

Editorial plan of Automa magazine

2019

Trade magazine for automation engineers in industry, for students and teachers. It is published monthly, except two fair double issues, from 1994.

Nr.	Deadline	Publishing date	General topic	Technology and products	Industry 4.0
1	21. 12. 2018	25. 1. 2019	automation in food & beverage and pharmaceutical industry	flow measurement and control, pumps; <i>PS: electromagnetic and inductive flowmeters</i>	Industry 4.0 initiative (I4.0) theoretical basis, RAMI 4.0 model
2-3	8. 2. 2019	11. 3. 2019	Amper Fair	Automation Forum	
4	20. 3. 2019	17. 4. 2019	filling and packaging machines, intralogistics and warehouse management	industrial computers, PLCs	
5	18. 4. 2019	20. 5. 2019	communication and software for sensors and actuators	pressure sensors; <i>PS: pressure sensors for hygienic and sanitary applications</i>	digitalization, modelling, simulation, virtualization
6	20. 5. 2019	21. 6. 2019	computer aided research and development, design, engineering, and manufacturing; software for maintenance management	PLM systems	
7	21. 6. 2019	22. 7. 2019	transport control; building automation	sensors and measurement technology for buildings and transportation; <i>PS: smart metering</i>	AAS (Asset Administration Shell), digital envelope, digital twins
8-9	16. 8. 2019	23. 9. 2019	MSV Fair in Brno	Automa Forum	
10	20. 9. 2019	21. 10. 2019	automation in chemical and petrochemical industry	level measurement; <i>PS: capacitive level sensors</i>	communication for I4.0 (OPC UA, MQTT, TSN)
11	18. 10. 2019	18. 11. 2019	using of robots, conveyors and manipulators in production lines	industrial and service robots	
12	18. 11. 2019	18. 12. 2019	automation in power plants, energy management	safety on machines and machine lines, safety PLC and safety modules	

Printed issue

2.500 copies,
fair issues higher

Price

one issue 52 CZK,
double issue 104 CZK
subscription 624 CZK/year
subscription for students 504 CZK/year

Fair presentation forums

Automation Forum – Amper 2019
Automa Forum – MSV 2019
For presentation of automation
technology and industrial IT.



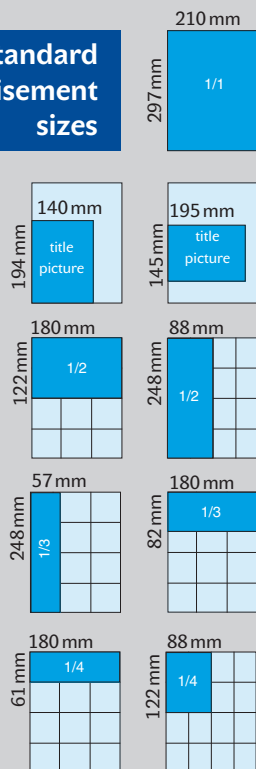
Website www.automa.cz has 280 visits per working day. On our home page, you can find product news, trends, information about company events, conferences and trade fairs.

You can access to all articles published from the year 2002, that you can search by fulltext searching. All issues from the year 2008 can be overlooked and separate articles can be downloaded in PDF.

Automa group on LinkedIn (253 members), Automa Facebook (137 followers) and @Casopis_Automa (259 followers) are updated regularly and are more and more followed by professionals on automation and industrial IT.

Automa – časopis pro automatizační techniku, s. r. o., Teplická 88, 405 05 Děčín IX,
redakce@automa.cz, www.automa.cz

Standard advertisement sizes



Printed

Cover pages		Inside	
1. pg. ¹⁾	42 500 CZK	1/1	38 500 CZK
2. pg.	41 800 CZK	1/2	21 500 CZK
3. pg.	41 800 CZK	1/3	14 700 CZK
4. pg.	42 500 CZK	1/4	13 600 CZK

Inserts

205 x 292 mm (max. 25 g)	17 000 CZK
148 x 210 mm (max. 12 g)	12 000 CZK

Discounts

two repetitions	10 %
three or four repetitions	15 %
five and ore repetitions	20 %

Commercial articles

Text advertisement

price depends on size of printed article 2); 50 % of printed advertisement. All articles are processed under editorial rules and layout of our magazine (see our web pages). All articles are processed by our editorial staff. Repeated articles or PR articles without professional benefits will be rejected (they can be published as a common advertisement and for its price).

New products

(max. 1 400 characters, one photo); name of company, phone Nr. e-mail and web address in the closing two lines price 4 000 CZK

Company invitation in the article „What will we see at...“

published in printed magazine as well as on web pages before the fair max. 1 200 characters, one picture of exhibited highlight, logo price 4 500 CZK

Record in a table „Market survey“

one record price 1 750 CZK
Every third record is for free. Topics and closing dates are published in a magazine.

Guidelines for authors

Text in .docx, .doc, .rtf, txt;
picture in vector formats -ai, .eps, .pdf, or bitmaps .jpg, .tif
send please to redakce@automa.cz.

Surcharges

special sizes	15 %
requested place (the first half of magazine; on the right side...)	10 %
publishing in printed version and online	15 %
banner without alternation	100 %

¹⁾ on the first cover page just photo and logo; text max. 600 characters is on the first inner page

²⁾ one printed page is about 6 500 characters incl. spaces, without pictures

Advertisement on www.automa.cz

*) banners are displayed on mobile devices too

A1 header banner ^{*)} 468 x 60 px.....	9 500 CZK per month
A2 header banner 468 x 60 px.....	7 300 CZK per month
B1 banner in news section 300 x 200 px.....	6 800 CZK per month
C1 banner in news section 300 x 100 px.....	3 400 CZK per month
C2 banner in news section 300 x 100 px.....	3 000 CZK per month
D1 postranní proužek 200 x 600 px.....	7 600 CZK per month
D2 side strip 200 x 600 px.....	6 800 CZK per month
E tlačítko 200 x 100 px.....	2 500 CZK per month
F button 200 x 100 px.....	2 500 CZK per month
G super banner ^{*)} 1 500 x 327 px.....	12 500 CZK per month
Z news from the branch.....	3 500 CZK on web only 5 600 on web and in printed publication as well

online package 1
(banner + article in Z zone)
banner A2, B1, C1, C2, D1 or D2 7 500 CZK

online package 2
(article in Z zone + professional networks)
LinkedIn, Facebook and Twitter..... 6 200 CZK