



Media Kit 2016

Partnership programs offer



PrintProgress

- ◀ PrintProgress is a bimonthly printed magazine with thirteen-year tradition on the Slovak market and second year distributed on Czech market
- ◀ Published 6 times a year, steadily, according to the editorial plan
- ◀ Currently edited in 2,500 copies
- ◀ It is intended for workers in the printing industry, and fans interested in printing and related industries

Information and communication with the readers of the magazine are supported on website www.printprogress.sk



Price List of Services

Logo placed on editorial pages in each issue of the magazine

- 100,- EUR/ issue

Advertising on the cover of the magazine

- 2300,- EUR/ issue BPC*
- 1900,- EUR/ issue IPC*
- 1400,- EUR/ issue AP*

Thematic PR pages inside the issue

- 200,- EUR/ page of issue

Other PR articles and materials of informative character with max. range of 10 lines on the page

- 50,- EUR/ piece

A4 advertisement in the specialized edition of the magazine - same as in current editions

- 2300,- EUR/ issue BPC*
- 1900,- EUR/ issue IPC*
- 1400,- EUR/ issue AP*

Advertising in the magazine and specialized issue, half of the A4 page (A5)

- 800,- EUR/ issue AP

PR SERVIS - Processing, treatment, respectively production of PR articles on measure

- 100,- EUR/ A4 range

Sending of the magazine and specialized issue on behalf of the client

- 4,- EUR/ one issue/ one address

Insert of materials in the current issue, specialized issue and conference materials

- 0,15 EUR/ piece

**Annotation: Prices are exclusive of VAT.*

BPC - back page of cover, IPC - inside page of cover, AP - advertisement page

Partnership Offer

- For all market actors in the printing industry and printing as suppliers, manufacturers, processors, service and educational organizations and customers
- Space for long-term influence and creating the market, supply and demand on self presentation
- Realization of unique communication projects effectively focused on current and potential partners and customers

- **Guarantee of 14,000 interventions among target audiences each year for an unbeatable price approximately 1 EUR per intervention**
- **Own choice and modifying of the target group**



Partner of Issue

• **From 3.200,- €**

Defining positions

- Belongs to a group of important partners with space for presentation also on exclusive parties

Logo placed on editorial pages in each issue

- Marked as **Partner of Issue**

Advertising on the cover of the magazine

- Based on agreement 1 time A4 advertisement on the cover

Thematic PR pages inside the issue

- Processing of regular columns, resp. topics in magazine

Other PR articles and materials of informative character with max. range of 10 lines on page

- Publishing of press releases in the section Flash news, introduction of managerial personality of Bronze partner with 30% price discount

The preferred offer co-organized the event

- Individual agreement on the content and price according to the character, scale and orientation events

Advertising in the magazine and specialized issue A5 format

- 20% price discount

PR SERVIS - processing, treatment, respectively production of PR articles on measure

- 10% discount for all prepared materials

Sending of the magazine and specialized issue on behalf of the client

- Free access to current and archived editions on the website

Insert of materials in the current, specialized issue and to the conference material

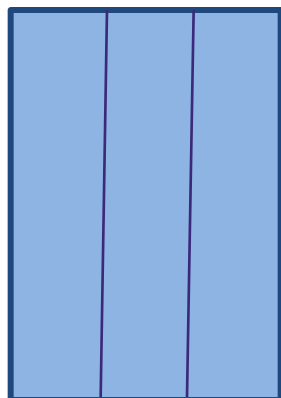
- 10% price discount

1st Variant
3.200,- €

2nd Variant
3.900,- €

3rd Variant
Individual price

Price List of the Advertisement Space



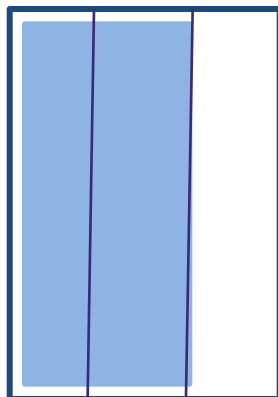
Inside: 188x275 mm
Cover: 210x297 mm

A . Cover and inside page 1/1

*BPC – 2300,- EUR

*IPC – 1900,- EUR

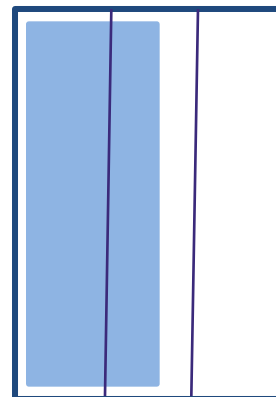
*AP – 1400,- EUR



Inside: 125x275 mm
Cover: 136x297 mm

B . 2/3 portrait

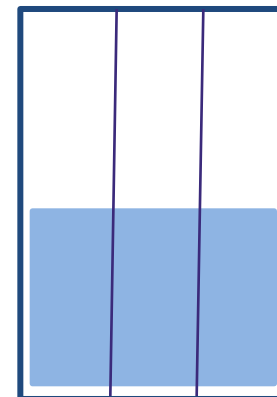
1.000,- EUR



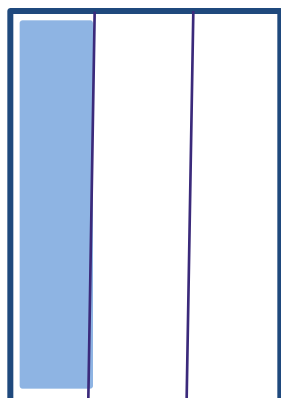
Inside: 94x275 mm
Cover: 105x297 mm

C . 1/2 portrait, landscape

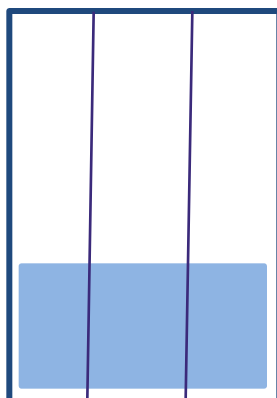
800,- EUR



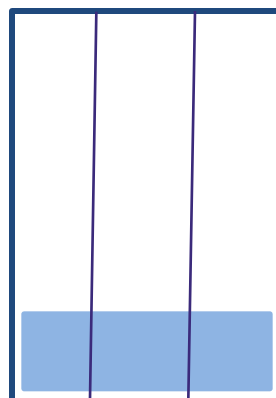
Inside: 188x134 mm
Cover: 210x145 mm



Inside: 63x275 mm
Cover: 74x297 mm



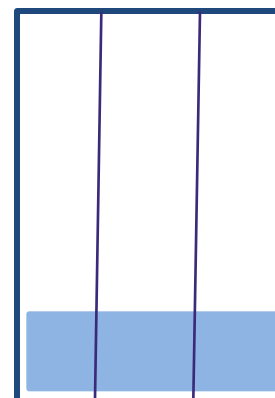
Inside: 188x88 mm
Cover: 210x99 mm



Inside: 188x65 mm

E . 1/4 landscape

450,- EUR



Inside: 188x43 mm

F . 1/6 landscape

350,- EUR

*Other formats
according to
the size on
measure -
2,70 EUR/ cm²*

*Annotation: BPC - back page of cover, IPC - inside page of cover, AP - advertisement page

Advertisement Price List on the Website

Banner (displayed in the sidebar of the website)

Size in px Width x Height	Size in cm Width x Height	
100 x 100	3 x 3	logo
250 x 100	6,5 x 3	banner (horizontal)
100 x 250	3 x 6,5	banner (vertical)
250 x 250	6,5 x 6,5	standard advertisement

Advertisement on selected page (displayed on chosen agreed web page)

Size in px Width x Height	Size in cm Width x Height	
250 x 750	6,5 x 19,5	*big vertical advertisement
750 x 250	19,5 x 6,5	*big horizontal advertisement
750 x 750	19,5 x 19,5	*full page advertisement

**Basic price for
advertising space
on website =
0,002 EUR / 1 px /
month**

***advertisement
on the main page
= 0,004 EUR / 1 px
/month**

Price List of Standardized Sizes of Advertisement on the Website

Size in px	Size in cm	Price for the period in EUR			
		1 month	3 months	6 months	12 months
		Discount 0%	Discount 10%	Discount 20%	Discount 30%
100x100	3x3	20,00	54,00	96,00	168,00
250x100	6,5x3	50,00	135,00	240,00	420,00
100x250	3x6,5	50,00	135,00	240,00	420,00
250x250	6,5x6,5	125,00	337,50	600,00	1.050,00
250x750	6,5x19,5	375,00	1.012,50	1.800,00	3.150,00
750x250	19,5x6,5	375,00	1.012,50	1.800,00	3.150,00
750x750	19,5x19,5	1.125,00	3.037,50	5.400,00	9.450,00

Editorship **VELDAN, spol. s r.o.**

Head Office: Študentská 28, 917 01 Trnava

Office: Štefánikova 23, 917 01 Trnava

veldan@veldan.sk

Tel. and fax: +421 33 5332386



Magazine can be prepaid only in publisher on website www.printprogress.sk