

MINERÁLNÍ **SUROVINY**

MEDIA INFO 2019

The cross-sector and transnation specialised for the extraction, processing and application of construction minerals.

The periodical is the official journal of Těžební unie, the Czech mineral extraction association.

**TĚŽEBNÍ
UNIE**

Description and general information

MINERÁLNÍ SUROVINY is the industry journal focused on the extraction, processing and treatment of construction materials in the Czech Republic and Slovakia. It is distributed in these two countries and it aims at mining industry and building industry there. The magazine is being published since 1994.

The magazine is the official journal of Těžební unie, an association of mainly Czech mining organisations.

Main topics:

- Extraction and processing of gravel, gravel sand, sand, crushed stone, natural stone, manufacture of cement, concrete, bricks, asphalt etc.,
- Machines and equipment for mining industry,
- Road building, transport,
- Economy and law,
- Use of aggregates and mined construction materials,
- Environmental protection, restoration and revitalisation.

New scientific discoveries and technical development in these sectors are in the forefront of reporting. The magazine MINERÁLNÍ SUROVINY focuses on activities on regional markets and brings information on national industry and associations in individual countries. Current reports from trade fairs and exhibitions in our country and abroad as well as information on new machines, special equipment and devices are the milestones of our reports. It is also our concern to bring information from manufacturers from other countries.

MINERÁLNÍ SUROVINY thus provides a specifically targeted link between natural building material processing enterprises and machine and equipment producers.

MINERÁLNÍ SUROVINY is published in Czech, alternatively in Czech-English.

Readers and branches

Print run (copies)	3 600
Geographical distribution:	
Czech Republic	2 100
Slovakia	400
Western Europe, others	400
Distributed copies in total	3 300
Principal readership profile:	
Extraction companies	35%
Companies engaged in manufacture and sales of building machines, building machine rentals	25%
Companies engaged in manufacture and sales of building materials	15%
Building companies	10%
Authorities, offices, associations, academic institutions	10%
Others	5%

Contacts

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<p>Volume / year 20th volume / 2019</p>	<p>Number of releases 4 releases per year</p>

Editorial program 2019

ISSUE 1/2019

Date of issue 1. 4. 2019

Advertising receipt deadline 1. 3. 2019

ISSUE 2/2019

Date of issue 20. 6. 2019

Advertising receipt deadline 20. 5. 2019

ISSUE 3/2019

Date of issue 20. 10. 2019

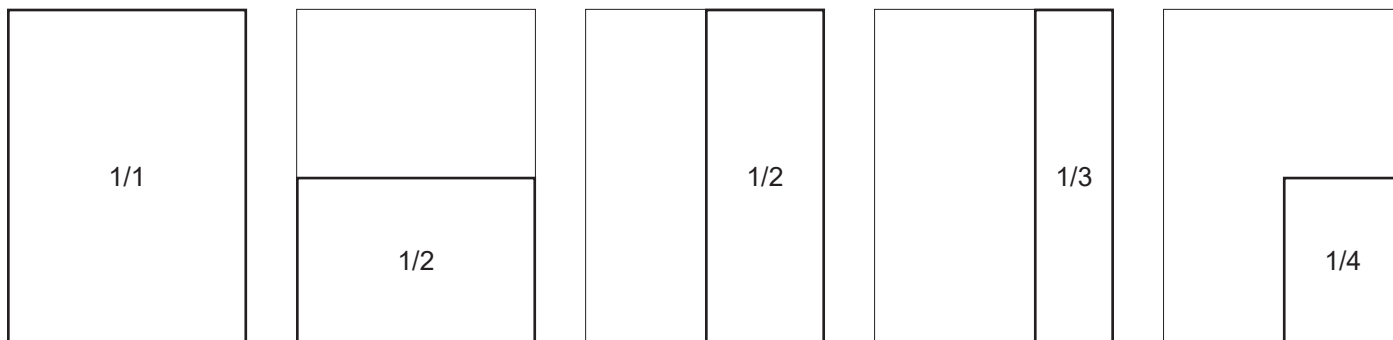
Advertising receipt deadline 20. 9. 2019

ISSUE 4/2019

Date of issue 3. 1. 2020

Advertising receipt deadline 22. 11. 2019

Advertisement – price list for ads (as to 1st of January 2019)



Page	Size (mm) width x depth	Size - furnished (+3 mm)	Basic Price in CZK (CMYK colors)
1/1	210 × 297	216 × 303	51 200,-
1/2	210 × 150	216 × 156	27 800,-
1/2	105 × 297	111 × 303	27 800,-
1/3	70 × 297	76 × 303	20 400,-
1/4	105 × 150	111 × 156	16 000,-

Sizes and pricelist of PR articles (valid from the 1st of January 2019)

Article's size	Price for article
1/1 (article including logo and contacts)	30 000,- CZK
1/2 (article including logo or contacts)	15 000,- CZK
1/3	10 000,- CZK
1/4	7 500,- CZK

General information to the PR articles

- Font type Arial
- Language selection from these variants: Czech/Slovak/English
- Accompanying pictures resolution 300 DPI
- General rule two regular A4 pages (1 800 letters including spaces)
+ two pictures = one magazine page

Inclusion of own printed materials, advertising objects etc. (valid from the 1st of January 2019)

Type of inclusion with delivery service in CZ	price per inclusion
• inclusion of leaflet, maximum size ¼ A4	5 000,- CZK
• inclusion of one sheet of A4 format	20 000,- CZK
• inclusion of two sheets of A4 format	30 000,- CZK
• inclusion of advertising object (CD)	15 000,- CZK
• inclusion of advertising more capacious object (pen)	20 000,- CZK
• inclusion of company's magazine or some other multipage material	agreed price

Inclusion of advertisement – delivery to Slovakia – separate calculation

General information to advertisement objects

- Materials have to be delivered by advertiser on own costs with the deadline advertisement term.
- Editorial staff is not warrant for damages on objects/materials caused by manipulation of delivery companies.

Discounts and bonuses, terms of payment (valid for the 1st of January 2019)

I.

OFFERED DISCOUNTS

For placements within 1 year:

2 advertisings	5%
3 advertisings	10%
4 advertisings and more	15%
Members of Těžební unie	15%
Advance payment	5%
Agency commission	15%

- State your claimed discounts in your order. If you are interested in advance payment, we will send you an invoice based on order before the magazine release.

II.

OFFERED BONUSES

To advertisement at the magazine title page:

- for free is one expert article of the A4 format (about company, product, novelty) in the next magazine's issue,
- logo with active link to the company's website on the website www.tezebni-unie.cz/casopis for three months from the issue's publishing.

To the 3–4 advertisement order within one year – regardless of format:

- for free is one article with 2 pages of A4 format.

New Těžební unie members:

- for free is publishing of article about their activities in the last issue of a year when they joined Těžební unie.

III.

PAYMENT TERMS

The invoice due date is 14 days. The tax document is issued in 15 days as from the date of taxable fulfilment, i.e. as from the date of real release of the magazine. If you will require a discount for advance payment, a pro-forma invoice will be issued to you.

IV.

CANCELLATION FEES

An advertising may be cancelled only on the basis of a telephone agreement and the cancellation must be reported in written to the office of Těžební unie. 10 or less business days before planned release of the magazine - 50 % of the advertisement price.

General business terms

- The order shall be based on the Advertisement Rate Card in force at the time and on the General Business Terms.
- Advertising contracts shall be concluded for the period of one year, reckoned from date the first advertisements published during the course of one year. Discounts specified in the price list for ads apply only to ads published in the magazine in the course of one year. This period shall begin with the publication of the first advertisement, unless a different date has been agreed in the contract. No discounts shall be given for loose-leaf inserts or for supplementary charges for colour or ad extension.
- Any costs arising for an advertisement in order to provide reproducible copy (mounting and design) shall be invoiced separately. The same applies to major changes to previously agreed layouts.
- Proofs of ordered ads, manufactured by us or adjusted to client's needs, shall be supplied if so required. The advertiser shall be responsible for the accuracy of returned proofs. If the advertiser does not return any proofs which have been supplied in time, within the agreed period, it shall be regarded as having been passed for press. The proofs will be sent by e-mail.
- The publishers shall guarantee perfect print reproduction and technical processing of an advertisement. Any material unsuitable for printing or damaged shall be returned to the advertiser immediately.
- A voucher copy of the publication shall be supplied by the publishers free of charge immediately after the ad publication, provided this is justified by the type and extent of the advertisement.
- Complaints of any kind must be lodged within 30 days after the ad publication respectively after the date of the invoice issue.
- Films shall be returned only if the advertiser specifically requires so. The obligation to keep documents shall expire three months after fulfilment of the contract.

- The invoice for the ads ordered shall be due within the period, set in the price list for ads, starting as from the date of the invoice receipt. A discount of 5% is provided in case of advance payment. Members of Těžební unie are also provided with a discount of 15%.
- If payment is delayed or deferred, late payment interest at the current Commercial Code rate shall be charged, plus, if applicable, any recovery costs; the publishers may postpone execution of the order until payment is received. In cases of bankruptcy or compulsory, all discounts shall be cancelled.
- If a contract is not completed due to circumstances for which the publishers are not responsible, the advertiser shall, notwithstanding any further legal liabilities, repay to the publishers the difference between the agreed discount and the discount emerging from the performed part of the order. In cases of force major, all and any claims for fulfilment or compensation shall be void.
- Brno shall be the place of solving the disputes at the commercial court.

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We look forward to cooperation
Team of Těžební unie