

The logo consists of the letters 'MM' in a bold, red, sans-serif font, centered within a white square with a thin black border.

PRŮMYSLOVÉ SPEKTRUM

TECHNICAL ENGINEERING MAGAZINE

MEDIADATA 2023

**FOCUSED ON MANUFACTURING
TECHNOLOGY, ENGINEERING AND PEOPLE**

The world we are living in is changing root and branch. However this is not due to the digital revolution which is only a part of the developing ecosystem. Under the pressure of events at home and on a global level, digitalization is starting to be an important tool not only in the transformation of industrial plants. Companies are now more concentrated on the improvement of their operating alertness and ability to react to demands. They use technologies which allow greater autonomy and remote control. We are part of the exponential changes, the consequences of which we talked about earlier. The subcontractor, material and energy crisis fundamentally change the patterns experienced.

MM Industrial Spectrum during the present 25 years of its history reflected on its pages the development of innovations in key fields of the Czech Republic and Slovakia. Particular editions were monothematically focused on technologies with widespread application. The synergy of new technologies, materials, approaches and processes driven by constant innovations brought about the gradual cessation of traditional technologies and introduction of new working processes and tools. This fact is reflected in particular editions of MM Industrial Spectrum and we are more concentrated on production engineering and technology which are the bearers of innovative progress and reflect the milestones of development in the recent era.

Also in 2023 we will continue with the established concept which emphasizes the quality of editorial contents. This is why we will continue to focus on discussions with eminent personalities of Czech industry and on reports from industrial enterprises. Again we will focus on production technology, i.e. on fields of industry which have a strong position in the Czech Republic, potential for further growth, and reflect changes in economy and business. We deeply believe that this is the right way and that our journal will continue to bring high-quality technical information and thus contribute to the knowledge about fields of industry and to their popularization among the public.

We are proud partners of our home industry and it is a great honour to share such information with the broad spectrum of readers in the Czech Republic and Slovakia.

Team of MM Industrial Spectrum



mmspektrum



mm_prumyslove_spektrum



mm-prumyslove-spektrum



MMPrumyslovespektrum

READERS OF MM INDUSTRIAL SPECTRUM

- a typical reader is a manager, graduate from a technical university, with decision making competence;
- they work in companies with 100 employees the production of which is exported more than 50 %;
- the average number of readers of one edition is approx. 2.5, i.e. on average 22 thousand readers;
- the journal has a great proportion of loyal readers, 46% of them read MM Industrial Spectrum regularly;
- they are mainly directors of firms (general, sales, technical) or managers directly subordinated to the director (57 %);
- they make decisions themselves or participate extensively in decision making (69 %);
- the aggregate invested capital of 20 % of the firms is higher than CZK 20 mil;
- one third of the firms are those with a turnover higher than CZK 200 mil;
- a majority of the firms are those with private capital (89%);
- more than a half of the firms are companies limited (Co. Ltd. 62 %).

(Source: Research decision-makers in mechanical engineering, readers in the mechanical engineering sectors survey, carried out by GfK Prague – Media)

WHAT AREAS DO MM PRŮMYSLOVÉ SPEKTRUM READERS WORK IN?

- 41 % Machining technology and construction
- 15 % Automation and electrical engineering
- 10 % Automotive, construction
- 9 % Logistics and transportation
- 8 % Processing of plastics and rubber, chemical industry
- 7 % Science and research, technical education
- 5 % Energetics
- 3 % Precision engineering, measuring
- 2 % Other

STANDING OF MM INDUSTRIAL SPECTRUM AMONG COMPETITORS

- readers mainly appreciate the professional level of the contributions, their thematic scope, graphical quality and clarity;
- MM Industrial Spectrum is the most read journal on technological issues by technical directors;
- MM Industrial Spectrum is the most read journal on technological issues among managers of firms with highest turnovers (more than CZK 200 mil.), 44% of them read it at least occasionally.

DISTRIBUTION OF MM INDUSTRIAL SPECTRUM

- by field-defined direct-mailing;
- at fairs, conferences, technical seminars;
- on distribution racks at universities, in production and sales firms, professional associations and unions, research institutions and the state administration;
- via professional associations and their participation in foreign fairs;
- via foreign MM editorial boards and their participation in foreign fairs.

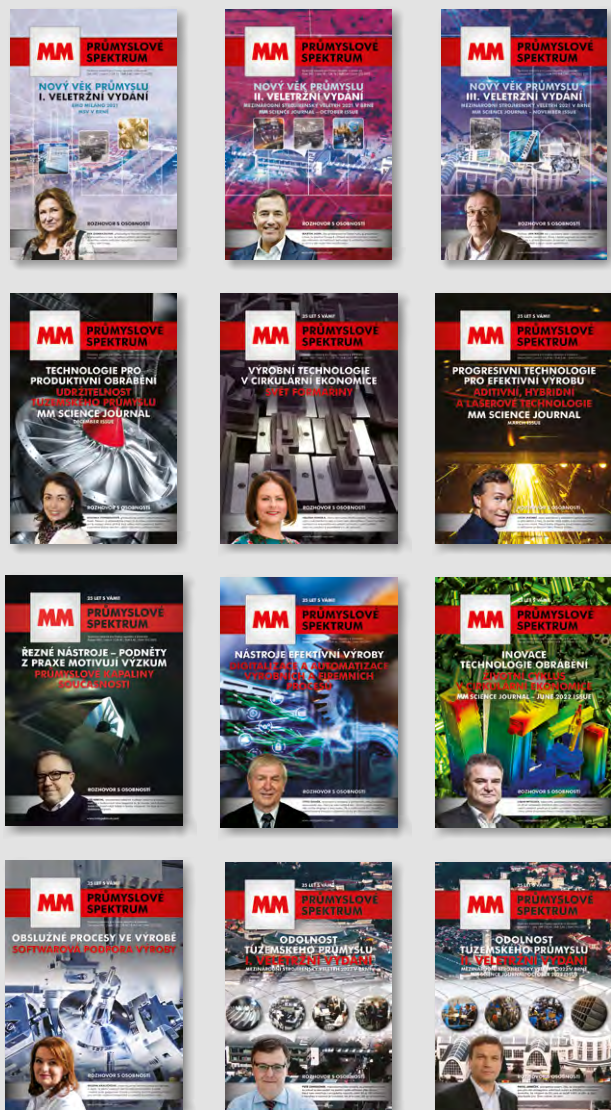
HOW MM PUBLISHING MANAGES PRIVATE DATA PROCESSING

MM publishing Co.Ltd. compiles private data which you mention in the on-line registration for sending titles published by MM Industrial Spectrum, MM Science Journal and MM Custom Edition and other projects. We also save data from business contacts and correspondence.

These contact data are treated in agreement with the new EU regulation GDPR (General Data Protection Regulation). It is in our joint interest to protect data which MM Publishing Co.Ltd. processes and protects at present in compliance with existing legislation and henceforth also in compliance with the new GDPR regulation.

All details, namely about the purpose and methods of processing, and about your rights in relation with the processing of your private data, can be found on www.mmspektrum.com in the section "Principles of Private Data Processing".

In case of enquiries contact us using data in the masthead on the last page.



WHY SHOULD YOU CHOOSE MM INDUSTRIAL SPECTRUM TO PRESENT YOURSELVES?

Credibility & Reader popularity

The most widely-read domestic magazine about mechanical engineering (based on the „Decision-makers in Mechanical Engineering, Readers in the Mechanical Engineering Sector“ survey – GfK Prague – Media). The magazine has high number of loyal readers – majority of them are company managers or senior executives reporting directly to company managers. Among technical managers MM Industrial Spectrum is the most widely-read technical magazine.

Specialization

Individual, thematically focused editions are sent by mail to the users of specific products according to the distribution list based on our own database created during 25-year history of the magazine.

Professionality

Practitioners and academics of highest esteem publish in MM. Their articles are edited by editors with education and practical experience in mechanical engineering. To a large extent the readers appreciate the special monothematic publications, which are issued under the name MM Special. Since 2014 onwards are also newly released thematically focused, technically-commercial supplements, which are conceived as a crosscut of a comprehensive overview of the current level of the fields and submit the offer to leading companies in the relevant commodity. MM Science Journal is a highly valued scientific title published at least 5x a year as the supplement of the journal MM Industrial Spectrum. It is a peer-reviewed journal focused on the field of applied theory and method of designing parts of mechanisms of machines, design of production machines (namely for mechanical engineering technology), automation, robotics and innovation and risk management.

Topicality

The Internet portal of all mechanical engineers – www.mmspektrum.com provides daily updated news from the professional engineering; the current column entitled „In the Editor’s Eyes“, full versions of articles from printed materials, direct contacts to authors, articles archived since 2001. There is 1 000 unique visitors a day registered. Web site www.mmscience.eu is intended for scientific-research area.

Worldwide appeal

Advertise through our advertising department in foreign editions of MM. We offer complete service. The journal is published in Germany, Austria, Switzerland, Hungary, Poland, Slovakia, China, Thailand and South Korea. Information in detail on individual versions can be found on the MM website <https://www.mmspektrum.com/o-nas>.

(„MaschinenMarkt“) is a label of quality with a more than 130-year tradition. It is published in a number of other European and Asian countries and became a leader on the European market and completely covers the Asian industrial territories. The Czech “MM Průmyslové spektrum“ cooperates with partner journals and thus makes it possible to promote Czech firms on a global level. The publisher MM Publishing Co.Ltd. has its own licence for the label MM for the Czech Republic and Slovakia. However this does not mean that we are a mere translation of the German edition. We are focused on firms operation on the above two markets. On average approximately 5 – 10% of the edition is distributed among Slovak mechanical engineering firms. Via the Czech editorial board you can advertise in all MM partner journals, combine the volume of advertising and consequently obtain higher discounts. For individual propositions please contact the advertising department.

We also cooperate with the editorial boards of mechanical engineering journals in countries where MM is not published, and even here we are able to arrange a first-rate presentation. This concerns namely Brazil, Indonesia or Russia.

MM PUBLISHING

The company publishes professional technical titles, monothematic publications and other printed material, was established in 1997. During its tenure the company has gained a solid position among the professional publishers and the MM Průmyslové spektrum monthly magazine became the most widely read engineering magazine in this country. Especially because of the content quality, there is a great regard for the professional publications which are published in cooperation with the experts from the specific engineering fields, as well as the special materials and guides used by the government and industry associations.

Members of the editorial board participate in numerous assessment panels of research programs, consultancy boards and assessment committees in such institutions as the Technology Agency of the Czech Republic, Ministry of Industry and Trade of the Czech Republic, Engineering Academy of the Czech Republic, Czech Rectors’ Conference, Association of Faculties of Mechanical Engineering SESIA, Industrial Board of the Faculty of Mechanical Engineering (VŠB-TU Ostrava) and Faculty of Mechanical Engineering (University of West Bohemia), Brno Fairs, etc.. The publishing house also participates in the preparation of technical conferences (e.g. Mechanical Engineering Forum) and seminars.



SPECIAL PUBLICATIONS

Readers highly appreciate special monothematic publications which are issued under the symbol MM Special. Up till now we have published the following special technical publications: “High-speed Machining“, “Modern Cutting Tools and Tool Materials“, “Materials for Cutting Tools“, “Management of Risks in the Design of Production Machinery“ and also an illustrated booklet dealing with rules how to manage subordinates. In 2006 till 2015 the MM Publishing House published a series of books dealing with the design of CNC machine tools. The third edition from 2014 was a year later also translated into English. In 2018 this was completed by the already fourth version of the monograph “Design of CNC Machine Tools IV.0“.

SCIENCE JOURNAL INDEXED IN CITATION DATABASES

MM (Modern Machinery) Science Journal is indexed in a prestigious citation database Scopus, in citation database Ebsco and in citation database Web of Science. The title is published since 2008 in English and publishing is evaluated by RIV points.



The journals focus

Applied research, theory and methodology of designing (Design Science), design of parts and mechanisms of machines, design of production machinery (namely mechanical engineering technology), automation, robot technology and management of innovations and risks.

Editorial Board

The editorial board comprises top home and foreign scientific experts. Every contribution is twice blind reviewed which assures publication of high-quality contributions.

Form of Publication

The abridged forms of contributions are published as a printed supplement of the MM Industrial Spectrum journal, full versions are accessible on-line on the website: www.mmscience.eu.

Periodicity of the Journal

Annually at least 5x (see the thematic plan on page 7)

Goals

Our main goal is to become a prestigious European scientific title with a growing citation impact. Since 2015 a prize of the Engineering Academy of the Czech Republic is awarded to the best scientific article published in the MM Science Journal and is presented to the winners at a festive evening in the Prague Bethlehem Chapel.

www.mmscience.eu

A website presenting the results of scientific work not only from the Czech and Slovak academic institutions and their application into the manufacturing sector, but because the Editorial Board is composed of foreign nationals, the readers have the opportunity to see the presentations from the entire world. The focus of the scientifically reviewed articles is placed on the construction of manufacturing facilities in combination with engineering technologies.



LISTEN TO INTERVIEWS WITH WELL-KNOWN PERSONS

Can't you find a while to read an interesting interview or talk? Do you have enough time and space for your housework and hobbies? Or do you only want to make a good time while driving your car? Modern industry, innovations and education. MM Podcast is a further project of the editorial staff of the engineering monthly MM Industrial Spectrum which invites guests and discusses with them not only the above topics and their mutual synergy but also further topics which create the necessary pattern.

- Interviews with well-known managers, entrepreneurs, educators or researchers on up-to-date items from industry, education or enterprise management;
- commented reports from interesting production plants;
- panel discussions of representatives of the home industry.



CREATE A JOURNAL WITH YOUR OWN CONTENT!

1. Registration/login

Register at www.mmspektrum.com, continue Časopis/Vydání na míru.

2. Choice of article topics (nomenclature)

Select one or more topics resp. sub-topics.

3. Choice of publication period

Choose articles from the archive MM Industrial Spektrum since 2001.

4. Frequency of sending

Choose how often you want to receive selected topics by email.

5. Other options

The system also offers the possibility to send issue in the given time period from defined nomenclature.

You can also here register for sending an editorial newsletter and every week receive articles from the current print edition of MM Průmyslové spektrum.



10 000 ARTICLES
IN DIGITALFORM



INTERNET PORTAL FOR ALL MECHANICAL ENGINEERS

Except higher mentioned activities, the publishing provides also engineering industry portal.

www.mmspektrum.com – is a general engineering portal which provides professional engineering reports, the news from the world of mechanical engineering; it contains an electronic version of the MM Industrial Spectrum magazine, archive of articles, the list of article names and the search with the use of keywords, etc.

Presentation at the industry portals **www.mmspektrum.com** is possible through banner advertising, corporate events invitations and commercial online articles.

COMMERCIAL ONLINE ARTICLES

These articles are published only on **www.mmspektrum.com**. They are marked as “commercial”.

The length of commercial on-line articles published on the web is not limited, we rather recommend to limit their length to 8 000 characters including spaces. Mostly nobody reads texts longer than that. The text must be written in the Word editor. We recommend to accompany the text with a few pictures, maybe also with the logo of the company and to split the text into more paragraphs and separate them with short headings. We accept pictures in separate files. The articles can also give references to videos on YouTube or highlighted words with active references to their own website. Price of the commercial online article is CZK 7 200 (price subject to change).

INVITATIONS TO COMPANY EVENTS

The web diary (<https://www.mmspektrum.com/kalendar-akci>) invites readers in a clearly arranged way to future conferences, fairs, seminars or open-door days. The length of the invitations is limited to 4 000 characters including spaces. They can give the date and place where the event will take place, a leaflet which can be downloaded, illustrating pictures, a video, reference to the conference website and/or to an application form. The price of an invitation on the web diary without a time limit is CZK 2 400.

LOCATION OF A BANNER IN THE PERIODICAL NEWSLETTER

With a weekly frequency a Newsletter drawing attention to the most interesting articles in the just edited magazine is sent by e-mail to selected recipients. A banner in the jpg format, with dimensions 564 x 72 px, can be inserted into the Newsletter. This banner refers to pages which are assessed by the client. We recommend to select an appropriate colour scheme of the banner, namely of its background, to make the banner stand out of the white surface of the Newsletter. Edition of a banner in the Newsletter – CZK 10 000.



BANNER ADVERTISING

Price of banners depends on the format and time of publishing. Technical specification for banners: permitted graphic formats – jpg, gif, png, svg, webp, html5, maximum size of banner 50 kb. Maximum 3 banners rotate on a single page.

	Type of banners	Size for desktop (px)	Size for tablets and mobile phones (px)	Price for www.mmspektrum.com (1 month period in EUR)
All pages	2000 × 1400 – Branding – Gate all around (A)	2000 × 1400	2000 × 1400	1 900
All pages	970 × 250 – Billboard – top position (B)	970 × 250	320 × 100	720
All pages	300 × 250 – Inline rectangle – right position (C, D)	300 × 250	300 × 250	480
All pages	300 × 600 – Half-page ad – right position (E)	300 × 600	320 × 100 / 970 × 210	720
All pages	970 × 250 – Billboard – bottom position down (F)	970 × 250	300 × 600	630
All pages except homepage	300 × 250 – Inline rectangle article (G, H) or on the bottom panel (I, J, K)	300 × 250	300 × 250	400
All pages except homepage	970 × 250 – Billboard article (L)	970 × 250	300 × 600	480
Only home page	320 × 100 – Large mobile HP top	320 × 100	320 × 100	400

PRICE LIST

		price (CZK)	Net dimension (mm)	Net dimension bleed (mm)	Net dimension bleed + crop (mm)
	A – 1/1				
	B – 1/1				
	C – 1/2				
	D – 1/2				
	E – 1/3				
	F – 1/3				
Front cover (opening spread)	2/1	130 000	400 x 297	400 x 297	406 x 303
Cover (2. page)	1/1	96 000	180 x 270	210 x 297	216 x 303
Cover (3. page)		84 000			
Back cover		114 000			
A	1/1	66 300	210 x 297	210 x 297	216 x 303
B		66 300	180 x 270	210 x 297	216 x 303
C	1/2	36 800	88 x 270	100 x 297	106 x 303
D	1/2		180 x 132	210 x 157	216 x 163
E	1/3	29 500	58 x 270	70 x 297	76 x 303
F	1/3		180 x 82	210 x 107	216 x 113

Repeating discounts

	3x = 7 %	5x = 10 %	7x = 15 %	10x = 20 %
Full-page advertisements				
Non-full-page advertisements	3x = 5 %	5x = 7 %	7x = 10 %	10x = 15 %

CANCELLATION ADVERTISING FEES

After the printing deadline we invoice 100 % of the basic price.
 For the late delivery of the documents we charge additional costs of up to 15 % of the ad price.
 (General terms and conditions are available at www.mmspektrum.com.)

MM BURZA

- Give a note about it! – advertise the actual offers and inquiries in MM Burza
- MM Burza advertisement costs
 4 200 CZK (+ VAT) for format 46 x 50 mm or
 8 400 CZK (+ VAT) for format 90 x 50 mm.

ARTICLES

For a purchased advertisement we offer the space for a technical paper comprising one or two physical pages i.e. approx.

4 000 to 7 000 characters including interword gaps + max. 4 graphic objects. The text will be printed on condition it is edited by our editors, and marketing and contact data, logos and other promotion statements are not printed directly in the article. We also do not allow the highlighting of the name of the firm in the text and in general follow the valid rules of Czech orthography. Our editors will edit the article and in cooperation with you will tune all into a form ready for printing.

We are doing all this to preserve a high number of readers of the contributions. The article should not at first glance act as an advertisement.

This is why the advertisements are not placed directly into the article of the firm but on another page in the journal. The text must be in MS Word and pictures with a minimum resolution of 300 dpi. in separate files (pdf, jpg, gif). On the day of the dispatch of the journal all articles are published in full version on our website where they are available without any limitations to further readers.



PUBLICATION PROGRAMME OF MM PRUMYSLOVÉ SPEKTRUM 2023

Issue	Date of issue	Booking and materials deadline	Main Topics	Fairs and Exhibitions – Invitations	MM Science Journal
1, 2	8. 2.	9. 1.	Production and reconditioning of moulds – precision machining, unconventional technologies, sparkerosion machining, hybrid production technologies Innovations in the technology of processing of metal sheets and profiles, Machines and technology for welding and joining materials		
3	8. 3.	6. 2.	Instruments of effective production – automation, robotization, digitalization, predictive maintenance, measurement and quality control, enterprise systems (ERP – Enterprise Resource Planning)	Amper Brno (21. – 23. 3. 2023)	March issue
4	5. 4.	6. 3.	Advanced technologies and materials – 3D technologies, laser technologies, processing of plastics and other innovative materials	Hannover Messe (17. – 21. 4. 2023)	
5	3. 5.	3. 4.	Cutting tools, materials and their coating for machining traditional and special materials (Inconel, aluminium, hard materials, composites) Lubricants, industrial oils, cutting fluids	MSV Nitra (23. – 26. 5. 2023)	
6	1. 6.	2. 5.	Innovations in the field of cutting operations – machines, technologies, control systems		June issue
7, 8	28. 6.	29. 5.	Service processes in production – clamping of tools and workpieces, automation, palletization, pneumatic and hydraulic components Single-purpose machines, semiautomatic production equipment and safety Software support of production		
9	6. 9.	7. 8.	1. Trade Fair Edition: Special edition focused on machining technology on the occasion of the EMO Hannover and International Engineering Fair (MSV) Brno 2023	EMO Hannover (18. – 22. 9. 2023) MSV Brno (10. – 13. 10. 2023)	
10	4. 10.	4. 9.	2. Trade Fair Edition: Special edition focused on machining technology on the occasion of the International Engineering Fair (MSV) Brno 2023	MSV Brno (10. – 13. 10. 2023)	October issue
11	15. 11.	16. 10.	Components of production equipment – drives, transmissions, bearings and couplings Predictive maintenance for intelligent production Automation of small-lot and single-part production		November issue
12	13. 12.	13. 11.	Technology of machining focused on the aerospace and automotive industry, medical industry and power engineering Multifunctional machining		December issue

MM INDUSTRIAL SPECTRUM IS TECHNICAL MONTHLY JOURNAL SPECIALIZING IN MECHANICAL ENGINEERING, PUBLISHED IN THE CZECH REPUBLIC SINCE 1997.

MM (Maschinenmarkt) is a brand with more than a 130-year-long tradition. Journals bearing this logo are nowadays published in other European and Asian countries as well. The Czech MM Industrial Spectrum collaborates closely with its partner journals, and thus enables the promotion of Czech companies all over the world.

MM Industrial Spectrum primarily provides information on current domestic and international trends in specific branches of the field, with an emphasis on production and practical application. Other areas of interest include the latest developments in scientific and technical research, issues concerning the management and financing of industrial enterprises, interviews with interesting people, reviews, information on trade fairs and exhibitions, matters of technical interest and others.

- is designed for middle and top company management, designers and technologists, importers and exporters, research and development staff, university and specialized secondary school teachers and students;
- provides media promotion of and co-organizes a number of trade fairs, specialized conferences and seminars;
- publishes special monothematic publications;
- initiates awards of „Gold Medal MSV“ for lifetime contribution to the development of Czech and Slovak engineering (Hall of Fame of Our Engineers);
- co-operates closely with professional associations and organizations, business and export development agencies and others;
- supports technical schools – about 700 copies are distributed to selected departments of technical universities and colleges every month;
- is communication platform between basic and applied research and productive sector.

Same as in the previous year, in 2023 the MM Industrial Spectrum magazine will be printed in an average monthly quantity of 8 000 copies, which means if each magazine is read by an average of 2,5 persons, the magazine has a unique reach of over 20 000 readers.

All articles are also available in the html version and can be found on the website www.mmspektrum.com, which in 2022 achieved average monthly visits of 36 000 individual visitors. Approximately 5–10 % of the printed volume is distributed in the Slovak market.

Periodicity

10x annually

Price per issue

CZK 85 (selling price)

Annual subscription

Annual subscription: CZK 780, Biannual subscription: CZK 420

Annual subscription for schools: CZK 600

CONTACT

MM publishing, s. r. o.

Připotocní 1519/10a, 101 00 Prague 10

tel.: +420 775 245 802, e-mail: box@mmspektrum.com

www.mmspektrum.com

www.facebook.com/mmspektrum

www.linkedin.com/company/mm-prumyslove-spektrum



Dana Dvorakova
Managing director

+420 222 365 484

dana.dvorakova@mmspektrum.com



Roman Dvorak
Editor in Chief, Publisher

+420 222 365 484

roman.dvorak@mmspektrum.com



Gabriela Jedlickova
Sales Director, Deputy Editor in Chief

+420 606 826 295

gabriela.jedlickova@mmspektrum.com



Ivan Heisler
Editorial Manager, Deputy Editor in Chief

+420 602 689 472

ivan.heisler@mmspektrum.com



Hana Janisova
Editor

+420 728 193 712

hana.janisova@mmspektrum.com



David Dee Nesiba
Editor

608 328 438

david.nesiba@mmspektrum.com



Helena Syruckova
Editorial Secretary

+420 775 245 802

helena.syruckova@mmspektrum.com

