

A photograph of four men in blue suits standing in front of an aircraft engine. The men are smiling and looking towards the camera. The background is dark, highlighting the metallic and wooden components of the engine.

AEROSPACE

Publishing plan
2019

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SECTION	EDITON					
	1 / 2019	2 / 2019	3 / 2019	4 / 2019	5 / 2019	6 / 2019
FOCUS <small>(Main topic)</small>	Aero Vodochody 100 years on the market	Czech companies in space (their participation in space programs)	New technologies in aerospace (additive technologies, new composites etc.)	Robotics and automation in aerospace (IoT)	Space research (space experiments)	To be specify later
NEWS	Industry overview (general aviation, air transport, defense, aerospace, spaceship)					
EXPERT VIEW						
ANALYSIS						
INTERVIEW						
BUSINESS						
DEFENSE AND MILITARY						
GENERAL AEROSPACE						
SPACE						
TECHNOLOGY						
LOOK BACK <small>(History)</small>						
Deadline:	15. 2.	19. 4.	14. 6.	16. 8.	18. 10.	13. 12.
Publishing date:	22. 2.	26. 4.	21. 6.	23. 8.	25. 10.	20. 12.

AEROSPACE MAGAZINE

- key news on aerospace and aviation industry in the Czech Republic and beyond
- in-depth features on czech-based aerospace companies
- expert views and comments
- bimonthly magazine in english
- both print and digital

MEDIA PARTNERSHIPS

mid year 2019:

- **GIAS – GLOBAL INVESTMENT IN AVIATION SUMMIT** (Dubai, UAE, 26. 1. – 29. 1. 2019)
- **LETEC** (Prague, 14. 2. 2019)
- **AVALON AIRSHOW** (Geelong, Australia, 26. 2. – 30. 2. 2019)
- **INNOVATION IN AVIATION** (Prague, 28. 2. 2019)
- **AERO FRIEDRICHSHAFEN** (Friedrichshafen, Germany, 10. 4. – 13. 4. 2019)
- **AEROMART MONTREAL** (Montreal, Canada, 16. 4. – 18. 4. 2019)
- **PORTUGAL AIR SUMMIT** (Ponte de Sor Municipal Airfield, PORTUGAL 30. 5. – 2. 6. 2019)
- **INTERNATIONAL PARIS AIR SHOW** (Le Bourget, Paris, France: 17. 6. – 23. 6. 2019)

MAKS, Moscow

NATO Days, Ostrava, Czech rep.

ExpoAIR, München

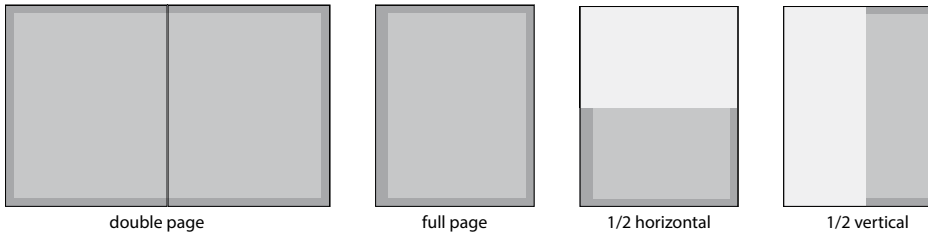
ILA Berlin (2020)

Farnborough International Air Show (2020)

SPACE: Cooperation CzechInvest/ESA BIC Prague Brno/ESA BIC Brno

- **BRNO SPACE DAYS** (1. – 8. 3. 2019)
- **ESA BIC & BROKER MEETING** (France, May 2019)
- **FUTURE PORT PRAGUE** (Prague, September 2019)
- **CZECH SPACE INDUSTRY DAY** (Prague, November 2019)

Advertisement dimensions



Advertisement pricelist

Advertisement dimensions	live area (width × height)	bleed page (width × height)		price	
		dimensions before trim 3mm	dimensions after trim		
double page	412 × 252 mm	442 × 282 mm	436 × 276 mm	79 949 Kč	3 147 €
full page	188 × 252 mm	224 × 282 mm	218 × 276 mm	67 169 Kč	2 638 €
1/2 vertical	92 × 252 mm	110 × 282 mm	104 × 276 mm	42 759 Kč	1 695 €
1/2 horizontal	188 × 124 mm	224 × 142 mm	218 × 136 mm		

Parameters of presentation materials

Final presentation:

- PDF in print quality, CMYK colour model
- for bleed page formats 3mm trim, beginning (end) of text recommended 15 mm from the edge of page (no risk of disappearance in binding)

Materials for presentation creation:

- Text materials
- Microsoft Word (DOC, DOCX)
 - Open Office (ODT)
 - Rich Text Format (RTF)
 - Plain text (TXT)

Picture materials

- separate email attachments in JPG, TIF, EPS, PSD, RAW formats (never pasted in Word!)
- 300 DPI resolution Logos
- vector formats AI, EPS, or CDR

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- GENDER
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- EDUCATION
- REGION

We will add your tags:
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NUMBER OF SHARES

Pricelist and parameters of online advertisements

Type of advertisement		price	
article	<ul style="list-style-type: none"> • labeled: „Commercial message“ • section: „CURRENT“ for one week, afterwards chronologically sorted in „OTHER NEWS“ where the article remains archived • number of characters: no limit • photograph: 1920 × 1080 px 	29 000 CZK	1 150 €
banner	<ul style="list-style-type: none"> • dimensions: 2000 × 706 px (minimal width 1200 px) 	19 000 CZK/month	750 €/month
YOU WILL BE SEEN Campaign	<ul style="list-style-type: none"> • We will make you more visible in online world - we will connect you on social networks (svetprumyslu.cz - Facebook - LinkedIn - Instagram) • We will tailor - make your campaign, the promotion on facebook will be targeted according to your needs (gender, age, education, region, and more) • We will add your tags (#YourCompany, @YourCompany) 	39 000 CZK	1 550 €