



We inspire for solution

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•	Dur Mission	•
•	JUR IVISSION ·····	•
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• •	We monitor everything important in the field of automation and management in Slovakia	
	and abroad.	
	We incrine our readers to find good colutions and essist there in corruing out their over day	
•	We inspire our readers to find good solutions and assist them in carrying out their everyday •	
• •	tasks.	•
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•	Dur Vision	•
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• •	Our goal is that every maintenance man, designer, project manager, salesman and manager •	
	in the field of automation actively uses the information presented in the printed and online	
	publications of our publishing house.	
	publications of our publishing house.	
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• •	We strive to become an opinion-shaping professional publishing house in the field of industrial	•
• •	automation and business information systems, automation of buildings, houses and renewable	•
• •	energy resources.	•
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•	Our long-term vision is to manage and innovate a common platform, where representatives $\ ^{ullet}$	•
• •	of manufacturing corporations and providers of industrial solutions can meet.	•
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	Dur Values	
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• •	We have long-term experience with the publication of journals and other professional	•
• •	publications.	•
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•	We put emphasis on local information, but do not forget to convey solutions from all around	•
• •	the world.	•
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• •	We promote all important events through media.	•
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	We support secondary schools and universities, because the future of automation is important.	
	we support secondary schools and universities, because the future of automation is important.	
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• •	We have an active and non-anonymous reader base.	•
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•	We put special emphasis on communication with and feedback from our readers. • • • •	•
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Activities



The professional magazine ATP Journal has been bringing current, detailed and technically correct information from the field of automation and business information systems over 20 years. In the year 2013 the readership consisted of 3100 professionals.

www.atpjournal.sk & www.eautomatizacia.sk

Website of ATP Journal and portal eAutomatizacia focused on products and companies belong to the printed version of the magazine. Traffic to these sites has increased to more than 4700 unique professionals in a month.

page 4-15

The bimonthly iDB Journal is professionally focused on intelligent buildings. Focal themes are home and building automation, security, access and fire systems and technologies using renewable energy sources.

www.idbjournal.sk & www.ebudovy.sk

Website of iDB Journal as well as the catalog portal with products and companies focused on smart homes and building eBudovy has found their place on Slovak internet. These pages visit 2600 experts monthly.



Preparation of the events

Imagine the conference, seminar or training where you come only with your presentation and with list of visitors. Everything else is our business. Use our professional experience, which will save your time, energy and money. (page 33)

Publishing

In addition to the professional journals and websites, our publishing house also publishes books. In the year 2013 we published third, equally successful book about the history of the electric railways in High Tatras. Moreover, we offer our customers comprehensive services for catalogs, monographs, books and other printed products.

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Industrial Automation and Informatics

Jiří Holík Managing Director DYGER, s.r.o.

I think you are doing it very good. I like the connection between the print and website. The level of your magazine is very high.

> Ing. Juraj Devečka Sales and marketing MICRO-EPSILON Czech Republic, spol. s r.o.

ATP Journal is one of the communication channels between the company MICRO-EPSILON and our customers, mainly for publishing new products. Articles have the opportunity to acquaint readers with examples of real deployment of our sensors in demanding applications. The magazine holds a long-term level of quality, resists the cheap themes that were related to engineering only marginally. For our products, industrial sensors, ATP Journal is the number one among printed magazine in Slovakia. Ing. Jaroslav Fiľo Managing Director S.D.A. s.r.o.

I see the ATP journal as a well balanced professional journal. The range of topics in the magazine covers the utmost activities of our company. ATP Journal also offers suitable form for presentation and especially good price / performance ratio.

> Martin Noskovič Coprorate Communications Public & Media Relations CEE RU-SK CC Siemens, s.r.o.

For us, the company operating in the field of automation, the magazine ATP Journal is the crucial media space to communicate our products and services towards our customers.

Readership

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•	Registration • • • • • • • • • •	•	Readership sample	•	•	•
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Tim subscribing the ATP Journal for several years and it's one of my favorite magazines. I think it provides me with sufficient overview about the latest news in automation. Ing . Vladimir O., Control, Management,

77 ATP Journal helped me especially in obtaining an overview about reliability of electrical and electronic systems and control used in the nuclear industry.

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Ing. Robert R., Control, Management,

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Rail transport

Ing. Miroslav J., Nuclear energy

1 googled out the solution in ATP Journal. It was about controlling the drive.

Ján B., Maintenance, Service, Woodworking Company

77 ATP Journal provides actual information at the level equivalent to professional periodicals abroad. Its issuing definitely helps in spreading new information to readers skilled in those areas.

Doc. Ing. Jozef K. CSc., Research and design in electrical industry

ATP Journal help me with the selection of new components, cheaper smaller PLC replacing older unnecessarily robust for data collection. I'm completely satisfied with ATP Journal. Lots of information - both commercial and theoretical, that I read in there, I used in practice.

Ing. Radim F., Construction, **Engineering Company**

ATP Journal is a magazine full of interesting modern technologies that are useful for Thanks to S7 modules, we implemented conveyor in VW my work. Ing. Eduard J., Education, Company. Software development

> High quality Slovak magazine, inspiring me in my work.

Ing . Edmar K., Research and Development; Construction and Engineering Company

ATP Journal has been the great source of information about possible technical solution in the field of measurement of physical parameters for a long time.

Ing. Mgr. Marián Š., Maintenance, Service, Production and sale of electrical energy

High quality and professionalism, plenty of useful

practical information from variety of fields, that may use every reader who wants to and know how.

Ing. Marek K., Management, Supplier of automation technology

Media and union partnerships

ATP Journal is stable and reliable media partner of major Professional events in Slovakia, Czech Republic and EU. We provide free magazines for participants of those events.

- Conferences, seminars and workshops
- Automatizácia a riadenie v teórii
- a praxi ARTEP (SR)
- ATS Knowledge Days (ČR)
- AutomationDay (SR)
- Dni novej techniky (SR)
- DIS Diagnostika strojov (SR)
- ENERGOFÓRUM (SR)
- Národné fórum údržby (SR)
- Obnoviteľné zdroje energie OZE (SR)
- Riadenie procesov (SR)
- Rockwell Automation
- University Classics (ČR)
- Symposium on emergent trend in artificial
- intelligence & robotics (SR)
- Tribotechnika a tribológia (SR)



Fairs and exhibitions

Partner organizations









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•	•	Technical magazines	•	•	•	•	•	•	•	•							_	•	•	•	•	63	%	•	•	(
•	•	Technical literature	•	•	•	•	•	•	•	•							•	•	•	•	•	50		•	•	ļ
•	•		•	•	•	•	•	•	•	•	-					•	•	•	•	•	•			•	•	(
•	•	Company catalogues	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	46	%	•	•	(
•	•	Colleagues	•	•	•	•	•	•	•	•		•	•		•	•	•	•	•	•	•	33	%	•	•	(
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•	•	Control systems	•	•	•	•	•	•	•	•									•	•	•	66	%	•	•	(
•	•	Industrial communicat	ion	•	•	•	•	•	•	•							•	•	•	•	•	47		•	•	0
•	•	Measurement devices	•	•	•	•	•	•	•	•		-	-	-	-	•	•	•	•	•	•			•	•	0
•	•	Industrial software	•	•	•	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•	46		•	•	0
•	•		•	•	•	•	•	•	•	•		•	•	•		•	•	•	•	•	•	43	%	•	•	0
•	•	Automation services	•	•	•	•	•	•	•	•		U.	÷	U.		•	•	•	•	•	•	43	%	•	•	0
•	•	Motion control	•	•	•	•	•	•	•	•						•	•	•	•	•	•	42	%	•	•	(
•	•	Electrical installation		Ð	•	•	•	•	•	•						•	•	•	•	•	•	40		•	•	1
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•	•	Field devices	•	•	•	•	•	•	•	•		•	•		•	•	•	•	•	•	•	35	%	•	•	(
•	•	System integration	•	•	•	•	•	•	•	•					•	•	•	•	•	•	•	27	%	•	•	(
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Web statistics

www.atpjournal.sk

Portal ATP Journal is practically the only one site in Slovakia, which addresses unique sample of reader in the field of industrial automation. It brings up to date interviews with interesting experts, analysis, case studies, white papers and new products. Section "Education" presents articles and events from high schools and universities, and serves as a directory of all schools and institutions focused on automation. Readers can in the year 2013 download the entire printed magazine as a one PDF file.



www.eautomatizacia.sk

Companies can show their products and services in the catalog portal eAutomatizacia since the year 2001. After quick registration companies can add products to almost 130 categories. Each product is represented with picture, delivery time and specific parameters. Successful "Reward program" is serving for most active firms to support their presentation. Most active company, which adds the most products per month, may publish 3 news in the printed version of ATP Journal. The second can publish 2 and the third one news.





Editorial Calendar 2014

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16.12.2013 c power generation rmal power stations, ration, combined ower stations & Wastewater y nation, measurement ontrol systems for r production techno- s and machines riendly solutions in r generation r controls & systems, n traps - security ote monitoring and nunication n & gas turbine con- excitation systems, rators, e monitoring & de-	 Tank & Gauging Management Process Analytics Údržba a diagnostika 1 Maintenance & Diagnos- 	 3.2.2014 Electronic & Semiconducto Industry Energy efficiency Drives Industrial communicati- ons, converters, fieldbuses Robotics 1 SMT Pick & Place Machi- nes Inspection and control systems Motion control systems Frequency converters, softstarters
c power generation rmal power stations, ration, combined ower stations & Wastewater y nation, measurement ontrol systems for r production techno- s and machines riendly solutions in r generation r controls & systems, n traps security ote monitoring and hunication n & gas turbine con- excitation systems, rators,	 Oil & Gas Industry Industrial IT: BigData Field instrumentation 1 Tank & Gauging Management Process Analytics Údržba a diagnostika 1 Maintenance & Diagnostics 1 Pressure & differential pressure transmitters, pressure switches 	 Electronic & Semiconducto Industry Energy efficiency Drives Industrial communicati- ons, converters, fieldbuses Robotics 1 SMT Pick & Place Machi- nes Inspection and control systems Motion control systems Frequency converters, softstarters
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rs, carbon measure- in flue dust security of automa- nd control systems hetry, GSM/GPRS	 sensors Humidity, pH/redox sensors Process Analyzers, chromatographs, spectrometers Field instrumentation calibrators Asset Management 	 Motorstarters, Servodrives Industrial ethernet & wireless Signal converter, network quality, signal processing SMT Pick & Place Machi- nes, SCARA, cartesian robots Inspection systems
		AMPER [®] AMPER Brno
		calibrators

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25.2.2014	18.3.2014	22.4.2014
Printing & Packaging Industry Transport & Logistics	Machinery Industry 1 - Automotive Industry & suppliers Rubber Industry Industrial IT: Industrial Internet	Electric power generation 2 – Nucle power plants, hydro and photovoltai power plants Electroenergetics
 Human-machine interface (HMI) Machine safety Linear technology Sensors 1 Automation, control and information solutions for road and railway transportation, warehouse systems 	 Robotics 2 Industrial PC Production process management Pneumatics 	 Automation & control and systems for nuclear power plants SIS for power plants Electrical equipments for photovo taic power plants Low-voltage instruments & cabine Switches, breakers & electrical installation equipments Overvoltage protection
 Panel PC, operator panels, displays Safety control unit & relays Limit switches, door switches, light curtains, scanners, safety mats, safety push buttons Linear systems, positioning systems, Linear motors Inductive, optoelectronic, laser, magnetic, ultrasound sensosr Automation, control and information solutions for road and railway transportation & warehouse 	 Robotics - welding, cutting, painting, machine handling SW & HW for robot programming & robotics workcells visualization Industrial & embedded PC Products and process tracking and identification systems, RFID, Pick- -to-light Pneumatics valves & islands Pneumatics positioning systems 	 Control systems for nuclear power plants Safety Integrated Systems (SIS) Turbine controllers & safety systems in hydro power plants Converters & accessories of photo voltaics power plant Switches & signalling instruments time switches Fuses, breakers, surgers, overvoltage protections
Hannover Messe (DE)	International Machinery Fair, Nitra, SK National maintenance forum, Strbske Pleso, SK	

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Editorial Calendar 2014

atp journal	7	2	0
Deadlines	20.5.2014	17.6.2014	18.7.2014
Industry	Pulp & Paper Industry Wood Industry Furniture Industry Industrial IT: Cloud systems	Chemical & Plastic Industry	Machinery Industry 2 Original Equipment Manu- facturers (OEM)
Main Topics	 Control systems Controllers Process modelling and simulation Power supplies & UPS Cables, Cable Management Process modelling and simulation 	 Industrial fittings, armatures, pumps Maintenance & Diagnostic 2 Connections systems Engineering design tools 	 Production lines, special purpose machines Automation Platforms Robotics 2 CNC Motion Control Machine vision systems
Product Topics	 DCS, PLC, PAC SoftPLC Single & multi loop controllers Tunning & optimization of control loops Control loop calibrators AC-DC,DC-AC power supplies UPS Cables and wires for industry environment, cable trays SW for process modelling and simulation 	 Safety, throttle and control valves Feed-check and control flap Drives for actuators – penumatic & electric Vibrodiagnostics, tribodia-gnostics & thermovision systems I/O systems Industrial connectors & terminal blocks Marschalling SW for planning and designing - ELCAD/CAE/CAx 	 Complex automation platforms Robotics – packaging, paletizing/depaletizing, handling Machine control systems CNC/DNC Real-time motion control systems Positioning systems Surface, shape, color sensors Vision Systems – HW, SV
Special issue devoted to event:			MSV Brno

	SEL	
26.8.2014	23.9.2014	30.10.2014
Transmission & Distribution of elect- ricity	Food & Beverage Industry Pharmaceutical Industry	Mining, Cement & Construction Industry
Electromobility	Industrial IT: Real-Time Operational Intelligence	Steel, Foundry & Metalworking Indu- stry
 Smart Grids Reliability and availability of electricity supply Power quality Enclosures & Cabinets UHV & HV equipments Compensation, balancers 	 Manufacturing information systems Field instrumentation 2 Batch systems Product Lifecycle Management (PLM) 	 Motors & Gears Motor protection Manipulators, conveyors & accessories Weighing & Strain-gage systems Sensors 2
 Measurement, communication and control systems for distribution plants Remote control systems Electrical power network and electricity quality recorders & analyzers Electric vehicle charging infrastructure Cabinets and distribution boards, busbar systems Cooling & Air-conditioning for enclosures and cabinets Power transformers, switches, breakers 	 MES/MOM SCADA Flowmeters - Coriolis, magnetic, vortex, ultrasound Temperature sensors & transmitters Batching stations & pumps SW for batch processes PLM 	 Energy efficient motors Low and high-voltage asynchronous motors Servomotors Synchronous Motors & Generators Motors with gearboxes, stepper motors Manipulators, belt & roller conveyors and accessories Industrial weighing machines, belt weighing, SW for weighing machines Strain-gage systems & sensors Speed, velocity, acceleration, linear and position sensors Counters, timers,
ELOSYS, Trenčín, SK ENEF, Banská Bystrica, SK		

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idb journal

Technologically advanced homes and buildings

Zuzana H, Marketing manager, vendor for technical protection systems, Liptovský Mikuláš

"iDB Journal provides place for experts to speak about topics of modern technologies from their professional perspective and from practical experience. On the other hand, it gives the possibility to readers – experts in field, as well as to general public to find right answers and solutions. I see iDB Journal as the harmonious magazine devoted to technology and its admirers." Mário L., director, company implementing smart wiring and complex building control, Bratislava

"I see iDB Journal as a technical magazine, which describes the problems of modern and smart buildings professionally thanks to authors – skilled professionals, but also understandably for reader, who is interested in this area, but may not be the wiring designer. "

> Tomáš K., director, manufacturer of complex solutions for control in management in buildings." Bratislava

"On the site iDB Journal I like numerous articles from experts pointing out that the world of building technology is little bit different and more complex than what it looks like in marketing communication.

Readership • •

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Registration		nic	trati	or

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•	The readership is made up of registered users.	•	AMŠ Partners, spol. s r.o.									
•	After filling out the form with basic personal	•	ARent a.s.									
•	and professional information, they receive the	٠	B & I SPECTAUDIT, s. r. o.									
•	magazine free of charge to the specific corpora- te or private address. From this information we	٠	BAT Engineering a.s.									
•	can define the exact composition of our read-	•	Dalkia, a.s.									
	ers, whether by the position in the company, the		Domspráva s.r.o.									
•	location of company or other. Readers are once a	•	ELHYCO spol. s r.o.									
•	year invited to refresh their interest or informa- tion, which ensure that we have up to date and	•	Europroject s.r.o.									
•	real information about readers.	٠	hauskrecht architects s. r. o.									
•	Distribution	•	HB Reavis Management s. r. o.									
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•	The magazine is distributed to registered	•	 Ing. Pavel Scheber- ZPA mont 									
٠	readers address for free thought the mail. Part	•	J&T Real Estate a.s.									
•	of the circulation is available for visitors and	•	M-ART, projektový ateliér									
•	exhibitors at fairs or as a part of the material for thematic conferences and seminars.		Mediacontrol s.r.o.									
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•	Job positions of readers •	•	Prešov Real, s.r.o.									
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•	 Designers of HVAC, automation and security systems, electrical installations and lighting 	•										
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Readership sample

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Readers quotes

The positive values of the magazine are high quality articles. The scope of the iDB Journal is really wide and an الدرية، التلك عن الله عن المعنية عن المعنية العامين المعنية المعنية المعنية المعنية المعنية المعنية المعنية Varied. I haven't found so far a theme, which I would miss. Martin K.; Maintenance, Service, Production;

Žilina

77 iDB Journal is eminently deeply walking into selected topics, and is not just informing about general nonfiction on the issue. I like the focus of individual issues on specific areas, which are written in different angles of particular theme. I like the section "My opinion", where are presented the views of experts and professionals.

Jaroslava Č.; PR manager, smart wiring; Prešov

77 The magazine has a good standard. Information about latest and most advanced technologies which improve the quality and safety of facilities and also efficient energy management are well written. I was very pleased with article "The Future of IP Video – Can we surpass the human eye?" published in no. 3/2013.

Ignatius H.; Control Expert, Energy; Bratislava

DB Journal is one of the few which addre

magazines in Slovakia, which addresse for moet nannia in commercial which addresse in commercial which addresse Modern technology, relatively unknown for most people, in comprehensive way. Thav have comathing for avenuing way.

tor most people, in comprehensive way have something for everyone way attention in these technolonies Iney nave something for everyone with a then to these technologies Pays attention to these technologies, whether professional or laic and who is also interested in naus thinge Enrong th Whether protessional or laic and who is also interested in new things. For me, the hamafite of the thamae who is . For me, the who is the thamae mart wiring also interested in new things. For me, the

benefits of the themes were smart wiring, heat numne systems and recently

heat pumps.

Pavol K.; Education; Stará Turá

magazines in Slovakia, which addresses

10B Journal brings short and bright articles about particular themes. The only thing I would change is the frequency of issuing and more comprehensive topics.

Joseph V.; Construction, Design; Bratislava

> iDB Journal has well balanced and chosen focus divided between the advertisement and articles.

Michael K.; Education; Trnava

Interesting and full information for person – professional or expert in particular field, or for readers not too familiar with those topics to help them extend the horizons of their knowledge. Paul W.; Student; Žilina

Media partnerships

iDB Journal is media partner of the most attended professional events in Slovakia and Czech Republic. Our aim is to inform readers about these events, write reports and interviews from these events and present featuring technology news. With the distribution of iDB Journal at conferences, workshops and seminars, the readership is increased by the number of visitors and participants. This still young magazine is constantly raising awareness among professionals and experts in the particular fields.

iDB Journal was a media partner, member or informed about these events:

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•	Conferences, seminars, workshops • •	•	•	•	•	•	•	•	•	,
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•	 Energofórum (SR) 	•	•	•	•	•	•	•	•	
•	 Obnoviteľné zdroje energie – OZE, (SR) 	•	•	•	•	•	•	•	•	
•	 Inteligentní digitální domácnost (ČR) 	•	•	•	•	•	•	•	•	
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•	 Konferencie SEZ-KES (SR) 	•	•	•	•	•	•	•	•	
•	 Smart Cities (v rámci súťaže BEFFA) (SR, ČR) 	•	•	•	•	•	•	•	•	
•	 Facility management (SR) 	•	•	•	•	•	•	•	•	
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Fairs and exhibitions



Reade	rs characteristics
Job position	· · · · · · · · · · · · · · · · · · ·
45%	is projecting and designing solutions, is programming and directly controlling technologies in operation or is performing their maintenance
35%	is working in company´s management
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13%	are your potential employees, current students at high schools and universities
The rest	of our readers are dealers, employees of educational,
	and governmental organizations.
Company pro	file
1.7.0/	is working in development and building, operation or facility
49/0	management
7.20/	is working in companies dealing with angineering and projection
32%	is working in companies dealing with engineering and projection
19%	is involved directly in sale
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Web statistics

www.idbjournal.sk

Website iDB Journal filled the empty space on the Slovak internet and is offering the professional articles about smart homes, buildings and renewable energy sources from the view of automation. The most popular section is "My Opinion", where are regularly published opinions of the experts on particular fields. .





Monthly amount of downloaded



www.ebudovy.sk

Catalogue website about products and companies in the field of smart homes has the potential to be in equivalent position as the sister website eAutomatizácia. It gets to the attention of the readers gradually and also offers them new customers.



Monthly visit



Top searches: heat exchangers, attendance systems, EPS, KNX

Editorial Calendar 2014

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idb journal		2	
Deadlines	25.12.2013	13.1.2014	12.3.2014
Main Topics	 Control systems and programmable stations for large buildings SCADA and visualization systems for buildings Communication systems for large buildings Thermostats for heating and air conditioning Heating systems for industrial plants/buildings Alternative energy sources - wind, geothermal, biomass, cogeneration 	 Intelligent solutions of electronic access control for commercial and residential use Time attendance and access control systems Biometric identification systems HVAC - coils, boilers, hea- ting systems, floor heating, wall heating, wall heating Systems using renewable energy sources - solar systems 	 CCTV Intrusion detection systems External perimetric protection Fire protection and detection system Gas detection Intelligent building from the perspective of architect New projects in Slovakia
Technology spectrum	 modular control systems programmable process stations and substations modules and components of communication systems - LONworks, BACnet, KNX, DALI, ZigBee, manual thermostats programmable thermostats wired/wireless thermostats infrared heaters radiant panels heating units accessories - controllers, thermostats, temperature limiters, ther- mal, fuses, 	 HW and SW systems for time attendance recording and access control control panels and stations door controllers, indoor phones, door stations cards and card readers fingerprints sensors, hand and face geometry, eye ground, voice, coils - steam, hot water, chilled water, evaporator, industrial boilers - oil-fired, gas-fired, electric controllers for boilers solar panels and accesso- ries solar plants controllers for solar plants 	 CCTV IP cameras, camera IP servers video servers, video imaging units, recording devices motion detectors, glass break detectors, destruction noise sensors, magnetic contact detectors, perimeter protection - detectors, barriers, detection systems fire protection control panels control components and actuators of fire protection systems optical-smoke sensors temperature sensors static gas sensors portable systems for scanning of gas presence certification of security systems
Special issue devoted to event:	AQUATHERM Nitra	CONECO	

A	5	a
A	11.7.2014	b
A	• Home automation systems	c
A	• Wireless home automation and protec-	b
A	tion systems	c
A	• Home audio-video systems, home	c
A	entertainment	c
A	• Residential electrical installation	c
A	components	c
A	• Systems using renewable energy sour-	c
A	ces - photovoltaic systems	c
A	• Readers topic - lightning conductors	c
A	calculation	c
A	• Smart household appliances	c
 temperature, pressure, flow, air quality and special sensors electric and pneumatic actuators - servo drives for control valves, damper actua- tors, variable frequency drives daylight sensors HW and SW systems for lighting control network dimming systems programmable dimming systems rotary dimmers controllers and drives for awnings, blinds, roller shutters and skylights motors for sliding, wing, section, indus- trial gates control devices for doors and gates - wired, wireless, magnetic heat pumps - earth/water, water/water, air/water, air/air controllers for heat pumps 	 control units for operating heating, lighting, air conditioning, air quality, multimedia switches, signal converters, I/O units intelligent communication systems wireless sensors and controllers wireless systems for state monitoring of home appliances and devices home switch boards, distribution boards circuit breakers, contractors, fuses, surge protection photovoltaic cells control, monitor, visualization and communication elements for photovoltaic systems wiring for photovoltaic systems - overvoltage protection, switchboards, circuit breakers 	 HW and SW systems for measurement and management of building energy evaluation and optimization of energy and resources consumption Smart metering services in building energy management and auditing design of low energy and passive buildings

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Advertisting packages

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SLO	BOD	A				Start					M	lini			Me	ediu	m			Bi	g			Su	ber	
Value of package					500	€			1 200 €				2 400 €				4 000 €				6 000 €					
Content of package					ree c f ser			Free choice of services				Free choice of services				Free choice of services				Free choice of services						
Discount of package					3%	6			5	5%		8%				13%				18%						
Price of package					485	€			11	40€	D		2 208 € 3 480 €				4 92	20€								
Discount for purchase			•		3%	6			5	5%				8%				13%	6			18	%			
All pric	es are	excl	uding	J VAT.																						
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at	p journal	Iron	Copper	Bronze	Silver	Platinum
of	Value Fpackage	2 490 €	2 775 €	4 770 €	5 660 €	15 080 €
Content of package	fixed part	3 x Ad 1/4 A4 3 x Article 3/4 A4 3 x News	3 x Ad 1/3 A4 3 x Article 2/3 A4 2 x News	3 x Ad 1/2 A4 3 x Article 1/1 A4 3 x Article 1/2 A4 2 x News 2 x Logo+Link	1 x Ad 1/1 A4 2 x Article 2/1 A4 2 x News 1 x Inserted Ad 1 x Ad ribbon 1 x Exclusive article	5 x Ad 1/1 A4 5 x Article 2/1 A4 5 x News 9 x Logo+Link 1 x Exclusive article
ent e		1 860 €	2 005 €	3 470 €	3 950 €	10 520 €
Conte	optional	Free choice of services	Free choice of services	Free choice of services	Free choice of services	Free choice of services
	part	630 €	770 €	1 300 €	1 710 €	4 560 €
Price of package		2 240 €	2 360 €	3 580 €	4 810 €	11 310 €
	ount ourchase	10%	15%	25%	15%	25%

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All prices are excluding VAT.

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id	b journal	Iron	Copper	Silver	Gold		
O	Value f package	1 035 €	1 880 €	2 760 €	5 320 €		
Content of package	fixed part	1 x Ad 1/4 A4 1 x Ad 1/8 A4 1 x Article 1/1 A4 1 x Article 1/2 A4 3 x News	1 x Ad 1/2 A4 2 x Ad 1/4 A4 2 x Article 1/1 A4 3 x News 1 x Logo+Link	2 x Ad 1/2 A4 2 x Article 2/1 A4 3 x News 2 x Logo+Link 1 x Exclusive news	1 x Ad 1/1 A4 2 x Ad 1/2 A4 3 x Article 2/1 A4 4 x News 3 x Logo+Link 1 x Exclusive news 1 x Exclusive article		
nten		1 035 €	1 730 €	2 430 €	4 360 €		
Cor	optional	Free choice of services	Free choice of services	Free choise of services	Free choice of services		
	part	0€	150 €	330 €	960 €		
Price of package Discount for purchase		985 €	1 730 €	2 430 €	4 360 €		
		5%	8%	12%	18%		
ll prio	ces are excludin	g VAT.					
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		Information	and orders: mediama	rkating Ohmhals			

Price List

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Proc	luct	atp journal	idb journal
	Ad 1/1 A4	1 250 €	1 050 €
	Ad 1/2 A4	635 €	490 €
	Ad 1/3 A4	415€	360 €
	Ad 1/4 A4	330 €	290 €
	Ad 1/8 A4	320 €	265€
	Ad 1/12 A4	95 €	80 €
	Article 2/1 A4	515 €	440 €
	Article 1/1 A4	265 €	230 €
⊢	Article 3/4 A4	240 €	-
PRINT	Article 2/3 A4	220 €	-
С.	Article 1/2 A4	150 €	130 €
	News	50 €	40 €
	Placement on 1. cover page	100 €	100 €
	Placement on 2., 3. cover page	195 €	190 €
	Placement on 4. cover page	295 €	280 €
	Placement on 1. cover page	185 €	180 €
	Inserted advertisement	715€	610 €
	Inserted catalogue	950 €	680 €
	Advertisement ribbon	500 €	440 €

All prices are excluding VAT.

Information and orders: mediamarketing@hmh.sk .

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Proc	luct	atp journal	idb journal	e automatizácia	e budovy
	Exclusive news	95 €	80 €	-	-
MIX	Exclisive article	355 €	320 €	-	-
	Exclusive event	315€	290 €	-	-
	Online news	70 €	60 €	-	-
	Online article	160€	155 €	-	-
	Online event	265€	235 €	-	-
	Own opinion	150 €	100 €	-	-
	Questionnaire	465€	300 €	-	-
	Directmail	240 €	210€	-	-
SNE	Standard registration	-	-	85 €	65 €
INTERN	Premium registration	-	-	300€	250 €
	Wall baner	450 €	300 €	300€	150 €
	Square baner (300x300 px)	420 €	210 €	300€	100 €
	Leaderboard baner (728x90 px)	350 €	210 €	200€	100 €
	Rectangle baner (667x83 px)	240 €	155 €	150 €	75 €
	Top baner (165x165 px)	140 €	80 €	75 €	60 €
	Logo+link (189x94 px + 250 chars)	110 €	80 €	85 €	50 €

All prices are excluding VAT.

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Information and orders: mediamarketing@hmh.sk

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Product description

MIX

• Exclusive news

It's the news, which is displayed at the same time in paper edition of the magazine and at the website. On the website news you can add media object and hyperlink. The length of the message should be 2000 characters on the internet and ¼ A4 in the print version. The enclosure can be one media attachment (video, audio, document) and one hyperlink

Exclusive article

On the areas of 1/1 A4 in the print and with 7000 characters in the internet version, you can present your products or solutions with double impact. You can also attach multimedia files and hyperlinks to the exclusive article.

• Exclusive event

The most popular services in one package – directmail, adding event into the event calendar and exclusive news – will give you the maximum for supporting your event, seminar or boot at a fair. One of the most used services today. Internet

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INTERNET

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•	•	Own Opinion	•	•	Lite Registration •
•	•	The most widely read section on the homepage of ATP Journal is "Own Opinion", where automation experts and specialists give their opinions on regular basis. Lucrative place to reach out the potential customers. Express your opinion or present implementations of projects using your	•	•	Free and time unlimited registration on the catalogue web pages of eAutomatizácia or eBudovy will allow you to add contacts and company information.
•	•	products. The length of one contribution is 4000 characters. Questionnaire	•	•	We have been offering standard yearly registration since 2001. With regard to the redesign of the catalogue web pages,
•	•	A highly effective form of gaining opinions directly from the readers of the journals. You will define what you want to know from our readers and we will take care of the rest. We will prepare the questionnaire	•	•	it underwent significant renovation. Besides traditional contact and company information, you can simply add and modify products, add logo and short description of your company directly in the catalogue sheet.
•	•	design, content and promotion, and arrange the distribution. We will then evaluate the questionnaire and send you a report. Ideal for gaining first-hand information from experts in the field.	•	•	Premium Registration The most comprehensive form of registration that includes all
•	•	Directmail	•	•	functionalities of the previous versions. At last, a solution for companies with huge product portfolios. Following the payment
•	•	Simple and direct presentation through emails sent to more than 1200 active experts in your field. An ideal tool for promotion of workshops, conferences or	•	•	of the annual fee, you will be able to add, modify and print catalogue sheets directly from our database on a mass scale. The Premium version includes complete technical support.
•	•	launch of a new product. The directmail must have our publishing house's template	•	•	
•	•	and my include one attachment. However, we recommend that you prepare your mail	•	•	• •
•	•	without an attachment, but rather with a download link within the body of the mail.	•	•	
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Guidelines for the realization of services

Article 1/1 A4 6700 characters

Title + plain text up to 6700 characters including spaces. Shortened with respect to number and size of pictures. Pictures must not exceed 40% of the total area of the article. The article ends with a full mailing address and company logo.

1/2 A4 2 900 characters

Title + plain text up to 2900 characters including spaces. Shortened with respect to number and size of pictures (for a 1/2 A4 article it is recommended to use one picture at maximum). Pictures must not exceed 40% of the total area of the article. The article ends with a full mailing address and company logo.

News 1800 characters

Title + plain text up to 1800 characters including spaces. A short message includes title, text, Website contact, or possibly one illustration picture (in that case is article shortened to 1400 characters with spaces).

Inserted advertisement

Inserted advertisement can have a maximum of 30 pages in A4 format (paper thickness 120 g /m). A suitable choice for inserting thin catalogs, invitations or product presentation.

Inserted catalog

If you want to address readers with a complete catalog of products (over 30 pages), or your own corporate magazine, this service is perfect for you.

Advertisement ribbon

490 x 60 mm + 5 mm bleed on each side

Number / size of pictures or boxes may affect the extent of plain text in the paper. Text format: doc, docx Image Format: pdf, eps, tif, jpg Minimal resolution: 300 DPI Color: CMYK

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		Imagine your conference, seminar or training, where you'll come only with the presentation and	
•		with list of visitors, because everything else will be arranged by us. Use our comprehensive range	
•		of professional experience, which will save you time, energy and money.	•
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•	•	Publisher house will provide:	•
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	•	Media support	•
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•	•	 Publication of the article, invitation cards, product information before and after event 	•
•	٠	 Publication of the banner on our websites 	•
•	•	 Publication the event information in the event calendar 	•
•	٠	 Sending invitation to the readers Sending invitation to the readers 	•
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•	•	Professional support	•
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	•	• Graphical design, processing and printing your invitation cards, advertisements • • • • • •	•
	•	Graphical design and printing the presentation materials	•
		Photographing and video making during the event Professional translations from English into Clausk language	•
		Professional translations from English into Slovak language Professional translations from English into Slovak language	
		 Proofreading your technical materials 	
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•	•	 Modern premises with scalable capacity for 30, 70 or 140 visitors 	•
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•	•	• Wired and wireless internet connection	•
•	•	• Exhibit places for your showpieces	•
	•	 Food prepared in a restaurant at the event venue 	•
•	•	• Excellent access and parking • • • • • • • • • • • • • • • • • • •	•
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•	•	We will send you a price quote according your exact requirements.	•
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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. IIČO) 31356273, tax identification No. IDIČ) 2020345679, VATIN SK2020345679, editor of the ATP Journal technical monthly, the iDB Journal technical bimonthly and ATP Journal PLUS electronic technical periodical and operator of the websites www.svetautomatizacie.sk, www.atpjournal.sk, www.eautomatizacia.sk, order, sate 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 and iDB Journal magazines 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 bebinding 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

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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. If the documentation, as delivered on or before the closing date of the relevant issue or, as the case may be, date when the on-line/electronic Services are to be provided, fails to meet the ordered requirements specified in the Instructions and the relevant order, the Supplier shall be entitled to modify or, as the case may be, not to publish the same. In such case, the Customer shall not be entitled to any refund for, or postponement of, the Services.

4.3 The closing dates of the relevant issues of the magazines are published in ATP journal, iDB Journal and 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, www.atpjournal.sk, www.idbjournal.sk, www.e-automatizacie.sk and www.e-budovy.sk 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. If the customer fails to pay the invoiced amount within 90 days from the date of maturity of the invoice issued by the supplier, the supplier has the right to reveal the company's business name in the journal and on the web pages.

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

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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

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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 www.e-budovy.sk, 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 and iDB Journal, registered with the ISSN international serial numbers, electronic ATP Journal and iDB Journal, registered with the ISSN international serial numbers, electronic ATP Journal PLUS, as well as all the other publications published by HMH, 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, iDB Journal, other publications by HMH, s.r.o., and on www.svetautomatizacie.sk, www.atpjournal.sk, www.idbjournal.sk, www.ebudovy.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, ATP Journal PLUS or iDB Journal.

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 and iDB Journal, taking into account the Customer's proposals and wishes.

8.3 HMH, s.r.o., and the editorial team of ATP Journal and iDB Journal provide advice upon the translation of technical texts relating to IT and measuring and control engineering. The advisory services and relating outputs (translated texts) are not provided by official or certified translators, and are not officially certified. Therefore, HMH, s.r.o., assumes no legal or any other liability for the accurateness and correctness of the translated texts, or their subsequent use, application etc.

9. Final Provisions

9.1 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).

9.2 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.

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.

Valid as of January 1, 2014 for the Services ordered for 2014.

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