

MEDIA KIT

JOURNAL AND CONTENT

Our monthly technology magazine gives information about the latest domestic and international developments of technology. In our paper one can read pieces written by professionals who play a significant role in their fields and are influential analysts of economic processes in certain industries. The magazine helps its readers with industrial background analysis and concrete corporate documentary month by month in finding their ways in the improvement trends of given branches of engineering technology and among the domestic effects on investment, economy and technology performed by international industrial tendencies.

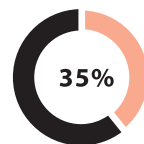
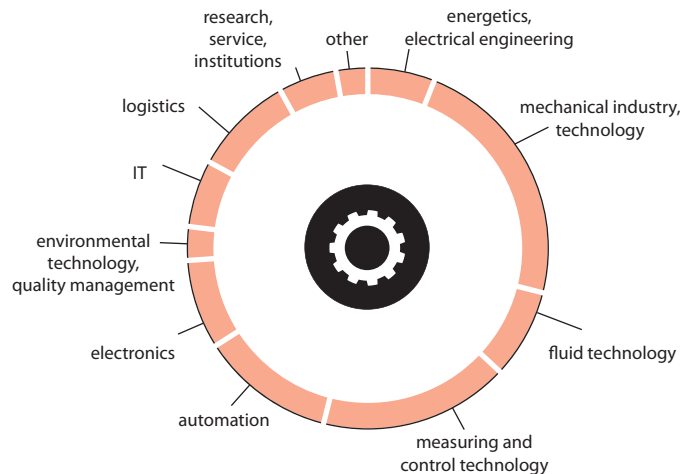
DISTRIBUTION DATA

- **8 000** copies per issue
- **10 000** copies by event
- **21 600** readers per issue
- **Distribution:** subscription+controlled distribution by contact
- **Release:** 6 times per year
- **Price of a copy:** 750 HUF
- **Annual subscription fee:** 6490 HUF

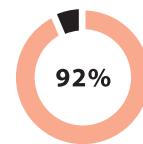
TARGET GROUP

Engineers working for Hungarian manufacturing companies, decision makers and decision-preparing professionals, experts working in research and development, students and lecturers of higher education of technology, and professionals interested in engineering and technology news.

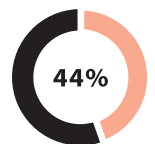
READERS COMPOSITION



corporate decision-maker



AB status readers



small and medium-sized enterprises (SME)

CONTACT

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+36 30 685 9799



PRINT

COLUMNS



ON COVER

The front page story of the magazine is the place for articles that give a summary of major results in technological innovation and development of certain industries and the activities of their corporations.



FUTURIST

Besides the latest information of science and engineering, one can read about up-to-date professional programmes and career news here.



TECHNOLOGY

Concrete improvements and technological results of given corporations can be read here along with pieces of general interest performed by university information centres or writings of spin-off companies about their results in development.



MŰVELT MÉRNÖK

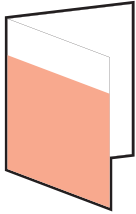
Besides pieces of science-propagatory subjects, this section includes interviews with significant leaders and future engineers, industrial analysis and articles of the most important exhibitions. It offers a detailed analysis in research and development, innovation and improvements in technology.



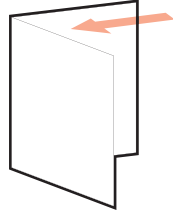


PRINT

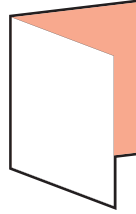
ADVERTISING SURFACES



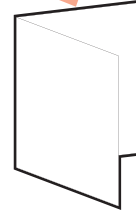
Cover story
C1+1/1 inside page
+3 pages of articles
4700 EUR



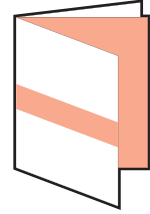
Cover II.
trim: 210 × 297 mm
bleed: 5-5 mm
2700 EUR



Cover III.
trim: 210 × 297 mm
bleed: 5-5 mm
2600 EUR



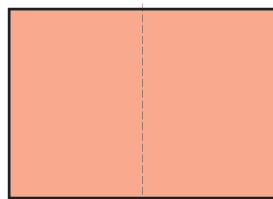
Cover IV.
trim: 210 × 297 mm
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2850 EUR



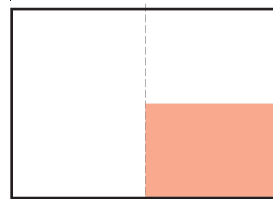
Strip on the cover with 1/1 advertising
trim: 50 × 650 mm
bleed: 5-5 mm
4400 EUR
+ printing cost of the strip



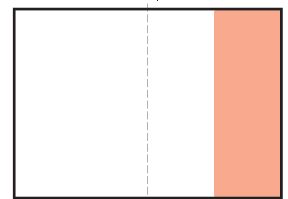
1/1
trim: 210 × 297 mm
bleed: 5-5 mm
2400 EUR



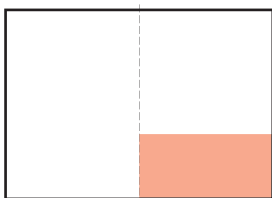
2/1
trim: 420 × 297 mm
bleed: 5-5 mm
3900 EUR



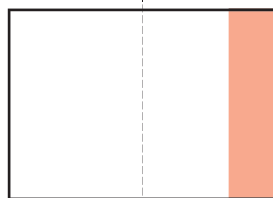
1/2 horizontal
mirror: 175 × 122 mm
trim: 210 × 140 mm
bleed: 5-5 mm
1350 EUR



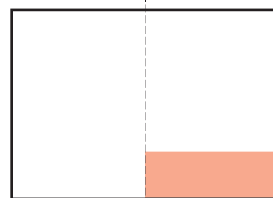
1/2 vertical
mirror: 84 × 244 mm
trim: 102 × 297 mm
bleed: 5-5 mm
1350 EUR



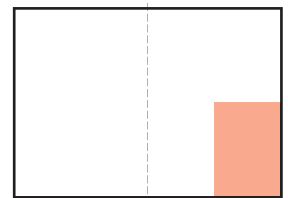
1/3 horizontal
mirror: 175 × 80 mm
trim: 210 × 99 mm
bleed: 5-5 mm
1100 EUR



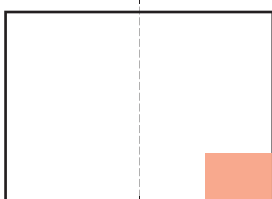
1/3 vertical
mirror: 54 × 258 mm
trim: 70 × 297 mm
bleed: 5-5 mm
1100 EUR



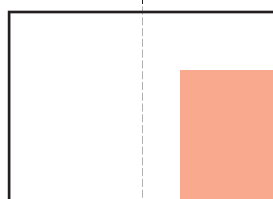
1/4 horizontal
mirror: 175 × 60 mm
trim: 210 × 73 mm
bleed: 5-5 mm
830 EUR



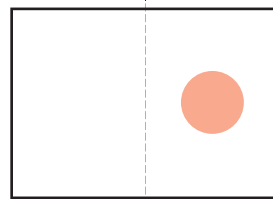
1/4 vertical
mirror: 84 × 120 mm
830 EUR



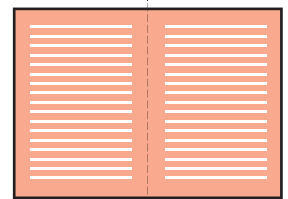
1/8 horizontal
trim: 84 × 60 mm
420 EUR



Junior
mirror: 115 × 166 mm
trim: 130 × 190 mm
bleed: 5-5 mm
2050 EUR



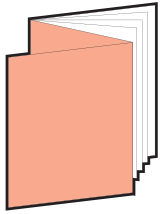
Island ad
1950 EUR



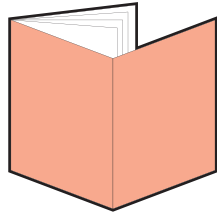
Professional trade article
2 pages
1950 EUR

PRINT

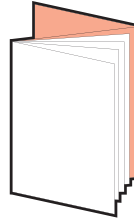
ADVERTISING SURFACES



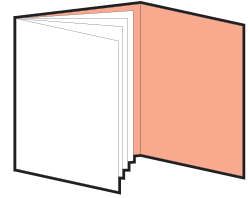
Double cover I.
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bleed: 5-5 mm
6700 EUR



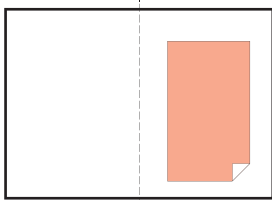
Double cover II.
trim: 2 × 210 × 297 mm
bleed: 5-5 mm
5300 EUR



Double cover III.
trim: 2 × 210 × 297 mm
bleed: 5-5 mm
5100 EUR



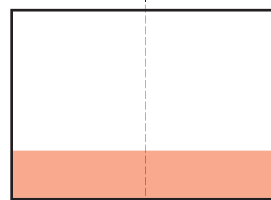
Double cover IV.
trim: 2 × 210 × 297 mm
bleed: 5-5 mm
5500 EUR



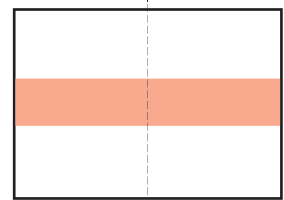
Unique ad with point sticking
0,11 EUR/piece + ad surface
+ printing cost of the insertion



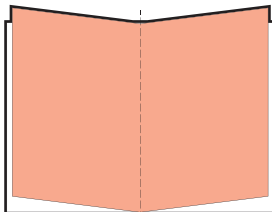
2x 1/3 vertical opposite
trim: 2 × 70 × 297 mm
bleed: 5-5 mm
2200 EUR



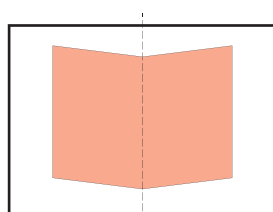
2x 1/4 stripe under
trim: 2 × 210 × 73 mm
bleed: 5-5 mm
1550 EUR



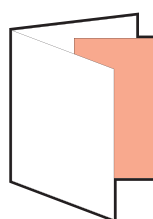
2x 1/4 stripe in the middle
trim: 2 × 210 × 73 mm
bleed: 5-5 mm
1900 EUR



Bound insert 2/1 size
4200 EUR
+ printing cost of the insertion



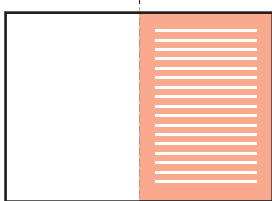
Bound insert smaller than page 2/3
2500 EUR
+ printing cost of the insertion



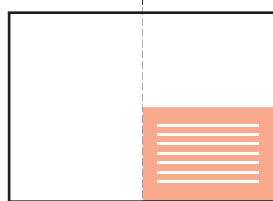
Loose insert
<25 g: **0,25 EUR**
25–50 g: **0,3 EUR**
50–100 g: **0,4 EUR**
100 g<: **according to agreement**

TECHNICAL PARAMETERS

4 colour
sheet oset
trim size: 210 × 297 mm
mirror size: 172 × 261 mm
content: 68–96 pages
grid density: 60
stitched
submit:
composite pdf, 300 dpi



Required publication of an EU tender 1/1
3500 character (with space)
+ 1 illustration
+ mandatory pictures (min. 300 dpi)
1000 EUR



Required publication of an EU tender 1/2
1500 character (with space)
+ mandatory pictures (min. 300 dpi)
650 EUR



Brand History:

1/1 ad + 1 page personal interview
+ 1 page brand introduction
3600 EUR

We have started an individual column within GyártásTrend Magazine that presents the brand history of industrial companies. This story is dedicated to industrial participants. Each edition contains one brand only. The composition can be found on the website and is sent out in the form of newsletters.



EXTRA CHARGES:

The publisher reserves the right to count extra charge above the listed price for placement or tender requirements.



THEMATIC SPECIAL EDITIONS

FOODTECHLINE

In our professional publication of manufacturing technology, we present how different technological solutions can help food production going through its individual processes. From the production, procurement and processing of the raw material, through the manufacturing procedure to quality control, final product packaging and logistics, we offer solutions and technologies available for each subprocess on every field of food and drink production.

ROBOTECH

GyártásTrend Magazin aims to publish a robotics supplement which specifies the players offering robotic solutions that are available in Hungary. In the publication we present products from robotic manufacturers, or the companies offering software or other accessory solutions as well as the integrators' services using the same criteria.

INDUSTRIAL WASTE MANAGEMENT

Most companies already have a strategy or best practice for waste management, but the evolution of sustainability targets may present new challenges for companies. Industrial manufacturing companies are in the spotlight in this area, as they are at the peak of waste production and it is not unimportant how they deal with pollutants or other industrial residues. In our new supplement, we focus on waste management rules and good practices, and we welcome all best practices that help protect our environment and promote sustainability.

DISTRIBUTION DATA

● **8 000** copies

● It is published once a year as an supplement to the GyártásTrend

TARGET AUDIENCE

All market participants and experts who take part in the production of food and drink on the technological side.

- **Manufacturing and processing industry**
- **Raw material producers**
- **Retailers and wholesalers**
- **Technical decision-makers**
- **System engineers, robot programmers**

ADVERTISING SPACES

In our supplements we provide a unique 50% discount from the publication prices of Gyártástrend magazine.

THEMATIC SPECIAL EDITIONS

MANUFACTURING

The rise of electromobility and the spread of new technologies have created a number of challenges for machine builders, just as changing consumer demands and smaller but more customised production require new approaches to machining. In our new thematic supplement, we would like to take a look around the latest developments in the machinery industry, showing their evolutionary development and where they are now in the different machining fields.

INTRALOGISTICS

The efficient operation of manufacturing plants and warehouses for all product types is facilitated by a wide range of intralogistics solutions. Whether AGVs or AMRs, the market for intralogistics mobile robots is growing dynamically. In our supplement, we present innovative solutions from the market players, as well as industry trends that are shaping the direction of the market.

ENERGY EFFICIENCY

The key issue for manufacturing companies today is how to become more energy efficient, including the introduction of digitalisation, automation and control solutions to optimise production, as well as the increasing use of renewable energy sources and sustainable energy solutions to enable more energy efficient production. In our new supplement, we give space to best practices from manufacturing companies that can serve as examples for other industry players.

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● It is published once a year as an supplement to the GyártásTrend

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- **System engineers, robot programmers**

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ONLINE

GYÁRTÁSTREND WEBSITE

On our market-leading website of the industrial segment we process domestic and international industrial technology news and technology solutions, with unique content relevant to the domestic market correlating the readers' demand with that of our partners. We send newsletters to more than 12000 registered readers twice a week.



30 000

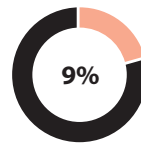
unique users per month

52 000

page downloads per month

GYÁRTÁSTREND NEWSLETTER

Our newsletters not only post industrial and manufacturing technology news, but also provide special offers, and information from the side of supply (machines, tools, softwares, training, automation and measuring tools etc.), we furthermore drive attention to professional events within the industrial world.



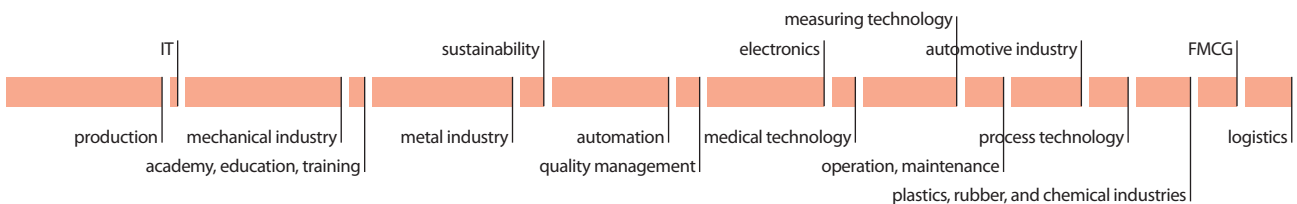
open rate

to **19 000** email address

2x weekly

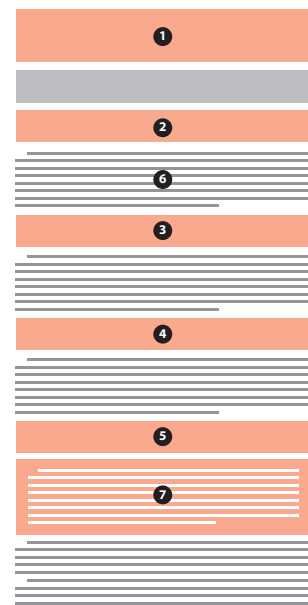
1x Művelt mérnök

Our unique newsletters (eg. **Művelt Mérnök**, technology) offer special content and outstanding number of readers.



NEWSLETTER SURFACES

+	Special newsletter*	1470 EUR / issue
+	to reduced list:	0,24 EUR / issue
	to 0–2500 addresses:	0,21 EUR / issue
	to 2501–5000 addresses:	0,19 EUR / issue
	to 5001–7500 addresses:	0,16 EUR / issue
	to 7500 < addresses:	
1	Maxi banner	670 EUR / week
	728 × 180 px	
2	728 × 90 px (1. position)	395 EUR / week
3	728 × 90 px (2. position)	325 EUR / week
4	728 × 90 px (3. position)	295 EUR / week
5	728 × 90 px (4. position)	250 EUR / week
+	Művelt Mérnök newsletter	360 EUR / issue
	728 × 90 px	
6	Article	350 EUR / issue
7	Text box	215 EUR / issue
	(500 characters)	



Further opportunities according to agreement.

*The content is needed to approved by the editorial staff.



ONLINE

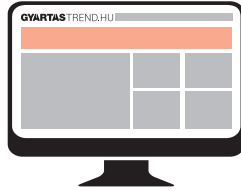
ONLINE ADVERTISING SURFACES



Interstitial

desktop: 970 × 550 px
 mobil: 300 × 250 px
 (1 cookie per day)

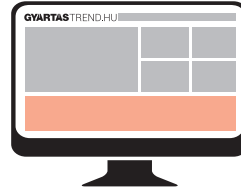
1180 EUR / week
720 EUR / day



Below the header

desktop: 970 × 110 px
 mobil: 300 × 250 px
 (only at main page)

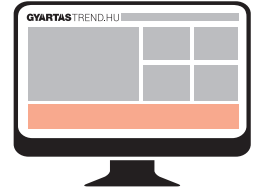
690 EUR / month
325 EUR / week



Below the first news block I.

desktop: 970 × 250 px
 + 970 × 110 px
 mobil: 300 × 250 px

2310 EUR / month
850 EUR / week



Below the first news block II.

desktop: 970 × 110 px
 mobil: 300 × 250 px

1480 EUR / month
680 EUR / week



Between the highlighted articles

(only at main page)
 desktop: 300 × 300 px
 mobil: 300 × 250 px

590 EUR / month
280 EUR / week



Below the articles I.

desktop: 970 × 250 px
 + 640 × 360 px
 mobil: 300 × 250 px

1470 EUR / month
670 EUR / week



Below the articles II.

desktop: 970 × 110 px
 + 640 × 360 px
 mobil: 300 × 250 px

1300 EUR / month
630 EUR / week



Billboard I.

desktop: 300 × 250 px
 mobil: 300 × 250 px

1470 EUR / month
680 EUR / week



Billboard II.

desktop: 300 × 250 px
 mobil: 300 × 250 px

1370 EUR / month
630 EUR / week



Billboard III.

desktop: 300 × 250 px
 mobil: 300 × 250 px

1180 EUR / month
525 EUR / week



In regards of the online advertisement, 100% of the agreed price will be invoiced if cancellation happens within 24 hours of the beginning of the campaign.

ONLINE

ONLINE ADVERTISING SURFACES



Content package

5 professional articles, which we also send in newsletter

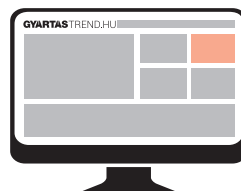
1280 EUR / package



Expert package*

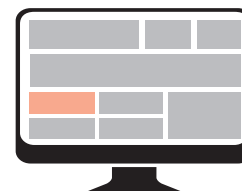
1 week: 3 articles at the webpage, e-newsletter and social media maxi banner in e-newsletter

1070 EUR/week



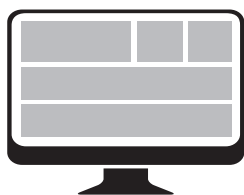
PR box, top

**780 EUR / week
620 EUR / 3 days**



PR box

**650 EUR / week
525 EUR / 3 days**



PR box, without fixing

430 EUR/article



Event box

webpage, between the events, e-newsletter send out

950 EUR / week



Section page sponsorship*

half-year:
4100 EUR/half-year
quarter-year:
2630 EUR/quarter-year



Podcast Köszörű - Az ipar hangja

In Köszörű, the podcast of GyártásTrend tech magazine, we deal with current industrial trends and issues. We invite experts to the discussions - our sponsors and jointly selected professionals speak on the show. Our goal is to deliver interesting, thought-provoking conversations to the audience, and to present state-of-the-art solutions to a particular problem, using a podcast, in an easy-to-use yet effective format. Episodes appear on our own website as well as on known podcast channels.



EXTRA CHARGES:

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* Please, ask more information from our colleagues!



EVENT



FACTORY OF THE YEAR PROJECT AWARD

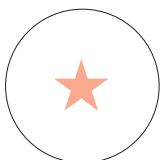
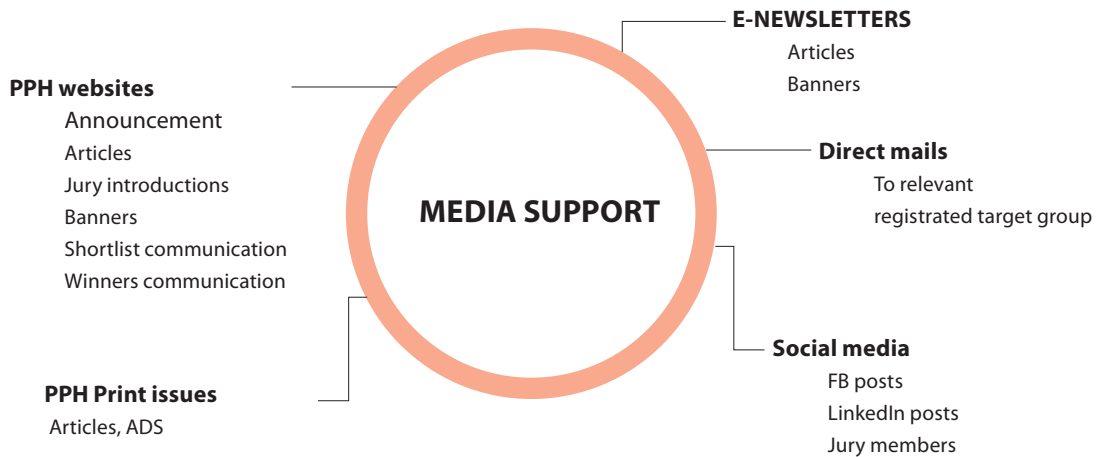
Gyártástrend awards the most innovative manufacturing and production projects in its new competition award. The awarded projects reflect the changed environmental and economic situations and are at the forefront of good practices. They provide an effective response to the current challenges of our time, including the energy crisis, the shortage of raw materials, and the current difficulties in recruiting and retaining the workforce. For all this, digitization, which is gaining more and more ground with the development of technology, Industry 4.0 tools, artificial intelligence, digital twins or 5G and cloud technology, which can make all levels of production more efficient and sustainable, are effectively used.

CATEGORIES

GyártásTrend magazine welcomes entries from industrial companies operating in Hungary in 7 categories. A company can submit an entry in several categories

- **Manufacturing/ production projects of the year**
- **The most innovative projects of the year in manufacturing**
- **Industry Supply Chain Projects of the Year**
- **Dream Team award of the year**
- **HR projects of the year in industry**
- **Sustainability projects of the year in manufacturing**
- **Digitization projects of the year in manufacturing**

MEDIA COMMUNICATION



The sponsorship of the competition provides a unique and exclusive opportunity to appear in Hungary so that our partners can be widely reached by decision-makers in the technology sector.

PLEASE CONTACT US FOR SPONSORSHIP OPPORTUNITIES!

