard	970 × 250
Dupla Billboard	970 × 400
Rectangle	300 × 250
Halfpage	300 × 600
Skyscraper	120 × 600
Newsletter banner	564 × 100
PR article	

Banner sizes: width x height px

Műszaki Magazin newsletter

- 2 times/week (Tues, Thurs)
- 11 500 mailing list
- Newsletter appearance opportunities:
 - pr articles in newsletter
 - newsletter banner
 - personalized eDM with unique content and timing

TECHNICAL PARAMETERS

Formats: .jpg, .gif, anim gif, html, html5

Max. size: 200 kb

Landing page url

PR articles:

- Title max. 80 characters (with spaces)
- Lead max. 250 characters (with spaces)
- Lead photo in horizontal format
- Image must not contain any logo or headline
- Text in .doc or .docx format

DEADLINE FOR ONLINE MATERIALS IS 3 DAYS BEFORE CAMPAIGN START

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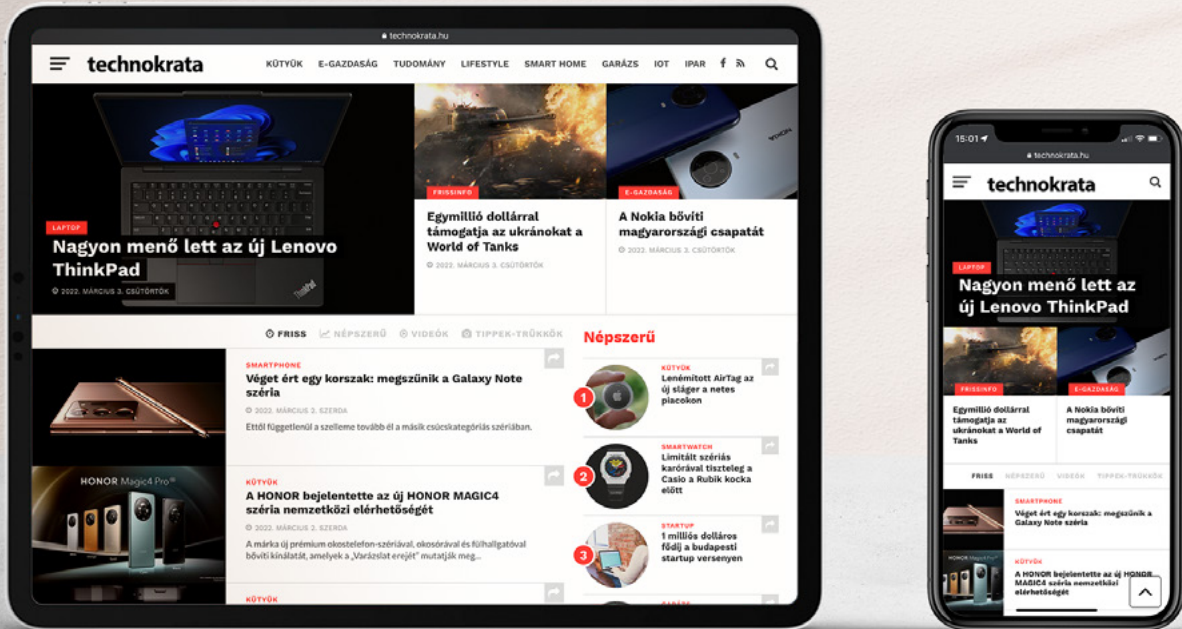
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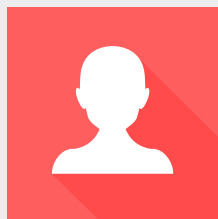
technokrata

Media Kit

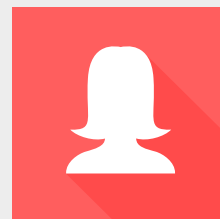
The Technokrata.hu technological and innovational magazine was launched in 2011. The magazine approaches the gadget and tech world from a new perspective, examining the wider, mostly economic, social and environmental impact of these products. In this sense, it is rather a technological lifestyle magazine, than another gadget site, even though in its articles and tests the emphasis is on the modern technical novelties, and the magazine strives to present the best quality products and services for its readers.

Monthly Unique Users: 30 000

Monthly Pageview: 45 000



59%



41%



Mobile

56%



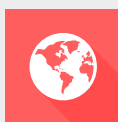
Desktop

42%



Tablet

2%

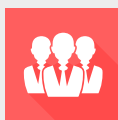


43%
Budapest

24%
County Seat

11%
Pest County

22%
Other Cities



28%

46%

18%

8%

University Degree

High School Diploma

Professional

Primary School



28%

35%

16%

12%

9%

18-24 years old

25-34

35-44

45-54

55+

POSITION	SIZE
Large Leaderboard	970 × 90
Billboard	970 × 250
Dupla Billboard	970 × 400
Rectangle	300 × 250
Halfpage	300 × 600
Skyscraper	120 × 600
PR article	

Banner sizes: width x height px

970 × 400

300 × 600

300 × 250

970 × 90

970 × 250

120 × 600

TECHNICAL PARAMETERS

Formats: .jpg, .gif, anim gif, html, html5

Max. size: 200 kb

Landing page url

PR articles:

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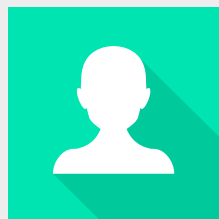


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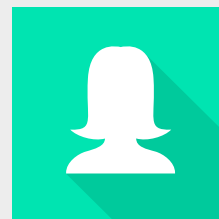
The IoT-magazin.hu – Internet of Things online magazine covers the world attached to the internet. It writes about products and services which provide connectivity and information flow with the help of the internet. The online-based form of the XXI. century lifestyle comprises and continuously reforms the everyday life of the people, both in their homes, as well as in their workplaces and in every aspect of their lives.

Monthly Unique Users: 8 500

Monthly Pageview: 11 000



58%



42%



Mobile

38%



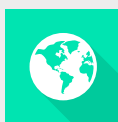
Desktop

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Tablet

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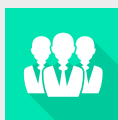


47%
Budapest

12%
Pest County

25%
County Seat

16%
Other Cities



29%

48%

17%

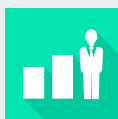
6%

University Degree

High School Diploma

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Primary School



29%

36%

17%

12%

6%

18-24 years old

25-34

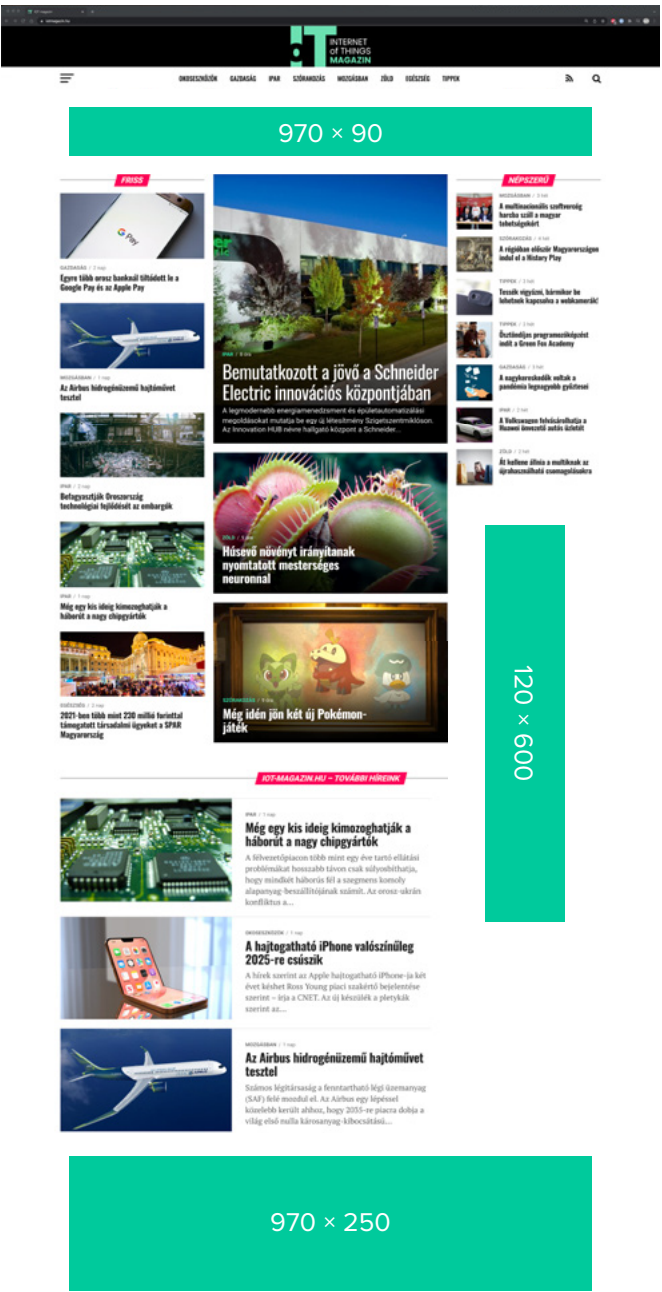
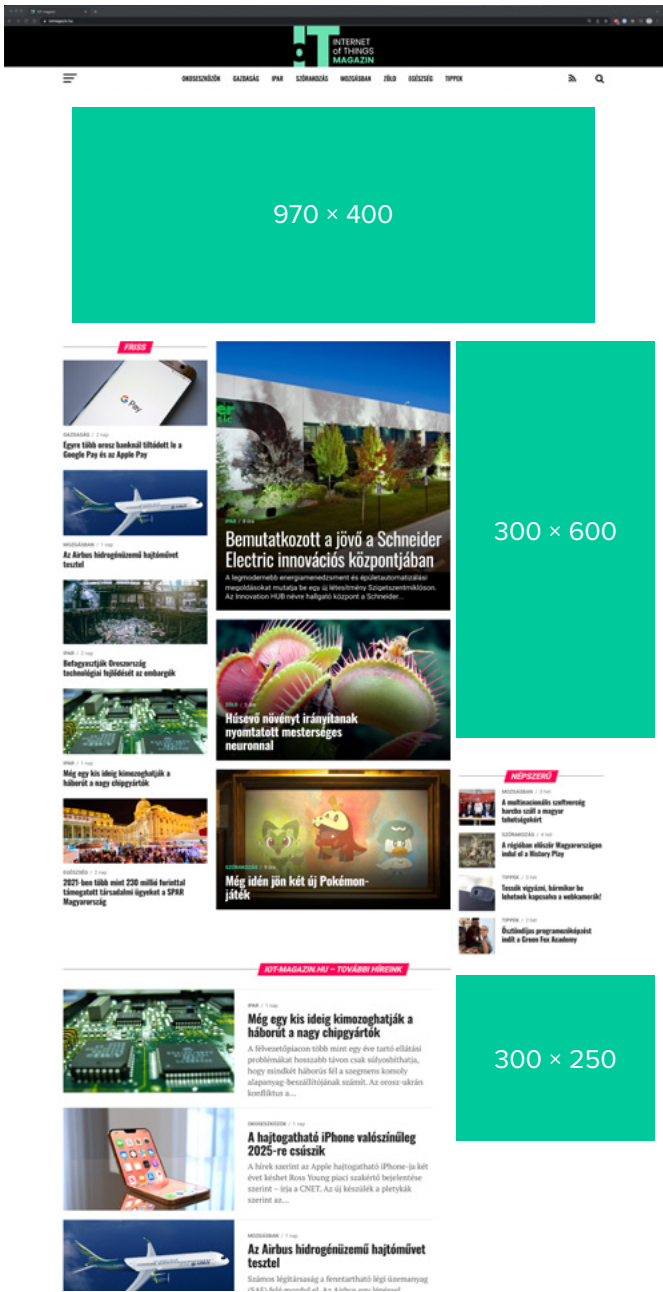
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