

BRING  
YOUR MEDIA  
RESPONSIBILITIES  
TO OUR TABLE.

**|atp|journal|**

25<sup>TH</sup> ANNIVERSARY

# We present our readership base honestly without redundant zeroes.

ATP Journal has  
a reach of **7360**  
professionals

Out of **2100 printed issues** of ATP Journal,  
we are sending 1740 to registered readers,  
who are **sharing** it with **2780 co-workers**.

**2400 subscribers** prefer  
**digital version** of printed media.

ATP Journal visits  
monthly **5220**  
unique users

On-line service DirectMail  
has more than **1530**  
subscribers



# From paper to platform and services

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# 01 PRINT ATP Journal

ATP Journal is the longest running magazine of its kind in Slovakia. We have been bringing actual, authentic and inspirational information about automation, informatics and robotics for the whole industry every month since the year 1994. ATP Journal is the platform for sharing information among industrial solution providers and manufacturing representatives.

Partner organizations:



## IMPACT

The average circulation of 2100 printed issues is delivered for free to 1740 readers, who are sharing every issue within a company, school or organization. 2510 subscribers prefer electronic version of ATP Journal. The recency of readership is ensured by yearly registration renewal. Thanks to the given information we can exactly tell, who the reader is.

ATP Journal is the longtime media partner to the most important fairs, conferences and seminars in Slovakia, Czech Republic and EU. Your information in ATP Journal will reach the visitors of the relevant professional events.

## BENEFITS FOR YOU

Thematically clean, graphically attractive and “graspable” print edition is still, as the readers’ survey shows, required form of providing information to automation professionals. You can reach with your information only those, who will understand it.

## Professional conferences of associations, educational and academic institutions

Automatizácia a riadenie  
v teórii a praxi – ARTEP

CEE Automotive Suppliers Chain

Bezpečnosť technických zariadení

Day of New Technologies – DoNT

Digitálny podnik

DIS – Diagnostika strojov

ELEKTRO MANAGEMENT  
– séria konferencií

ELKON

– Elektrotechnická konferencia

Energetický manažment

ENERGOFÓRUM

Fórum praktickej logistiky

Fórum praktickej údržby

JSP Konferencia Slovensko

LASYS meets Central Europe

Národné fórum údržby

Národné fórum produktivity

NEWMATEC

RIADENIE PROCESOV  
– PROCESS CONTROL

Slovensko-nemecký inovačný deň

Špičková údržba

v automobilovom priemysle

Výrobný manažment

## Seminars, workshops and roadshows

B&R, ABB: Konferencia

Priemysel – Inovácie – Vízie

Beckhoff roadshow: Novinky a aplikácie

Beckhoff: EtherCAT

Eaton Tour

EPLAN: Efficiency days

Humusoft – Technical Computing Camp

eWON SCADA PROMOTIC

FlexThink seminár

Phoenix Contact: TRABTECH

OBO Bettermann Workshop

RS Components Supplier Day

ZAT: 14. zákaznícky deň

## Fairs and exhibitions

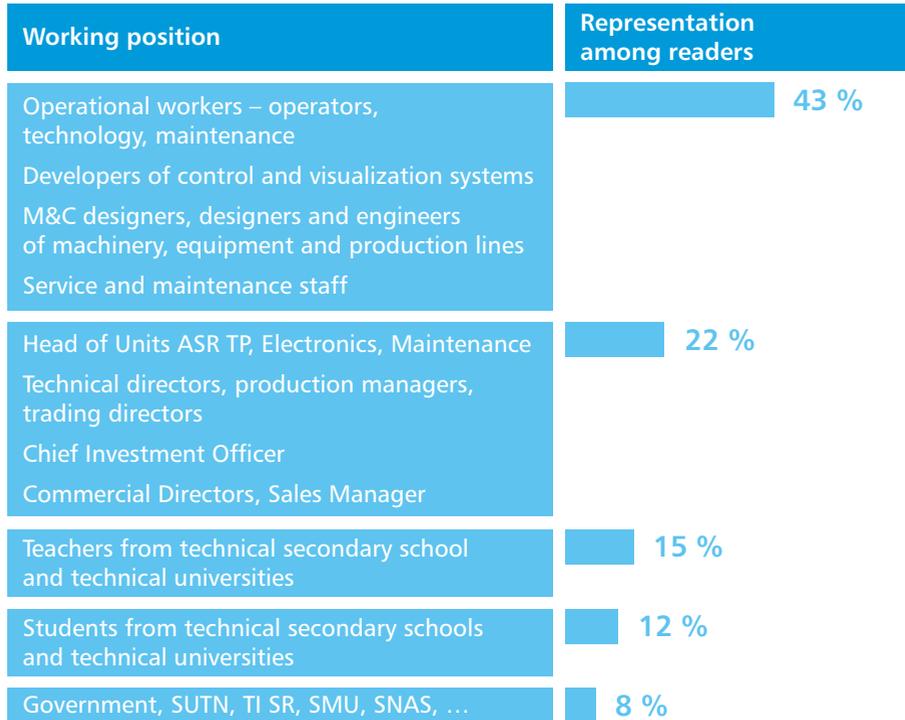


## Industries that ATP Journal readers are working in

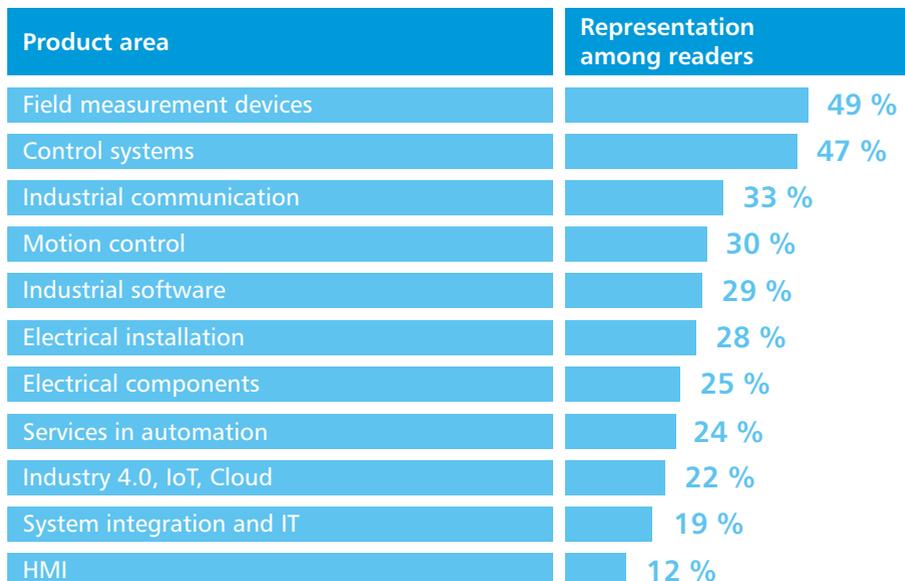
Industry	Representation of readers
Electrical industry	53 %
Energetics	44 %
Machinery	36 %
Automotive	30 %
Chemical industry	22 %
Transport and logistics	15 %
Constructions	14 %
Printing and packaging industry	13 %
Oil and Gas	12 %
Food industry	12 %
Metallurgical industry	12 %
Water industry	11 %
Paper industry	11 %
Wood, rubber, cement and foundry industry	to 10 %



## Working positions of ATP Journal readers



## ATP Journal readers interest in the product area



# 02

## WEB

[www.atpjournal.sk](http://www.atpjournal.sk), [www.e-automatizacia.sk](http://www.e-automatizacia.sk)

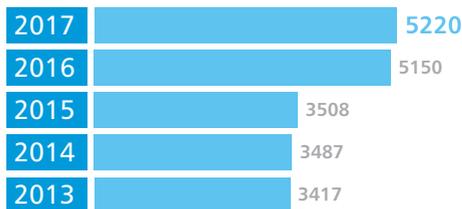
Systematically updated [www.atpjournal.sk](http://www.atpjournal.sk) is regularly visited by professional from the automation, control and maintenance coming from every part of industry and also from academia. Integral and synergic part of printed version provides all the benefits of this format – fast updates and search, linking related information and multimedia attachments.

[www.eautomatizacia.sk](http://www.eautomatizacia.sk) is a cost-effective and easy-to-maintain presentation for companies and products also outside their own website. Clear categories and the same format of information about the product make it easier for the visitor to find out about the different offering and to send queries directly to the supplier.

Both of the website are informatively connected, which brings added value to the visitors.

## IMPACT

Average monthly traffic:



## BENEFIT FOR YOU

We extend the reach of your information through our websites as well. Our articles and videos are shared by leading professional organizations, universities and companies from the automation and control field.

## 03 ON-LINE DirectMail

DirectMail, an online service, is used by major professional organizations, event organizers or by major automation suppliers as the direct tool for promoting their conferences, seminars or new products.

### IMPACT

DirectMail has more than 1530 subscribers, who are also subscribers for electronic or print version of ATP Journal or registered visitor on our website ATP Journal.

### BENEFIT FOR YOU

Content of DirectMail allows active response from the targeted subscribers group. The subscriber sees the in-house graphics as recommended valuable and relevant information from the well-known ATP Journal.

## 04 VIDEO

Uncommonly prospective and desirable type of presentation with broad use – whether it is an industrial case study about realized project, HW/SW product presentation, video business card, record from a conference or seminar – will be tailored to your liking.

### IMPACT

ATP Journal visitors, customer, event organizers, youtube, social media

### BENEFIT FOR YOU

Modern form of company presentation that works for all senses of the recipient. Long-term external and internal use.

## 05 Industry analyses and case studies

We have utilized our long-standing media experience, contacts in the professional communities and knowledge in two successful electronic publications "Industry 4.0 – Market Analysis" and "Practical Guide to Robotics". This product is designed to provide inspiration for manufacturing enterprises with finding solutions, as well as for suppliers to present specific examples of these solutions.

### IMPACT

Professionals within the reach of ATP Journal, expanded with external channels propagation (trade unions, professional organizations, etc.)

### BENEFIT FOR YOU

Commercial information about your products and services are appropriately and meaningfully embedded into professional context of publication.

## 06 Professional event organization

We have experience with organizing small and medium-sized event (up to 120 attenders). The theme-specific event under the heading of ATP Journal is ideal place for presenting your services and solutions. On the contrary, if you are preparing your own professional event, ATP Journal will help you with media, attendance and professional support.

### IMPACT

Expert within the reach of ATP Journal, expanded by external channels propagation (co-organizers, trade unions, federation, etc.)

### BENEFIT FOR YOU

The possibility of direct contact with end customers from industrial companies, system integrators and engineering organizations.

# 07 Translations

Translation of specialized texts about automation, control systems and maintenance from English into Slovak, could be published in ATP Journal or could be used for internally. We have over 20 years of experience with translations for ATP Journal – applications, interviews, trends and product presentations.

## IMPACT

Readers of ATP Journal or external use for customer.

## BENEFIT FOR YOU

By combining the high linguistic and professional level of our editors, we've created translation with precise industry-specific terminology – you no longer need translations agencies, whose translations have to be checked.





**We are  
thematically  
clear**

## Editorial calendar 2018

# 1

# 2

ATP Journal		
Deadline	18. 12. 2017	8. 1. 2018
<b>Industry</b>	Electric power generation I. – Thermal power stations, cogeneration  Water and Wastewater Industry	Oil and Gas Industry
<b>OT and IT</b>	Control in power industry <ul style="list-style-type: none"> <li>• Measurement and control of steam and gas turbine, excitation systems and generators</li> </ul> ECO friendly solutions in power generation  Steam distribution and treatment <ul style="list-style-type: none"> <li>• Steam traps, regulators of steam and temperature exchangers, fittings</li> </ul> Remote monitoring and communication <ul style="list-style-type: none"> <li>• WirelessHART, WiFi, Bluetooth</li> </ul> Revisions and wiring I. <ul style="list-style-type: none"> <li>• testers (voltage, continuity test, phase monitoring,...), detectors (°C, pressure, humidity, CO<sub>2</sub>, speed) and data loggers</li> </ul>	Field instrumentation I. <ul style="list-style-type: none"> <li>• Pressure &amp; differential pressure transmitters, pressure switches</li> <li>• Level transmitters/sensors</li> <li>• Humidity, pH/redox sensors</li> </ul> Maintenance and diagnostics I. <ul style="list-style-type: none"> <li>• Field instrumentation maintenance and diagnostics</li> <li>• Asset management</li> <li>• Tank and gauging management</li> </ul> Process analyzers (liquid, gas, particle) <ul style="list-style-type: none"> <li>• chromatographs, spectrometers</li> </ul> Solutions of Ex-environment
<b>Industry 4.0</b>	Embedded technology – electronics, communication, computing, M2M, IIoT, LoRa, Sigfox...  Industrial mobile technology	Maintenance 4.0 – calculation of remaining service life, automatic diagnostics, remote diagnostics  Condition monitoring
<b>Distribution at the fairs and conferences</b>	ARTEP	NEWMATEC Fórum praktickej údržby Trenčiansky robotický deň

# 3

8. 2. 2018

Electronic and  
Semiconductor Industry

Drives

- Motion control systems
- Frequency converters, soft starters
- Servo drives

Industrial communication,  
converters, fieldbuses

- Industrial Ethernet,  
repeaters and routers
- 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 (electric, gas,  
water, steam, compressed air)

3D Printing

Additive manufacturing

Batch manufacturing

**AMPER (ČR)**

Konferencia elektrotechnikov SR

# 4

8. 3. 2018

Printing and Packaging Industry  
Transport & Logistics

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
- HW/SW/services for logistics  
and warehouses

Product as a Service (PaaS)

Manufacturing IT as a Service

Manufacturing as a Service (MaaS)

Cooperating manufacture

Smart manufacturing supply chain

Bezpečnosť technických zariadení

Energetický manažment

# 5

# 6

ATP Journal	5	6
Deadline	6. 4. 2018	4. 5. 2018
<b>Industry</b>	Machinery Industry I. – Automotive Industry and suppliers Rubber Industry	Electric power generation II. – Nuclear, hydro and photovoltaic power plants Power engineering
<b>OT and IT</b>	<p>Robotics II.</p> <ul style="list-style-type: none"> <li>• Robotics – welding, cutting, painting and machine handling</li> <li>• SW and HW for robotics programming and for visualization of robotic workplaces</li> </ul> <p>Industrial PC</p> <ul style="list-style-type: none"> <li>• Industrial and embedded PC, industrial notebooks</li> </ul> <p>Product process management</p> <ul style="list-style-type: none"> <li>• RFID, Pick-to-Light</li> </ul> <p>Pneumatics</p> <ul style="list-style-type: none"> <li>• Pneumatics valves and islands, pneumatics positioning systems</li> </ul>	<p>Automation and control systems for nuclear power plants</p> <p>Safety systems for power plants</p> <ul style="list-style-type: none"> <li>• Safety Integrated Systems (SIS)</li> </ul> <p>Inverters, converters and equipment for photovoltaic</p> <p>Switches, breakers and electrical installation equipment</p> <ul style="list-style-type: none"> <li>• Switches and signaling instruments, time switches</li> </ul> <p>Overvoltage protection</p> <ul style="list-style-type: none"> <li>• Fuses, breakers, surge protectors, overvoltage protection</li> </ul> <p>Revisions and wiring II.</p> <ul style="list-style-type: none"> <li>• Inspecting equipment for insulation testing, earthing, machine testers and hand tools testers</li> </ul>
<b>Industry 4.0</b>	<p>PLM</p> <p>SW tools for manufacturing simulation and visualization</p> <p>3D area/spatial scanners</p>	<p>Industrial cloud devices and services</p> <p>SW platforms for collecting, processing and transmitting data from devices/manufacturing to cloud systems</p> <p>Communication interfaces – devices to cloud and vice versa</p>
<b>Distribution at the fairs and conferences</b>	<p>MSV a ELO SYS, Nitra</p> <p>Národné fórum údržby</p> <p>Energetika, Ekológia, Ekológia</p> <p>Digitálny podnik</p>	ELTECH SK

# 7

4. 6. 2018

Pulp and Paper Industry  
Wood Industry  
Furniture Industry

Control systems

- DLC, PLC, PAC
- SoftPLC

Controllers

- Single and multi loop controllers

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  
Artificial Intelligence in manufacturing

# 8

4. 7. 2018

Chemical and Plastic Industry

Industrial fittings, armatures, pumps

- Valves – safety, throttle and control
- Feed- check and control flap
- Drivers for actuators – pneumatics and electric
- Pumps – centrifugal, gear, diaphragm

Maintenance and diagnostics II.

- Vibrodiagnostics, tribodiagnosics and thermography

Connections systems

- I/O systems
- Industrial connectors and terminal blocks
- Marshalling
- SW for engineering – ECAD/CAE/CAx

Virtual & Augmented reality

# 9

# 10

ATP Journal		
Deadline	6. 8. 2018	6. 9. 2018
<b>Industry</b>	Machinery Industry II. – Original Equipment Manufacturers (OEMs)	Power transmission and distribution
<b>OT and IT</b>	<p>Production lines, special purpose machines</p> <p>Complex automation platforms</p> <p>Robotics III.</p> <ul style="list-style-type: none"> <li>• Packaging, palletizing, handling</li> </ul> <p>Machine control systems CND/DNC</p> <p>Motion control</p> <ul style="list-style-type: none"> <li>• Real-time motion control systems</li> <li>• Positioning systems</li> </ul> <p>Inspection and control systems</p> <p>Sensing and image processing</p> <ul style="list-style-type: none"> <li>• Surface, shape and color sensors</li> <li>• Vision systems</li> </ul>	<p>Smart Grids</p> <p>Reliability and availability of power supply</p> <ul style="list-style-type: none"> <li>• Control systems for distribution plants and substations</li> <li>• Load management system</li> <li>• Communication systems for substations</li> </ul> <p>Quality of power supply</p> <ul style="list-style-type: none"> <li>• Electricity quality recorders and analyzers</li> </ul> <p>Enclosures and cabinets</p> <p>Revisions and wiring III.</p> <ul style="list-style-type: none"> <li>• Electrical installations measurement – U, f, polarity, insulation resistance, current protectors testing</li> </ul>
<b>Industry 4.0</b>	<p>Collaborative robotics and advanced end effector technologies</p> <p>Drones for industrial use</p>	Digital twin
<b>Distribution at the fairs and conferences</b>	<p>MSV Brno (ČR)</p> <p>ELKON</p>	<p>ENERGOFÓRUM</p> <p>Výrobný manažment</p> <p>Konferencia Projektanti</p>

# 11

8. 10. 2018

Food, Beverage and  
Pharmaceutical 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

Smart Manufacturing  
information systems

MES/MOM 4.0

# 12

6. 11. 2018

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 professions  
for Industry 4.0





**We have learned  
how to make  
a successful  
media business  
in Slovakia**

## 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 €
AD 1/1 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 €

02

WEB	atpjournal.sk	e-automatizacia.sk
Online news	70 €	
Online article	160 €	
Wall baner	450 €/month	300 €/month
Square baner (367 x 367 px)	420 €/month	300 €/month
Leaderboard (728 x 90 px)	350 €/month	200 €/month
Rectangle (733 x 83 px)	240 €/month	150 €/month
Top baner (170 x 303 px)	140 €/month	75 €/month
Logo + link	110 €/month	85 €/month
Standard registration		100 €/ till 31.12.2018
Premium registration		500 €/ till 31.12.2018

PRINT + WEB	ATP Journal + www.atpjournal.sk
Exclusive news	150 €
Exclusive article	480 €

All prices are excluding VAT.

Information and orders: [mediamarketing@hmh.sk](mailto:mediamarketing@hmh.sk)

03

ON-LINE	
DirectMail	240 €/pc

04

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

05

ANALYZES AND PAPERS	
Partner of analyze	450 €

06

EVENTS	
Partner of the event	500 – 1100 €
Media support	Price is set according to the event and the scope of partnership

07

TRANSLATIONS	
Translations from EN to SK	Price is set according to the requirements and complexity

All prices are excluding VAT.

## Advertising Packages

Name of the package Freedom (SLOBODA)	Price of the package	Discount of the package	Rebuys discount
ŠTART	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](mailto:mediamarketing@hmh.sk)

# 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](http://www.svetautomatizacie.sk), [www.atpjournal.sk](http://www.atpjournal.sk), [www.e-automatizacia.sk](http://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.

- 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](http://www.svetautomatizacie.sk), [www.atpjournalsk.sk](http://www.atpjournalsk.sk), [www.e-automatizacia.sk](http://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. 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](http://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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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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