

Media Kit FCC PUBLIC

2021



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Established
in 1998



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 SVETLO 2021

The magazine contains information about the light and lighting. Besides the emphasized topics (table below) the standard sections are filled in all issues. In addition to the regular distribution the printed SVĚTLO is distributed free of charge at important trade shows, conferences or seminars.

2021	Deadline	Date of issue	Highlights + events for additional distribution
1	16.12.2020	2.2.2021	Interior and outdoor lighting, architectural and scenic lighting, phototherapy, fairs and exhibitions: IBF Brno (April 21 to 24), AMPER (May 18 to 21), Light in architecture (March 25 to 28), Prolight+Sound (April 13 to 16)
2	4.2.2021	12.3.2021	Fairs: IBF (April 21 to 24) AMPER (May 18 to 21), Light in architecture (March 25 to 28), Prolight+Sound (April 13 to 16), new products, lighting operation and maintenance, public lighting, architectural and scenic lighting
3	26.4.2021	7.6.2021	News of fairs and exhibitions, standards and regulations, illumination measurements and calculations, day lighting, public lighting, architectural and scenic lighting, Electrotechnical exhibition Sonepar (August)
4-5	28.6.2021	10.9.2021	IEF Brno September 13 to 17), For Arch (September 22 to 26), Elfetex Fest Plzeň (October), Interiors 2021 (October), lighting technology – new products, public lighting, interior and outdoor lighting, day lighting, architectural and scenic lighting
6	25.10.2021	6.12.2021	The guide to the service and products of lighting technology in Czech Republic and Slovak Republic, public lighting, interior lighting, architectural and scenic lighting, AMPER 2022 (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



Focused on

professional information on light and lighting technology

Main topics

- Lighting sources and luminaires
- Lighting installations
- Accessories of lighting installations
- Measurements and calculations
- Technical and economical aspects
- Optical radiation effects and use
- Standards, regulations and recommendations
- Professional organizations activities
- Fairs and exhibitions
- Professional literature
- Market, business, enterprise
- Interiors lighting
- Public lighting
- Architectural and scenic lighting

Circulation

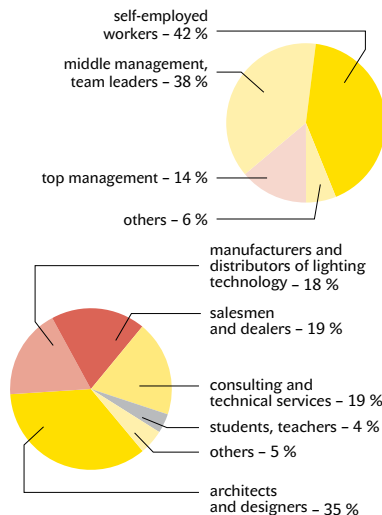
2 300 copies, raised circulation at significant fairs and events

Price

52.00 CZK or 3.50 EUR per copy
annual subscription 312.00 CZK or 21.00 EUR

established in 1998, bimonthly in Czech and Slovak language
editor in chief Ing. Jiří Novotný, jiri.novotny@fccgroup.cz
svetlo@fccgroup.cz

Readership



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

Newsletter FCC PUBLIC

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

Mailing to more than 750 addresses.

Mailing terms:

dd.mm.yyyy
27.01.2021
24.02.2021
24.03.2021
28.04.2021
19.05.2021
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: **5,000 CZK**
(already includes the fee for placing the article to the website)

The digital version of the magazine SVĚTLO www.svetlo.info

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,
- themed specials created from articles of serials published in our magazines.



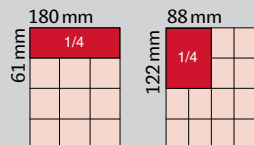
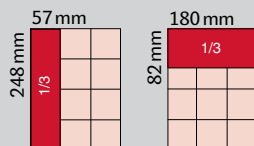
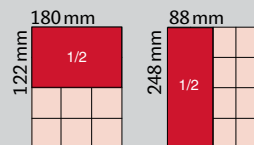
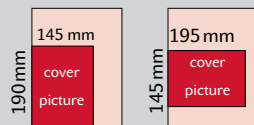
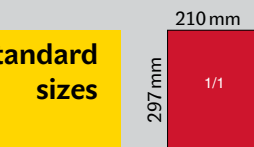
- Displays visually the same pages as in a printed magazine, including advertising
- Active links (clicks) on the pages lead directly to the website containing the advertised information
- Presentation can be expanded with multimedia features (e.g. video)
- Small changes compared to the printed version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

Standard sizes



Publishing of colour advertisement

Cover		Inside	
1. front ¹⁾	29 000 CZK	1/1	36 800 CZK
2. inside front	42 800 CZK	1/2	19 800 CZK
3. inside back	42 800 CZK	1/3	14 500 CZK
4. outside back	49 500 CZK	1/4	13 500 CZK
		1/6	10 500 CZK

Loose inserts (max. 25 g) **16,000 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 magazine²⁾ 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.

Placement in the table „The guide ...“

In the issue No. 6 price **1,100 CZK**

¹⁾ Only image and logo on front page, text (up to 450 characters) on the first inside page

²⁾ One page of the magazine contains about 6 300 characters (spaces included)

Advertising:

Ing. Jana Kotková, tel.: +420 603 538 692

svetlo@fccgroup.cz, jana.kotkova@fccgroup.cz

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.*