

DOPRAVNÍ NOVINY

TRANSPORT LOGISTIC MULTIMEDIA

MEDIADATA 2022



České dopravní vydavatelství, s. r. o.

DOPRAVNÍ NOVINY

TRANSPORT LOGISTIC MULTIMEDIA

DOPRAVNÍ NOVINY is a Czech newspaper for national and international transport, forwarding and logistics. It brings information from all fields concerning transportation, logistics and connected businesses. Particular pages are regularly dedicated to following areas of interest:



- Transport policy
- Road transport



- Alternative fuels and drives, E-mobility
- Railway transport



- Multimodal transport
- Inland waterways transport



- Maritime transport
- Air transport



- Dangerous goods handling
- Transportation Technology

- Forwarding
- Logistics
- Green Logistics and Sustainability
- Supply chains
- Logistic terminals
- Intralogistics
- Fairs, Exhibitions, Congresses
- Financial services
- Informatics, Telematics
- Infrastructure

DN

- DN brings up-to-date information to enterprisers and managements of enterprises engaged in transportation, logistics and connected businesses. It may also be helpful to all industrialists and businessmen, government and administration officials, as well as others interested in transportation and logistic issues.



- DN is a partner company of DVV Media Group. That helps DN gain a certain range of vision, however, the emphasis is put on national issues.

DN

- DN brings news as well as interviews with interesting personalities, profiles of important enterprises in the world of transportation and logistics, etc.

Publisher: České dopravní vydavatelství, s. r. o.



České dopravní vydavatelství, s. r. o.

REDACTION, SUBSCRIPTION, ADVERTISING

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www.dnoviny.cz



◆ ADVERTISEMENT PRICES

Format	Price (CZK) B/W	Price (CZK) 4 - colours
1/1	90 000	142 000
2/3	68 000	92 000
1/2	50 500	79 000
1/3	38 000	49 800
1/4	31 000	39 800
1/8	18 500	26 800

Other formats (only full colours)

JUNIOR PAGE (219 x 295 mm)	94 000 CZK
2/1 page (574 x 380 mm)	199 000 CZK
Advertisement across the gutter spread (350 x 240 mm)	98 000 CZK

Price for 1 mm BW column: 70 CZK

(5 columns, column width 51 mm, column height 380 mm)

◆ SPECIAL OFFER

ADVERTISING MODULES ON THE FRONT PAGE:

275 x 30 mm (above newspaper titel)	46 300 CZK
90 x 20 mm (below newspaper titel)	29 900 CZK
53 x 20 mm (pod hlavičkou)	25 600 CZK
TOP Logo next newspaper titel 22 x 43 mm	35 000 CZK

BANDEROLE:

640 x 40 mm	68 000 CZK
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COLOR ADVERTISEMENT ON THE FRONT PAGE:

51 x 60 mm	19 800 CZK
107 x 60 mm	30 500 CZK
275 x 75 mm	49 500 CZK

◆ EXTRA CHARGE

Advertisement on back page:	+ 25 %
Advertisement on requested position	+ 15 %

Nonstandard formats and positions upon an individual arrangement.

Nestandardní formáty a umístění na základě individuální domluvy.

Pozn.: Veškeré ceny jsou uvedeny bez DPH.

◆ DISCOUNTS

By multiple presentation of the same advertisement:

3 - 5 times	5 %	11 - 16 times	15 %	25 times and more	25 %
6 - 10 times	10 %	17 - 24 times	20 %		

Possibility to create an individual advertising plan.

◆ CANCELLATION FEE

10 days before publishing	50 %
7 days before publishing	100 %

INTERNET AND NEWSLETTERS

IF YOU ARE INTERESTED IN PRESENTATION ON www.dnoviny.cz
or in newsletter PLEASE CONTACT US BY EMAIL AT inzerce@dnoviny.cz
OR BY PHONE AT: +420 226 205 070.

Boost the effectiveness of your advertising campaigns by linking print and internet!

We offer you economically advantageous combinations - packets.

FORMATS OF ADVERTS

1/1
275 x 380 mm

Dopravní noviny

Special modules
on the front page

Banderole

640 x 40 mm

Junior Page
219 x 295 mm

**Advertisement across
the gutter spread**

6 columns
350 x 240 mm

1/2
135 x 375 mm

1/2
275 x 188 mm

1/2
188 x 275 mm

1/3
3 columns
163 x 225 mm

1/3
4 columns
219 x 170 mm

1/3
5 columns
275 x 125 mm

1/4
2,5 columns
135 x 185 mm

1/4
3 columns
163 x 155 mm

1/4
4 columns
219 x 115 mm

1/4
5 columns
275 x 90 mm

1/8
2 columns
107 x 130 mm

1/8
3 columns
163 x 85 mm

TECHNICAL REQUIREMENTS ON ADVERTISING MATERIALS (PC)

Completed advertisements: in PDF format with 300 dpi resolution
Text: in Microsoft Word

Logos: in Adobe Illustrator up to CS6 (laid out in single curves)
Pictures: in JPG or TIFF or EPS 100% size with 300 dpi

Deadline for printing materials is 2 weeks before the publication date.

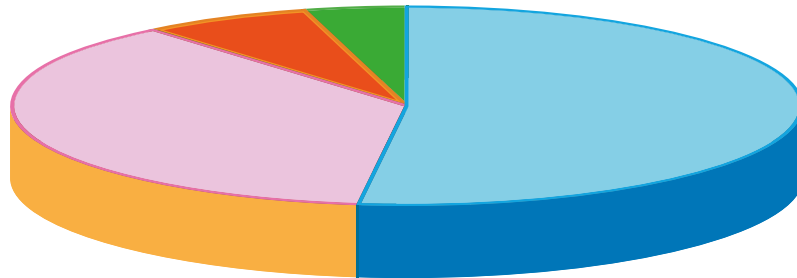
Size of the paper: 305 x 430 mm • **Size of the mirror:** 275 x 380 mm • **Printing:** offset

SPECIAL ISSUES AND TOPICS 2022

DN	DEADLINE	PUBL. DATE	TOPICS
1 – 2	30. 12.	20. 1.	Public Transport, ICT in Transport and Logistics, Manager Cars Logistics, Safety in Transportation and Logistics
3 – 4	27. 1.	17. 2.	Road Freight Transport, Vehicles in Building Industries Transport Infrastructure
5	17. 2.	10. 3.	Railway Transport, Combined and Intermodal Transport Forwarding, Logistics, Maritime Transport
6	3. 3.	24. 3.	International Road Haulage, Bus Transport LCV, Manager Cars, Fleet Management Financial Services, Law and Consulting Services in Transport and Logistics
7 – 8	24. 3.	14. 4.	Material Handling, CEMAT Hannover 2022 Logistics, Logistic Centers and Industrial Properties
9	14. 4.	5. 5.	Road Freight Transport, Bus Transport Green Deal, Alternative Fuels and Drives, E-mobility
10	28. 4.	19. 5.	Green Logistics and Sustainability, Last Mile Delivery Logistics for E-commerce, City Logistics
11	12. 5.	2. 6.	Railway Transport, Czech Raildays Ostrava 2022 Forwarding, Logistics, Customs Services, Dangerous Goods Transportation
12	26. 5.	16. 6.	Road Transport, Services for Carriers, Fuels and Cards
13	9. 6.	30. 6.	Maritime Transport, Intermodal Transport, Inland Water Transport
14 – 15	23. 6.	14. 7.	ICT in Transport and Logistics, Telematics, Road Freight Transport
16 – 17	28. 7.	18. 8.	Railway Transport, Combined Transport
18 – 19	25. 8.	15. 9.	IAA Hannover 2022, Automotive Engineering, LCV, Buses InnoTrans Berlin 2022, Railway Technology a Components
20	8. 9.	29. 9.	Logistics, MSV Brno 2022, Customs Services Intralogistics, Material Handling
21	22. 9.	13. 10.	Road Freight Transport, Bus Transport Construction Technology, Bauma München 2022 Services for Carriers, Tires
22	6. 10.	27. 10.	Logistics for E-commerce, Courier and Parcel Services City Logistics, LCV, Air Transport
23	20. 10.	10. 11.	Road Freight Transport, Buses, CZECHBUS Prague 2022 E-mobility, E-SALON 2022, Alternative Fuels
24	3. 11.	24. 11.	Logistics, Railway and Combined Transport Maritime Transport and Ports, Transportation of Oversized Loads
25 – 26	24. 11.	15. 12.	Road Transport, Christmas Issue, Wishes to Clients

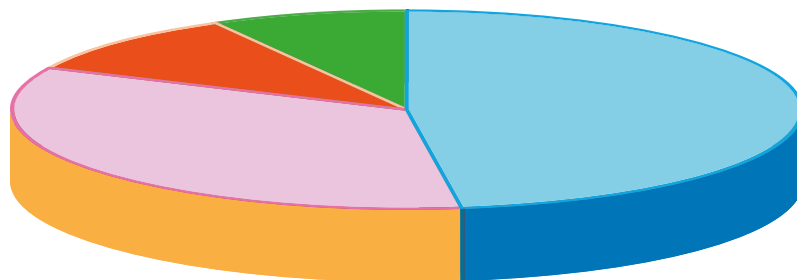
Extent: min 10 pages A3 sheet-format • **Subscription fee:** 2 540 CZK per year

DN readers according to areas of their activity



- 58 % ■ Transportation, forwarding and logistic companies
- 34 % ■ Manufacturers and traders
- 7 % ■ State, regional and local administrations
- 1 % ■ Services to transportation

DN readers according to their social status



- 60 % ■ Managers
- 24 % ■ Business owners
- 9 % ■ Employees
- 7 % ■ State employees