

Invitation to cooperation with IRT3000 magazine

The IRT3000 magazine is the only specialised magazine in Slovenia and Croatia that is comprehensively and regularly informing its readers about innovation, research&development and technologies in the fields of metalworking industry, automation and informatisation, non-metals and modern technologies. The thematic unit and the sections “pulse at home” and “pulse abroad” further extend the content to other fields of industry and economy. The main topics passed to the readers by the magazine are innovation, development, manufacturing technologies, toolmaking and machine building, heat treatment and joining, advanced materials, plastic materials and their processing, production management and control, quality management, automation, robotisation and informatisation, mechatronics, production and internal logistics, maintenance, information technologies and other advanced technologies, as well as knowledge offer.

The creators of IRT3000 magazine are aware of the importance of quality informing of professional public about the novelties, innovation, results of research and development, modern technologies and their use, as well as about the current state and experiences in all main topics of the magazine. In order to be able to do that, we also cooperate at expert events and meetings. Usually we make an arrangement with the organisers to take part at the event as a media partner or sponsor. As a support media, we announce the event with an advertisement and announcement in the printed edition of magazine, as well as on our website and in our e-newsletter. After the event, we publish a professional report in the magazine, prepared by our expert or a specialised journalist who took part at the event. The magazine is presented at the event with a poster, presentation materials and complimentary copies of magazine for the participants. The organiser officially mentions the magazine as the media partner or sponsor. The expert and wider public can also meet us on all important domestic specialised exhibitions and fairs that are in any way related to the magazine's topics. We provide media coverage and report about these events as well.

The IRT3000 magazine's planned dates of release in year 2017

IRT3000 magazine

number	deadline for ad delivery	planned issue date
67 (Februar)	06. Februar 2017	27. Februar 2017
68 (April)	27. Februar 2017	20. March 2017
69 (June)	05. June 2017	26. June 2017
70 (August)	07. August 2017	28. August 2017
71 (October)	02. October 2017	30. October 2017
72 (December)	27. November 2017	15. December 2017

IRT3000 ADRIA magazine

number	deadline for ad delivery	planned issue date
38 (March)	06. March 2017	27. March 2017
39 (June)	05. June 2017	26. June 2017
40 (September)	04. September 2017	25. September 2017
41 (December)	27. November 2017	15. December 2017

Marketing:

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Head of editorial board:









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IRT3000 Magazine - Advertising fees

Size / dimension (width x height)	price excluding VAT	
	IRT3000	IRT3000 ADRIA
 Front cover 210 x 148 mm	970,00 €	6.510,00 kn 880,00 €
 Front extended cover 198 x 297 mm + bleed	740,00 €	4.880,00 kn 660,00 €
 Inside extended cover 198 x 297 mm + bleed	700,00 €	4.550,00 kn 620,00 €
 Inside front cover 209 x 297 mm + bleed	700,00 €	4.550,00 kn 620,00 €
 Inside back cover 210 x 297 mm + bleed	740,00 €	4.880,00 kn 660,00 €
 Back cover 210 x 297 mm + bleed	880,00 €	6.100,00 kn 825,00 €
 Extended cover (2 pages) 198 x 209 x 297 mm + bleed	1.330,00 €	8.950,00 kn 1.210,00 €

Size / dimension (width x height)	price excluding VAT	
	IRT3000	IRT3000 ADRIA
 Whole page 210 x 297 mm + bleed	650,00 €	4.070,00 kn 550,00 €
 Two thirds of a page, portrait 131,6 x 297 mm + bleed	530,00 €	3.260,00 kn 440,00 €
 Half a page, portrait 105 x 297 mm + bleed	355,00 €	2.440,00 kn 330,00 €
 One third of a page, portrait 70 x 297 mm + bleed	310,00 €	2.030,00 kn 275,00 €
 Half a page, landscape 210 x 148 mm + bleed	355,00 €	2.440,00 kn 330,00 €
 One third of a page, landscape 210 x 100 mm + bleed	310,00 €	2.030,00 kn 275,00 €
 One quarter of a page, landscape 210 x 75 mm + bleed	220,00 €	1.200,00 kn 165,00 €
 One sixth of a page, landscape 210 x 50 mm + bleed	165,00 €	810,00 kn 110,00 €

OTHER FORMS OF ADVERTISING	price excluding VAT	
	IRT3000	IRT3000 ADRIA
Logo on the front cover + web page*	115,00 €	770,00 kn 104,00 €
Promotional inserts** A4 both-sided	1.155,00 €	7.770,00 kn 1.050,00 €
Promotional inserts** A3 both-sided	1.750,00 €	11.760,00 kn 1.590,00 €
Company presentation* 3 x A4	650,00 €	4.070,00 kn 550,00 €
Commercial article	upon agreement	
Professional article	free of charge	
Special form	upon agreement	

* Possible in case of yearly advertisement contract for a A4 or A5 ad.
** The final price for printed insert material will be determined together with the client based upon the weight of material.

DISCOUNTS

Discounts for repeated publication (signing the advertisement contract):

	IRT3000	IRT3000 ADRIA
• five (5) or six (6) publications in the magazine:	- 25 %	/
• three (3) or four (4) publications in the magazine:	- 15 %	- 20 %
• two (2) publications in the magazine:	- 5 %	- 10 %

DESIGN OF ADS

The editorial board can provide help to clients in preparing their advertisements. The ads are designed according to the requirements and as agreed upon with the client.

- design of an A4 ad: **99,00 € + VAT**
- design of an A5 ad (or smaller): **77,00 € + VAT**

AD PROPERTIES

- All texts must be converted to curves.
- At least 3 mm bleed area.
- Min. resolution of bitmap images 300 dpi.
- The ad must be in CMYK colour space.
- Acceptable formats: PDF, EPS, AI, TIF, PSD.

SLO

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HR

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