

Media Kit FCC PUBLIC

2021



Est.1910
and 1946,
ELEKTRO
since 1991



FCC PUBLIC
ELEKTRO ON-LINE SVĚTLO

Media Services FCC PUBLIC – platform for expertise sharing



decades of experience ● working with professionals ● large readership

Our printed magazines are regularly distributed to subscribers in the Czech and Slovak Republics, at many domestic and foreign fairs, as well as to participants of professional events (trade fairs, seminars, conferences).

The contents of the printed version is enriched with interactivity and multimedia elements in the digital version. It is accessible anytime, anywhere, using computers, tablets, iPads and smartphones. Its audience is comparable to the circulation of the printed version.

Web portal

portal www.odbornecasopisy.cz

- Czech and English versions,
- for all kinds of the communication equipment,
- first-hand information,
- interactive digital version of our magazines
- themed specials,
- intensive contact of skilled public with manufacturers, suppliers and people interested in technology

Conference

FCC PUBLIC is an organizer of important **conference events** in the branch of energy transport, use and management, organized either individually or as accompanying program of the fairs AMPER, IBF, IEF:

- Energy for the Future
- Prospects of e-mobility
- Prospects of housing

Themed specials

electronic publications created from the pages of long term articles and series published in our magazines – they are offering all the parts in one place

Membership

FCC PUBLIC is a member of professional employers' Unions from the field electrical industry ELA – Electrical Association of the Czech Republic ZEP SR – Union of electrical industry of Slovak Republic

Quality Content + Unlimited Access = Very Good Visitorship



Web portal FCC PUBLIC – your firsthand information



ELEKTRO

news, products and information on electrical engineering, press releases, special events, news, banner zones, archive of electronic versions of published ELEKTRO issues



FCC PUBLIC

global technical and economic news from the world, themed electronic specials, programs and presentations from conferences



SVĚTLO (= LIGHT)

news, products and information from the field of light and lighting, news, press releases, special events, banner zones, archive of electronic versions of published issues SVĚTLO

Advertising on the website

Underlines the impact of presentation in the printed magazine, broadens the circle of readership.



Issue	Specification	Dimensions w×h (px)	Price for one month ELEKTRO (CZK)	Price for one month SVĚTLO (CZK)
1	Leader Banner	1094 × 90	16 000,-	16 000,-
2	Left below the current issue	300 × 180	8 000,-	8 000,-
3	Bottom left	300 × 180	5 000,-	5 000,-
4	In the middle between articles (homepage only)	500 × 90	8 000,-	8 000,-
5	Top right	225 × 630 skyscraper	15 000,-	
		225 × 270	8 000,-	
		225 × 90		6 500,-
6	Bottom right	225 × 180	5 000,-	5 000,-
7	Top-left side	120 × 350 fixed position non scrolling	10 000,-	10 000,-
8	Top-right side		10 000,-	10 000,-
9	Bottom-left side		8 000,-	8 000,-
10	Bottom-right side		8 000,-	8 000,-

A Text advertising

First position for the period of the one month (highlighted)
maximum of five articles, alternating after each load; when the highlight expires the article is included in chronological list of other articles

12 000 CZK








Standard article in the chronological flow

up to 500 words, 3 pictures in text, 8 picture in gallery; footer with company logo and business contacts; the article may be included in the newsletter before important branch events

6 000 CZK

Media Plans of the Magazine ELEKTRO 2021

The magazine contains information from the entire field of the electrical industry. Besides the emphasized topics (table below) the standard sections are filled in all issues. In addition to the regular distribution the printed ELEKTRO is distributed free of charge at important trade shows, conferences or seminars.

No.	Deadline	Date of issue	Highlighted topics	Events for medial partnership and additional distribution
1	10.12.2020	13.1.2021	Electrotechnology; Materials for electrical engineering; Wiring material; Tools, equipment and accessories; Protective equipment; Industrial marking	AMPER 2021, Brno (May 18 – 21) 
2	25.1.2021	10.2.2021	Electrical appliances (switching, protective, signalling devices); Devices for smart grids; Internet of Things; Medical technologies; Special utility vehicles	AMPER 2021, Brno (May 18 – 21) 
3	18.2.2021	10.3.2021	Lightning and overvoltage protection; External lightning protection systems – earthing, rods, collectors; Connection and fastening materials; Surge protective systems; Fire and safety technologies (EFS, EPS)	AMPER 2021, Brno (May 18 – 21), Hannover Messe (Apr 12 – 16) 
4	5.3.2021	14.4.2021	Electroinstallation; Intelligent buildings; Industry 4.0; Internet of Things; Heating, Ventilation, Air Conditioning (HVAC); Medical and assistance technologies; Safety engineering	Hannover Messe (Apr 12 – 16), PCIM Europe, Nuremberg (May 4 – 6), AMPER 2021, Brno (May 18 – 21)
5	15.4.2021	5.5.2021	Electrical engineering in 2021; Trends in electrical engineering and electrical power engineering; Software for planning and controlling	PCIM Europe, (May 4 – 6), AMPER 2021, Brno (May 18 – 21), EloSys, Nitra (May 25 – 28)  
6	14.5.2021	2.6.2021	Rotating electrical machines, drives and power electronics; Electrical drive control, Frequency converters, rotating machine components; Materials, parts and modules of power electronics; Automotive; Electromobility	IEF 2021, Brno (Sep 13 – 17)
7	3.6.2021	23.6.2021	Cables, conductors and cable engineering; cable carrier systems; Cable joints, encapsulation compounds; Connectors, clamps, joints, terminals; Tools, equipment and accessories for work with cables; Cable design software; Marking and labelling	IEF 2021, Brno (Sep 13 – 17)
8-9	12.8.2021	1.9.2021	Electrical engineering in industry; Electrothermal devices; Industrial automation elements; Safety features and systems for automation; Control systems for technological processes; Identification systems used in industry	IEF 2021, Brno (Sep 13 – 17), For Arch 2021, PVA (Sep 21 – 25)
10	9.9.2021	1.10.2021	Electrical power engineering; Devices for electricity transmission and distribution; Compact distribution substations; Electricity quality; Renewable energy sources; Emergency and stand-by power sources; Energy management; Batteries and accumulators; Fuel cells; Cogeneration power units; Heat pumps	
11	13.10.2021	3.11.2021	Switchboards and substations; Electrical switchboards and switchboard technologies; Tools and accessories for distribution board production; Fittings and coupling materials for distribution boards; Maintenance of electrical equipment; Rotating electrical machines, drives and power electronics	SPS 2021, Nuremberg (Nov 23 – 25)  smart production solutions
12	11.11.2021	1.12.2021	Measuring, testing, quality assurance; Measuring devices, measurement methods; Measurement techniques for potentially explosive atmosphere; Measuring systems, telemetering and data acquisition, measured data processing; Testing and diagnostics; Testing machines and devices	InfoTHERMA 2022, Ostrava (January 2022), AMPER 2022, Brno (March 2022) 

Website www.odbornecasopisy.cz

very good rating made by global service Similarweb.com, which rates 35 million domains worldwide, and compares them in placing -

see <https://www.similarweb.com/website/odbornecasopisy.cz>

Average number of visits per month: about 40,000

ELEKTRO
časopis pro elektrotechniku

established 1991, monthly in Czech and Slovak language
editor in chief Miroslav Peisar, miroslav.peisar@fccgroup.cz

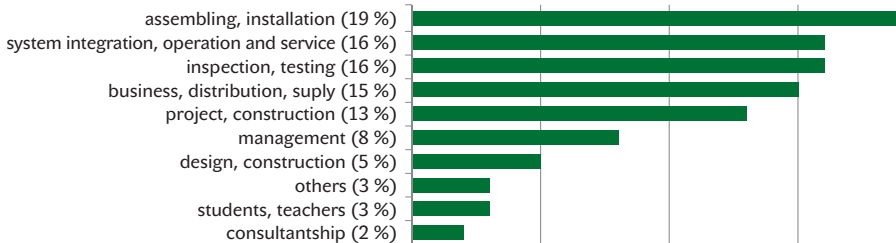
Focus on

Electrical engineering

Main topics

- Electrical equipment planning • installations and components • cable technology • power electronics, drives, electromobility • technology, equipment and tools • assembly and maintenance • electrical appliances • electrical power engineering • measuring and testing • safety and protection of electrical devices • standardization and legislation • special purpose and commercial vehicles/machines • financial and insurance services

Readership



Wide base of readers. An additional distribution at all significant trade fairs and events in the Czech Republic and in the neighbouring countries.

Reader groups

Planners, designers, advisors, electricians, engineers, developers, system integrators, managers, marketers, salesmen, traders, suppliers, inspectors, students

Circulation

5,200 copies, raised circulation for significant trade fairs and events

Price

52.00 CZK or 3.50 EUR per copy –
annual subscription 624.00 CZK or 42.00 EUR

Newsletter FCC PUBLIC

Bearer of news about important novelties in the company's portfolio

Mailing to more than 850 addresses.



Mailing terms:

dd.mm.yyyy

27.01.2021

24.02.2021

24.03.2021

28.04.2021

17.05.2021

16.06.2021

07.07.2021

15.09.2021

15.10.2021

17.11.2021

15.12.2021

Example of the newsletter:

[HERE](#)

Price for placing the article from website to the newsletter: **6,000 CZK**
(already includes the fee for placing the article to the website)

The digital version of the magazine ELEKTRO

In the digital age the digital version of the magazine is essential appreciation and extension of its printed edition. The digital approach facilitates accessibility of information and increases the comfort of their acquisition.

The occasion to read technical magazines through digital technology enhances the cultivation of professional knowledge and has a positive impact on terminology acquiring. Large attention given to our websites is supported by first-hand information as well as by:

- digital interactive cumulative registers of articles,
- thematic specials created from articles of serials published in our magazines.



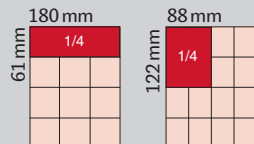
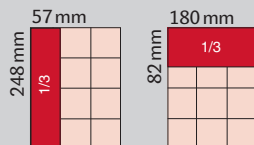
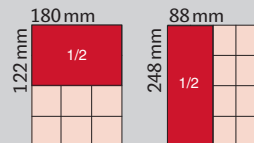
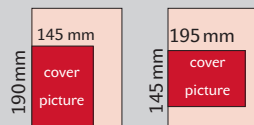
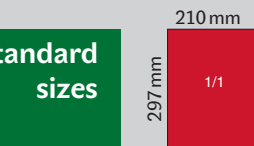
- Displays visually the same pages as in a printed magazine, including advertising
- Active links (clicks) on the pages lead directly to the website containing the advertised information
- Presentation can be expanded with multimedia features (e.g. video)
- Small changes compared to the printed version are possible

Zero page

- Exposed advertising space 430 × 600 px next to the title page – when the magazine is closed
- The opportunity to present special offers
- The ability to place multimedia feature
- Blurb on the article/advert within the current issue; and direct click leading to the current or any other issue of the magazine, or to the website according to the advertiser's choice

Price list of advertisement in printed ELEKTRO

Standard sizes



Publishing of colour advertisement

Cover	
1. front ¹⁾	39,500 CZK
2. inside front	49,800 CZK
3. inside back ²⁾	49,800 CZK
4. outside back ²⁾	56,000 CZK

Inside	
1/1	43,800 CZK
1/2	24,400 CZK
1/3	16,500 CZK
1/4	14,200 CZK
1/6	10,000 CZK

Loose inserts (max. 25 g) **19,000 CZK**

Affixed printed matters (i.e. postcards, flyers, CDs, samples, post-its, that have to be stuck)negotiable

Text advertising (PR information)

Technical articles with business message

The price for plain PR text is in accordance to the covered area in the magazine³⁾ and is a half of the price of the same size advertisement (see the table on the left). Delivered articles are processed according to the layout of magazine and editorial custom. Editors reserve the right to adapt the text technically and linguistically and to remit the unoriginal or unqualified articles.

Technical product information

Extent up to 1,600 characters, contains product description, image and business contactPrice **4,000 CZK**

Trade fair company invitation in section „Come and meet us at the fair ...”

Published prior to the fair in the magazine and on the website. Text up to 1 200 characters, image of the presented product, company booth, company logo, etc.Price **4,500 CZK**

¹⁾ Only image and logo on front page, text (up to 600 characters) on the first inside page

²⁾ Miniature of the back cover visible ads are on the first inside page

³⁾ One page of the magazine contains about 6 300 characters (spaces included)

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Bonuses

For repeated advertisement in the magazines of FCC Public following discount applies:

- **10%** (2×), **15%** (3× to 4×), **20%** (5× and more).
- The discount does not apply for the front cover page.
- Free of charge space of the double of the size of the advert for text or PR article.

Surcharge (% of price charged)

- +15 % for irregular size/shape of advertisement
- +10 % for placing the advert according to the advertiser's request, (specific page or part of the magazine) if the composition of the issue allows it.

Cancellation fee (% of the price charged)

30 % for 30 to 10 days before the deadline
50 % up to 1 day before deadline
100 % on the closing date or later

- The prices are for publishing the advert (graphic work price 680 CZK/hour).
- Advertisement claims no later than 30 days from the date of issuing of magazine.
- The claim does not apply if the advertisement was delivered after the closing date.

All prices are applicable for 2021. Prices are in CZK and the VAT will be added.