

**WE WILL LET YOU
STAND OUT**





- 01** PRINT
- 02** WEB
- 03** ONLINE
- 04** VIDEO
- 05** EVENTS



WE WILL LET YOU **STAND OUT**

The idea from the front page is a commitment for us to attract attention and lead our readers towards modern solutions, top products and quality services of suppliers in the field of industrial automation, robotics, IT and emerging technologies.

In achieving this goal, we draw on unique experience in the Slovak media market, since 1994. We create a symbiosis between commercial and professional information.

We create attractive exclusive content for our readers and followers, which is the result of our live relationships with domestic and foreign professional leaders in their fields.

We have attracted the attention of a community of experts working in manufacturing companies, institutions, unions or schools, for whom we are a stable and reliable source of knowledge and inspiration.

We use a wide range of means of communication to disseminate current and relevant information in the field of industrial automation. Our multimedia allows us to reach a large target group, regardless of user preferences or technical availability.

Despite changing external conditions and constraints, the information in the ATP Journal will reach its destination and goals.



01 PRINT

ATP Journal is the longest published technical monthly of its kind in Slovakia. The printed version is still considered by a significant number of addressees to be the most reliable ("in black and white"), the most comfortable (independent of technical equipment) and the most attractive (fresh and clear graphic design). The use of QR codes, which add a "fourth dimension" and interactivity for the readers, seems to be a welcome addition to the content of the printed version.

The ATP Journal is published 12 times a year, usually in the second half of the calendar month.

The average monthly circulation of 1,900 printed editions is delivered free of charge by address to registered readers. Many share the issue further within the company, school, organization.

Another 2,420 subscribers are registered to receive the electronic version of the printed edition in PDF format.

The part of the printed circulation intended for distribution at relevant professional events within the media partnership was minimized in 2020 due to the cancellation of several events by the organizers in accordance with the pandemic restrictions.

The up-to-dateness of the readers base is ensured by the annual pre-registration (in accordance with the GDPR regulations). This minimizes "soot souls" in our database and the magazine only reaches those who have a real interest in obtaining new information. From the data provided during registration, we have an comprehensive overview of who are our readers.



QR CODES ARE USED BY EVERY 4TH CUSTOMERS OF THE PRINTED VERSION

ATP JOURNAL SURVEY, SEPTEMBER 2020

Working positions of ATP Journal readers

Working position	Representation among readers
Operational workers – operators, technology, maintenance Developers of control and visualization systems M&C designers, designers and engineers of machinery, equipment and production lines Service and maintenance staff	42 %
Head of M&C, Electronic, Maintenance Units Technical directors, production managers, operations managers Chief Investment Officer Commercial Directors, Sales Manager	23 %
Teachers from technical secondary school and technical universities	15 %
Teachers from technical secondary school and technical universities	12 %
Government, Trades Unionists, Institutions	8 %

Industries that ATP Journal readers are working in

Industry	Representation of readers
Electrical industry	57 %
Energetics	48 %
Machinery	39 %
Automotive	28 %
Chemical industry	21 %
Constructions	18 %
Transport and logistics	14 %
Oil and Gas	14 %
Water industry	13 %
Food industry	12 %
Printing and packaging industry	12 %
Metallurgical industry	12 %
Pulp & Paper industry	11 %
Wood, rubber, cement and foundry industry	each until 10 %
Others (Health)	5 %

Záujem čitateľov ATP Journal o produktové oblasti

Product area	Representation among readers
Field measurement devices	54 %
Control systems	43 %
Industrial communication	31 %
Electrical installation	30 %
Motion control	28 %
Industrial software	28 %
Services in automation	26 %
Industry 4.0, IoT, Cloud	25 %
Electrical components	25 %
System integration and IT	17 %
HMI	12 %

02 WEB

The advantages of this format, such as more frequent content updates, the possibility of targeted search or multimedia attachments, are a matter of course. However, the visitor also expects quick accessibility and easy orientation.

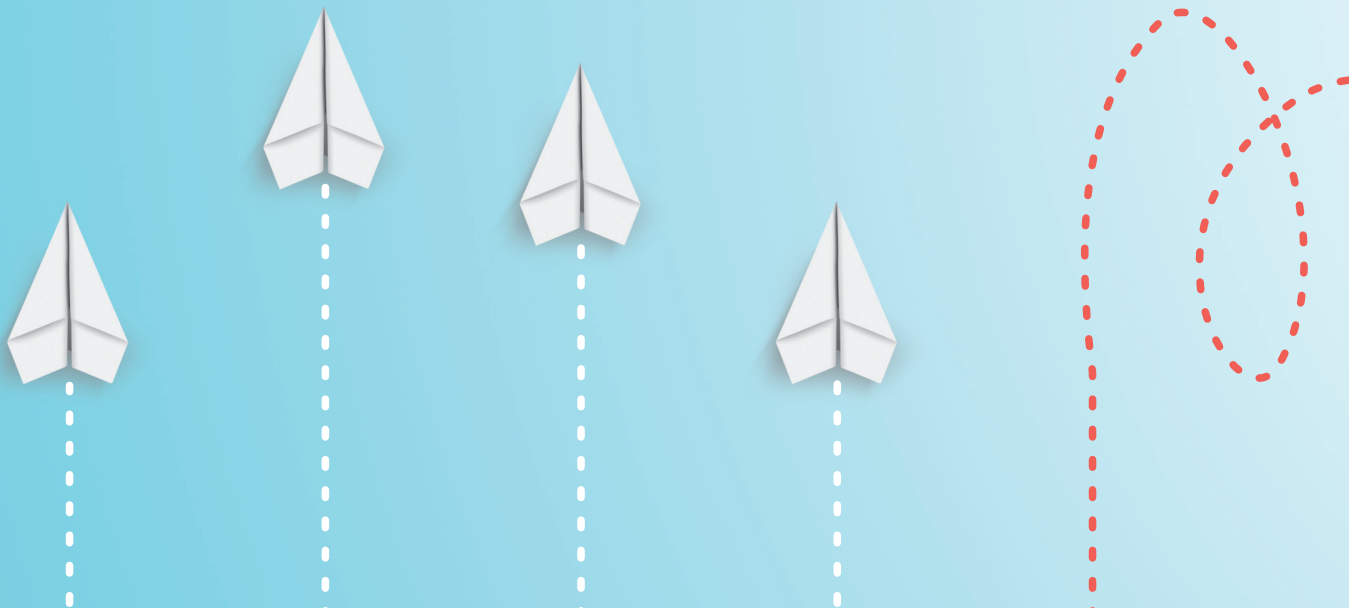
With this target we launched our website in a new design and improved functionality from September 2020. We expect even more comfort for the user, which will be reflected in the overall higher visit rate.

www.atpjournal.sk is an integral part, but not just a copy, of the printed version of the ATP Journal, with an average monthly attendance of 7,400 unique visitors.

We are placed in the leading positions in search engines, also due to the fact that the web pages of major professional associations, universities or relevant companies link to our posts and videos (SEO optimization). Information provided in the form of banners or articles thus has a high click-through rate and page traffic.

www.e-automatizacia.sk is an e-catalog of companies and their products in the field of automation. A clear and uniform format of information makes it easier for the interested person to orientate in the offer of various suppliers and to send the request directly.

Both web pages are informative interconnected, which brings useful added value to their users.



ONLINE 03

One of the most effective and addressable formats of online marketing brings information directly to the recipient's mailbox. Depending on the content and processing, we provide the following options:

Direct mail – exclusive content to promote the event, product news and information about a specific company, association or organization. Distribution in uniform graphics under the well-known ATP Journal heading acts as a recommendation to the recipient. The frequency of sending is according to the interest of the customer, but with regard to the “non-flooding” of the recipients.

Almost 1,300 interested persons are registered to receive Direct Mail. The annually updated database partially overlaps with the subscribers of the printed or electronic version of the journal.

Newsletter – editorial content, editor-in chief presented new edition of the ATP Journal, including a link to download the electronic version. Space for the promotion of the company in the form of placing the logo in the e-mail version and in the video format, where together with the presentation of the most important topics of the current edition will be presented maximum two publishing companies.

More than 3,500 recipients represent all subscribers to the electronic version, and subscribers to direct mail.



New edition
of ATP Journal



04 VIDEO

VIDEO FORMATS ARE THE 2ND
MOST USED RESOURCE OF
PROFESSIONAL INFORMATION

ATP JOURNAL SURVEY, SEPTEMBER 2020

Join us on a journey of new possibilities offered by one of the proven media formats – video. Even in our region, the time has come to address the target group in an attractive way. The video will make the company, products and solutions, know-how and successful projects visible for customers. In addition to the already proven formats (**reports from manufacturing companies, conferences, seminars**), we have expanded our offer this year.

Localization of an existing foreign company video means that we will make the existing video recording from the company webinar, product or reportage video available in the Slovak language. We can enrich the Slovak translation from English in the form of a dubbing or subtitles with an editorial commentary, which will give the content another dimension.

Remote Interviews, as a regular editorial format, will focus on current topics and trends in discussions with domestic and foreign experts. Here, too, there is an opportunity for the visibility of the company, when at the beginning and at the end of this format there will be space for the placement of the logo and short text as a commercial partner.



Location foreign
product video with
Slovak dubbing



Location foreign product
video with Slovak dubbing
and editorial commentary

EVENTS 05

The forced restrictions on the organization of events have been unimaginable for everyone until recently. They cannot be fully replaced, but of course, here too we follow trends and the current situation, which wishes for a modern online format.

Editorial webinar is a moderated format on selected topics in the field of industrial automation and information technology. The focus will be on the presentation of practical information for users, answering questions from users obtained before and during the webinar, presentation of specific solutions. The space will also be given to specific companies in the form of a webinar partnership.

The experience with the organization of (so far) two years of **the nationwide conference on the topic of Robotics in the industrial practice for SME's** will certainly not remain unused.

Thanks to close cooperation with the best experts in their fields, the editorial staff also organizes its **own tailor-made trainings on topics from practice**. Representatives of several Slovak production and processing companies have already used such trainings.

We supported many other events to our community as a **media partner**. We got professional conferences, company seminars, fairs in the ATP Journal, on the contrary, the ATP Journal got on all these relevant events.



Here we regularly bring a list of professional events in which we participated, either as a media partner, organizer or exhibitor. The information in the ATP Journal thus became available to another target group – participants, visitors, exhibitors. However, many of the events planned for 2020 had to be canceled by the organizers, resp. moved to 2021 in anticipation of a better situation.

Professional conferences of associations, educational and academic institutions

Automation and control in theory and practice – ARTEP (Technical University of Košice)

CEE Automotive Suppliers Chain (ZAP SR)

DIS – Theory and application of technical diagnostics methods

(Association of Technical Diagnostics of the Slovak Republic)

Safety of technical equipment (Technical Inspection of the Slovak Republic)

Series of conferences for electrical designers (ELEKTRO MANAGEMENT, s.r.o.)

ELKON (ZEP SR)

ENERGYFORUM (sféra, a.s.)

enef (Association of Energy Managers)

Practical Maintenance Forum (IPA Slovakia)

Photovoltaics and RES (SAPI)

Industry4UM (SOVA digital)

National Maintenance Forum (Slovak Maintenance Society)

NEWMATEC (ZAP SR)

Process control (Slovak University of Technology Bratislava)

Slovak Cooperation Exchange (SARIO)

SMART INDUSTRY (SME, CEIT)

Production Management (IPA Slovakia)

Slovak and foreign fairs



Company seminars, workshops, roadshows, webinars

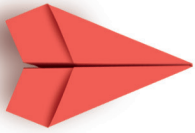
Beckhoff – roadshow
ControlSystem: eWON workshop
Danfoss – webinars
DEHN + SE – cycle of professional trainings
EATON Tour
EPLAN – virtual fair
FOXON Academy Tour
Humusoft -Technical Computing Camp
Profibus SK – Profinet and Industry 4.0
Siemens Innovation Tour
ALL unIT Conference
ZAT – Virtual Customer Day

Competitions for students of technical schools

ISTROBOT
Siemens Young Generation Award
Trenčín Robotics Day
BeREADY AWARDS

Partner organizations





ATP JOURNAL READERS REPLIES TO: HOW SPECIFICALLY DID YOU USE THE INFORMATION FROM ATP JOURNAL DURING CORONAVIRUS PERIOD?

ATP JOURNAL SURVEY, SEPTEMBER 2020



"Due to all sorts of online meetings, online trainings and therefore constant eye nuisance by looking to the monitor, it was pleasant to read a printed version of journal, to read news in the field of automation."

Lubomír CH., teacher, technical university

"Gaining an overview of new trends in the field of electrical equipment diagnostics."

Ivan M., maintenance worker, refinery company

"The magazine brings a wide range of information. There is always something interesting."

Martin D., service technician, paper industry

"I used the most information about the news in the field of robotics."

Roman T., technologist, production of components for automotive

"Currently, I am starting to do revisions of electrical installations and lightning conductors, I was very pleased with a series of articles on revisions of the lightning protection system. The articles were very well done and provided me a lot of useful information in this area."

Samuel K., technologist, processing of packaging materials

"ATP Journal is a source of inspiration for us and at the same time we do not lose track of the market."

Jiří P., manager, industrial automation services

"When preparing a scripts for teaching."

Antonín V., teacher, technical university

"The benefit is information about new products and their properties. Theoretical explanations are also beneficial, e.g. on frequency converters, characteristics of circuit breakers, etc."

Libor S., technologist, nuclear energy

"Especially a general overview and inspiration for solving new problems."

Václav B., physicist, health

"I used the information as inspiration for other projects."

Lubomír H., designer, automation of heat production and supply

"During the home office, I also read back older editions and used the information to prepare a presentation for our new department."

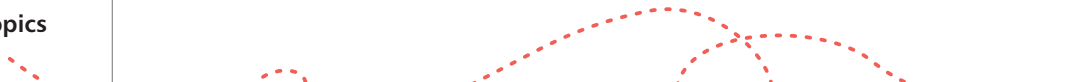
Marek V., management, engineering company



A sample of companies where the ATP Journal has registered readers



EDITORIAL CALENDAR 2021

	1	2
ATP Journal No.		
Deadlines	11. 12. 2020	8. 1. 2021
Readers topics	Revisions of electrical installations – legislation, standards, procedures, good and deterrent examples from practice	Maintenance with a focus on predictive/proactive methods – standards, options for digitizing activities, available HW/SW
Industry	Electric power generation I. – Thermal power plants, cogeneration, recovery plants 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"> • Telemetry, GSM/GPRS/4G 	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 – authentication, biometry
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		



3

4

8. 2. 2021

8. 3. 2021

Near Field Communication (NFC)
– use in industry, possibilities,
limitations, examples
EtherCAT and Profinet
– basics, principles, diagnostics

Legislative and safety requirements
for line/machine manufacturers
Maintenance of a linear guide along
which the robotic arm moves
Mobile WIFI solutions for rail vehicles

Electronic and Semiconductor Industry

Printing and Packaging Industry
Transport & Logistics

Drives
• Motion control systems
• Frequency converters, soft starters
• Servo drives
Industrial communication,
converters, fieldbuses
• 5G, Industrial Ethernet, OPC UA,
repeaters/routers
• M2M communication
• Signal converters, network quality,
signal processing
Robotics I.
• SCARA, Cartesian robots,
Single-axis robots
Energy management
• HW/SW/Services for energy
consumption control and monitoring

HMI
• Panel PC, operator panels, displays
Machine safety
• Limit switches, door switches, light curtains,
scanners, safety mats, safety push buttons
• Safety control units and relays
Linear technology
• Linear systems, positioning systems
• Linear motors and actuators
Sensors I.
• inductive, optoelectronic, laser,
magnetic, ultrasound
Transport and logistics
• automation and control for road and railway
transportation, autonomous transport,
• HW/SW/services for logistics and warehouses
• Automated Guided Vehicle (AGV
Autonomous mobile platforms)

3D/4D Printing
Additive manufacturing

Mobile industrial technology
– mobile SW app's, multitouch technology
Smart manufacturing supply chain
Logistic 4.0



Intelligent production
Green Manufacturing
Increasing productivity, product quality, safety, efficiency and reliability of technologies

5		6
ATP Journal No.		
Deadlines	7. 4. 2021	7. 5. 2021
Readers topics	Pneumatic systems – advantages compared to other technologies, new trends	Strategy of using RES – EU, SK, small sources and their connection to the network New energy sources – small/mobile reactors
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"> Welding, cutting, painting and machine handling 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 II. <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 Intelligence and computing on edge
All the year topics		

7

7. 6. 2021

The most used programming languages for PLC (theory, examples, practical experience)

Pulp and Paper Industry,
Wood Industry
Furniture Industry

Control systems
• DLC, PLC, PAC, SoftPLC
Controllers
• Single and multi loop
Industrial calibration
• Multifunctional calibrators
• Loop calibrators, current measurement and generation
Power supplies and UPS
• AC-DC, DC-AC power supplies
• UPS
Cables, cable management
• Cables and wires for industry environment
• Cable trays

Cybersecurity of industrial systems, product piracy security
XaaS – Everything as a Service

8

7. 7. 2021

Use of automation in agriculture, monitoring of machines (position, condition), examples from practice

Chemical and Plastic Industry
Agriculture

Industrial fittings, armatures, pumps
• Valves – safety, throttle and control
• Feed – check and control flap
• Drivers for actuators
– pneumatics and electric
Maintenance and diagnostics II.
• Vibrodiagnostics, tribodiagnostics and thermography
Connections systems
• I/O systems
• Industrial connectors and terminal blocks
• SW for engineering –/CAx
Smart farming
• Automation of seeding and harvesting
• Autonomous agricultural equipment


Virtual, augmented and mixed reality
Artificial intelligence, deep and machine learning for industry



Intelligent production
Green Manufacturing
Increasing productivity, product quality, safety, efficiency and reliability of technologies

9

10

ATP Journal No.	9	10
Deadlines	6. 8. 2021	6. 9. 2021
Readers topics	Defect detection and dimensional measurement using vision systems	Microgrids, HW and SW for microgrid control, advantages and limitations of local resources Solution of reactive energy supply to the distribution network
Industry	Machinery Industry II. – Original Equipment Manufacturers (OEMs)	Power transmission and distribution
OT and IT	Production lines, special purpose machines Complex automation platforms Robotics III. • Packaging, palletizing, handling • Safety of robotics workplaces Machine control systems CND/DNC Motion control • Real-time, positioning systems Sensing and image processing • Surface, shape and color sensors • Vision systems	Smart Grids Energy Storage Virtual power plants 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 Revisions and wiring II. • Electrical installations measurement
Industry 4.0	Collaborative robotics and advanced end effector technologies Drones for industrial use	Digital twin
All the year topics		

11

6. 10. 2021

Tools for decision support
(operator, management)
– how to choose the right SW

Food, Beverage
and Pharmaceutical Industry
Healthcare industry

Manufacturing information systems

- MES/MOM
- SCADA

Field instrumentation II.

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

Batch systems

- Batching stations and pumps

Healthcare solutions

- Robotic surgery technologies
- 3D implant printing
- Wearable technologies
- Artificial intelligence – assistance, health assessment

Business Intelligence Management
– data evaluation and analysis,
context generation, decision support
MES/MOM 4.0

12

8. 11. 2021

Wireless technologies
for digital sensors and switches
Asynchronous motors – principles,
basic connections, protection,
use with frequency converters

Mining, Cement and Construction Industry
Steel, Foundry and Metalworking Industry

Motors and gearboxes

- 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 II.

- Speed, velocity, acceleration and linear position sensors

Education and new competencies
for Industry 4.0
Career 4.0



Intelligent production
Green Manufacturing
Increasing productivity, product quality, safety, efficiency and reliability of technologies

PRICE LIST OF INDIVIDUAL SERVICES

01

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 €
Article 2/1 A4	585 €
Article 1/1 A4	295 €
Article 3/4 A4	240 €
Article 2/3 A4	220 €
Article 1/2 A4	150 €
News 1/4 A4	50 €
Inserted advertisement	950 €
Inserted catalogue	715 €
Advertisement ribbon	650 €
Inside advertisement ribbon	600 €
PRINT + WEB	ATP Journal + atpjournal.sk
Exclusive news	150 €
Exclusive article	480 €

02

WEB	atpjournal.sk
Online news	70 €
Online article	160 €
Wide skyscraper (160 x 600 px)	450 €/mesiac
Custom baner (258 x 460 px)	420 €/mesiac
Leaderboard (728 x 90 px)	350 €/mesiac
Rectangle banner (728 x 90 px)	240 €/mesiac
Square banner (250 x 250 px)	140 €/mesiac
Logo + link	110 €/mesiac

All prices are excluding VAT.

Information and orders: mediamarketing@hmh.sk

03

ONLINE

Directmail (all content)	290 €
Newsletter new edition (logo, link, video business card)	150 €

04

VIDEO

Industrial reportage	price by range
Event video	
Video localization, english recording (spoken)*	50 €/min.
Video localization, english recording (subtitles)*	30 €/min.
* addition of an editorial comment	50 €
Remote interview partner	250 €

05

EVENTS

Conference partner	600 – 1200 €
Webinar partner	350 €
Media support of the event	price by range

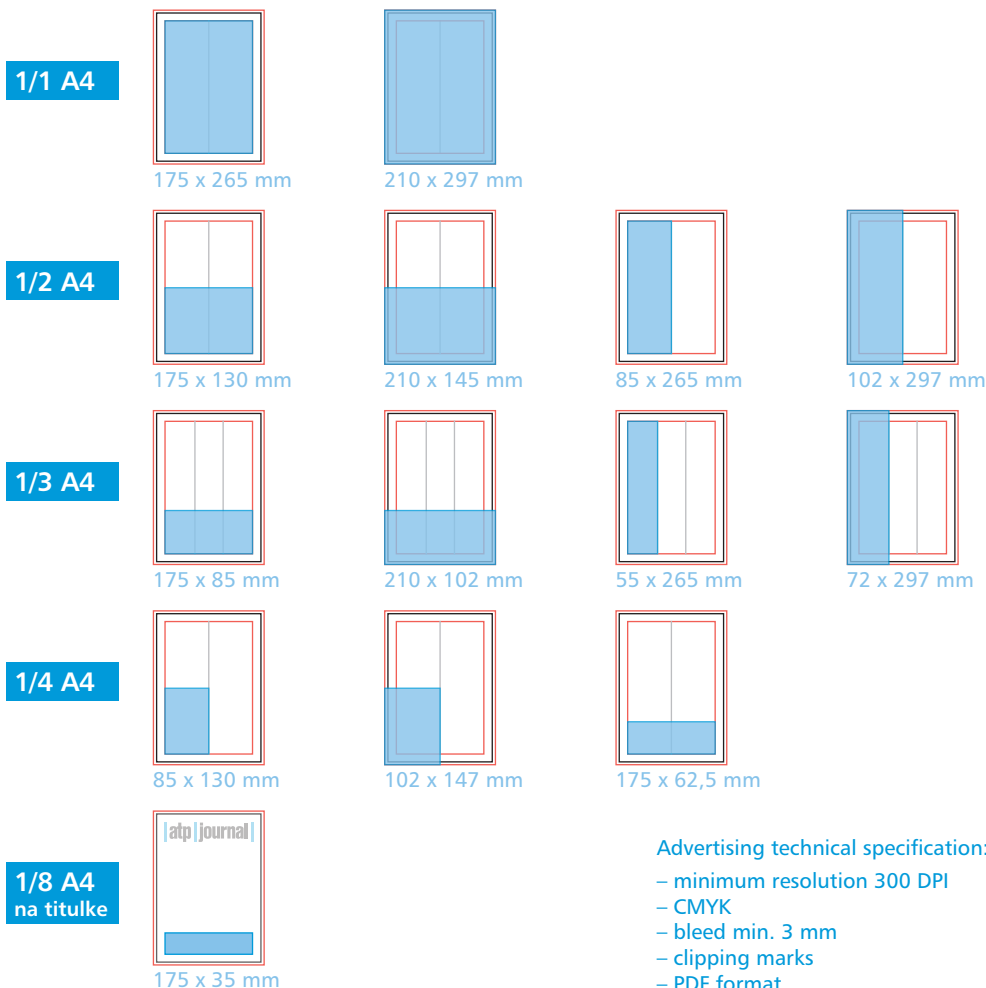
All prices are excluding VAT.

ADVERTISING SERVICE PACKAGER

Name of the package Freedom (SLOBODA)	Price of the package	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

AD FORMATS



Inserted catalogue. Your company catalogue or magazine in max. A4 format over the range of 30 pages, which will be attached to the printed edition of the ATP Journal, back to back.

Inserted advertisement. Company invitations and promotional materials in max. A4 format up to 30 pages (for 120 g/m paper), inserted inside the magazine in any or precisely determined place.

Inside advertisement ribbon. Advertising paper strip 60 mm wide passing vertically through the back of the magazine and inside, i.e. the magazine opens in a precisely determined place.

Advertisement ribbon. Advertising paper strip 60 mm wide passing horizontally around the magazine, very suitable with a combination of the inserted catalogue.

BANNER DIMENSIONS

atp | journal

Leaderboard
728 x 90 px

Aktuálne číslo
11/2019

Časopis

Rubriky

Názory

Know-how inštitút

Podujatia

Videá

O nás

Súťaž

automatizácia

Príhlásenie

Registrácia

Wide
Skyscraper
160 x 600 px

Podujatia

MSV 2019 bude veľtrhom technológií a inovácií pre priemysel budúcnosti

Podujatia

Spájanie skutočných vecí s digitálnym svetom

Výroba

Modernizáciu pivovaru si vyžiadala tržba aj spotrebiteľ

Custom banner
258 x 460 px

Wide
Skyscraper
160 x 600 px

Aplikácie

Podujatia

Nové trendy

Ďalšie rubriky

Aplikácie

6. december 2019

Prefabrikované svorkovnice uľahčujú výrobu rozvádzača

Nízkonapäťové a vysokonapäťové systémy sa obvykle vyrábajú jednotlivo v kompaktnom vyhotovení – elektrické zapojenia sa potom musia vytvoriť časovo náročným spôsobom. Aj keď nároky na výrobu rozvádzačov v energetickom sektore neustále rastú...

Aplikácie

3. december 2019

Výrobca nápojov Wander AG používa MES na zvýšenie efektívnosti

Aplikácie

29. november 2019

Magnetti Marelli v Kechenci znížila chybovosť a zvýšila rýchlosť linky vďaka kobotom UR

Aplikácie

22. november 2019

Modernizáciu pivovaru si vyžiadala tržba aj spotrebiteľ

Rozhovory

30. november 2019

Nasleduj Alberta – Tereza Ábelová

Rozhovory

21. november 2019

Nasleduj Alberta – Jakub Krchnák

Rozhovory

10. november 2019

Kybernetická bezpečnosť riadiacich a informačných systémov v základných službách

Exkluzívne články

6. december 2019

Nová dimenzia decentrálneho napájania prúdom

Murrelektronik Slovakia s.r.o.

2. december 2019

Spoločnosť Farnell pridáva do svojho portfólia produkty Ikalogic

Premier Farnell UK Ltd.

15. november 2019

SINUMERIK ONE

Siemens s.r.o.

6. november 2019

Pripájajte motory jednoducho a hravo

Murrelektronik Slovakia s.r.o.

6. november 2019

VACON® drives zaisťujú maximálnu prevádzkovosť v najväčších oceliarnach v Českej republike

Danfoss spol. s r.o.

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

21

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, VAT 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 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. (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 MedialInfo 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“) 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. 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 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 signed on both pages 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. 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.

- 4.3 The closing dates of the relevant issues of the magazine are published on the website.
- 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 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 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 Any and all costs of the interbank transfer of the payment made by a foreign Customer shall be borne by the Customer.
- 5.6 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.

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 HMM, 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 HMM, s.r.o., and on www.atpjournalsk and www.e-automatizacia.sk.

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- 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 (where the Supplier's registered office is located).

- 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, 2021
for the Services ordered for 2021.

Ing. Anton Gérer
Editor-in-chief ATP Journal
+421 905 334 629
gerer@hmh.sk

Dagmar Votavová
Sales and marketing
+421 2 32 332 180
+421 905 586 903
votavova@hmh.sk
vydavatelstvo@hmh.sk

Ing. Petra Valiauga
Editor ATP Journal
+421 2 32 332 182
+421 917 581 448
petra.valiauga@hmh.sk

Zuzana Pettingerová
Graphic processing and typesetting
+421 2 32 332 181
pettingerova@hmh.sk
dtp@hmh.sk

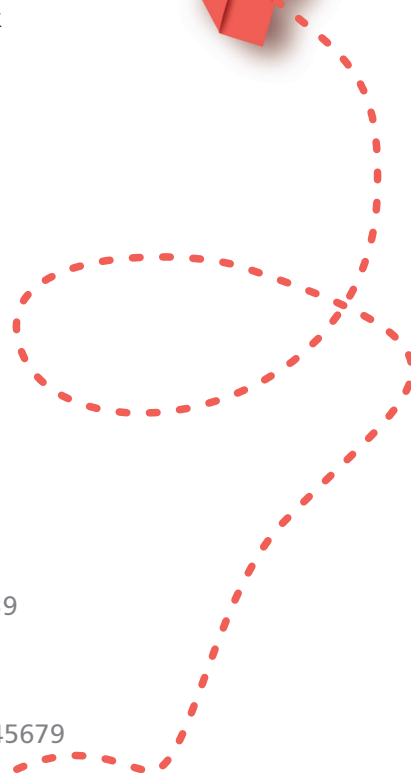
Commercial and non-commercial cooperation:
mediamarketing@hmh.sk

Receiving the articles:
podklady@hmh.sk



Postal address
– publisher's seat
HMH, s.r.o.
Vydavateľstvo
Galvaniho 7/D
821 04 Bratislava
Slovak republic

Billing address
HMH, s.r.o.
Tavarikova osada 39
841 02 Bratislava
Slovak republic
IČO: 31 356 273
IČ DPH: SK 2020345679



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