elektro
INSTALLATEUR

ELEKTROINSTALLATEUR ◆ RATECARD ◆ 2017

Valid from 01.01.2017-

elektro INSTALLATEUR

25 Years in Service of Professionals!

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THE MAGAZINE

Elektroinstallateur is the official journal of the National Association of Electrical Industry Private Entrepreneurs (EMOSZ). It is a practice-oriented technical review. It is designed for technicians, business and trade professionals engaged in the installation of high and low power fittings, equipment, systems, electricity systems installation and safety systems for buildings, and related building and architectural solutions. There are reports on technical developments, the latest products, services, and it focuses on suggests solutions to problems. It focuses on areas which are equally important for designers, contractors, traders and operators with illustrative examples.

TARGET GROUP

- Companies, enterprises, manufacturers, cooperatives involved in completing (building) electrical installations
- Building industry companies, enterprises and manufacturers
- Companies engaged in the trade and manufacture of electrical products and fittings for building electrical installations
- Specialists with an interest in electrical installation and energy transmission: engineers, technicians, skilled workers
- Teachers and students of educational institutes (secondary schools and universities and colleges) in these areas, as well as the members of scientific associations

FOCUS TOPICS

- Cables, wires, cable trays, cable canals
- Automation, safety technology, fire protection
- Building electronic equipment for homes, home lighting
- Montage materials, natural and artificial lighting, decorative lighting
- Energy supply, renewable energies, energy efficient
- Lightning protection, overvoltage protection
- Electric networks
- Building automation

TARIFFS

Format	Size	Price
Cover I.	215 x 225 mm	2305 €
Cover II-III.	215 x 307 mm	2050 €
Cover IV.	215 x 307 mm	2135 €
1/1 bleed size	215 x 307 mm	1865 €
1/1 type size	185 x 270 mm	1865 €
1/2 landscape type size	185 x 130 mm	1120 €
1/2 portrait type size	90 x 270 mm	1120 €
1/3 landscape type size	185 x 85 mm	760 €
1/3 portrait type size	58 x 270 mm	760 €
1/4 landscape type size	185 x 62 mm	595 €
1/4 portrait type size	90 x 130 mm	595 €
1/6 landscape type size	185 x 40 mm	425 €
1/6 portrait type size	58 x 130 mm	425 €
1/8 landscape type size	185 x 29 mm	340 €
1/8 portrait type size	90 x 62 mm	340 €
Put it publish it advertisement up to 25 g ▪ 1000 pcs		235 €
Put it publish it advertisement up to 25 g ▪ 1000 pcs		290 €
PR-Articles		as agreed

TECHNICAL DATA

Print run	**4000**
Trim size 1/1	**210 x 297 mm**
Bleed area 1/1	**215 x 307 mm**
Type area	**185 x 270 mm**
Printing method	**web-offset**
Screen	**60 dpi (150 lpi)**
Bindery	**stitching bindery**

ADS CAN BE SUBMITTED IN THE FOLLOWING FORMATS

Adobe Illustrator, Adobe Photoshop (mit eps, tif), pdf, Resolution 300 dpi

ONLINE TARIFFS

Website Ads	Size	Price/Month
Main Banner	630 x 150 pixel	205 €
Lefthand Side Banner (landscape type)	250 x 150 pixel	85 €
Lefthand Side Banner (portrait type)	250 x 300 pixel	125 €
PR news	max. 1500 carakter+2pcs photo	125 €
Alternate Opening Header + PR news	(header: 650 x 300 pixel)	205 €

Newsletter	Size	Price/Issue
Banner in Newsletter	630 x 150 pixel	105 €
PR News	max. 1500 carakter+2pcs photo	105 €

***Frequerency of appearance: twice a month (in the middle, and at the end of the month)**

Packages Offer**	Price
Main Banner for one Month + 2 pcs PR news in Newsletter	325 €
Alternate Opening Header for one Month + 2 pcs PR news in Newsletter	325 €
Main Banner for one Month + one Banner in a Newsletter	275 €

** **Other package deals can also be compiled even combined with offline appearance.**

ADS CAN BE SUBMITTED IN THE FOLLOWING FORMATS

Website: jpg, gif, swf
Newsletter: jpg (Animated banner is not accepted in Newsletter)

MATERIAL DELIVERY DEADLINES

Issue	Closing date	Publishing date
1-2 / 2017 Elektroinstallateur	13. 01. 2017.	08. 02. 2017.
3 / 2017 Elektroinstallateur	17. 02. 2017.	17. 03. 2017.
4 / 2017 Elektroinstallateur	20. 03. 2017.	19. 04. 2017.
5 / 2017 Elektroinstallateur	21. 04. 2017.	17. 05. 2017.
6-7 / 2017 Elektroinstallateur	19. 05. 2017.	14. 06. 2017.
8-9 / 2017 Elektroinstallateur	18. 08. 2017.	13. 09. 2017.
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