

DOPRAVNÍ NOVINY

MEDIADATA 2017



České dopravní vydavatelství, s. r. o.

DOPRAVNÍ NOVINY

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
- Railway transport
- Multimodal transport
- Inland waterways transport
- Maritime transport
- Air transport
- Dangerous goods handling
- Transportation Technology
- Forwarding
- Logistics
- 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 publishes periodicals in Germany, Netherlands and UK. 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.

Publication date: every second Thursday

Deadline for advert orders: 3 weeks before publication date

Deadline for printing materials: 2 weeks before publication date

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



České dopravní vydavatelství, s. r. o.

REDACTION, SUBSCRIPTION, ADVERTISING

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Internet: www.dnoviny.cz

◆ ADVERTISEMENT PRICES

Format	Price (CZK) B/W	Price (CZK) black + 1 colour	Price (CZK) 4 - colours
1/1	82 500	92 000	131 000
2/3	60 000	68 000	87 000
1/2	46 500	55 500	74 500
1/3	34 000	40 000	48 800
1/4	27 000	30 500	38 500
1/8	15 500	18 500	24 600

Other formats (only full colours)

JUNIOR PAGE (219 x 295 mm)	91 000 CZK
2/1 page (574 x 380 mm)	195 000 CZK
Advertisement across the gutter spread (350 x 240 mm)	97 000 CZK

Price for 1 mm BW column: 65,- CZK

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

◆ SPECIAL OFFER

SPECIAL MODULES ON THE FRONT PAGE (from 1st April 2017)

241 x 25 mm (above newspaper titel)	39 000 CZK
103 x 20 mm (below newspaper titel)	29 000 CZK
85 x 17 mm (below newspaper titel)	24 900 CZK
TOP Logo next newspaper titel 22 x 44 mm	34 000 CZK

BANDEROLE:

640 x 40 mm	66 500 CZK
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COLOR ADVERTISEMENT ON THE FRONT PAGE

51 x 60 mm	19 000 CZK
107 x 60 mm	29 000 CZK
275 x 75 mm	47 000 CZK

◆ EXTRA CHARGE

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

Nonstandard formats and positions upon an individual arrangement.

◆ 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

Pictures: in JPG or TIFF or EPS 100% size with 300 dpi resolution for pictures and 600 dpi for line-blocks

Logos:

- 1) in Adobe Illustrator up to CS6 (laid out in single curves)
- 2) high-quality print or laser-printer outcome (colors indicated in accordance with PANTONE color sample-book or with CMYK standards)

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

Size of the paper: 300 x 423 mm • **Size of the mirror:** 275 x 380 mm • **Printing:** offset

SPECIAL ISSUES AND TOPICS 2017

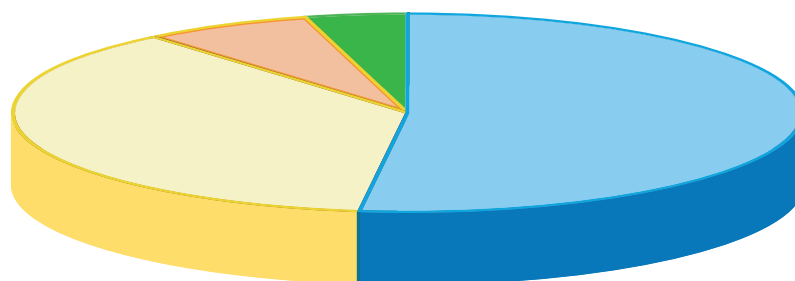
ISSUE	DEADLINE	PUBLISHING DATE	TOPICS
1	15. 12.	5. 1.	Public Transport, IT in Transport and Logistics, Manager Cars
2	29. 12.	19. 1.	International Road Haulage, Bus Services
3	12. 1.	2. 2.	Forwarding, Logistics, Logistic Centers and Industrial Properties
4	26. 1.	16. 2.	Road Freight Transport, Bus Services, Tires, Alternative Fuels
5	9. 2.	2. 3.	Logistics, Combined and Intermodal Transport
6	23. 2.	16. 3.	International Road Haulage, Bus Services, Light Commercial Vehicles
7	9. 3.	30. 3.	Forwarding, Logistics, Safety in Transportation and Logistics, Dangerous Goods Transportation
8	23. 3.	13. 4.	Vehicles in Building Industries, Transport Infrastructure, IBF Brno 2017
9	6. 4.	27. 4.	TRANSPORT LOGISTIC Munich 2017, Forwarding, Logistics
10	20. 4.	11. 5.	International Road Haulage, Bus Services, Light Commercial Vehicles, Manager Cars
11	4. 5.	25. 5.	Law and Consulting Services in Transport and Logistics, Financial Services, Fleet management, Transport Engineering, Fuels and Lubricants
12	18. 5.	8. 6.	Logistics, Customs Services, Railway Transport, Czech Raildays Ostrava 2017
13	1. 6.	22. 6.	Road Freight Transport, Bus Services
14	15. 6.	7. 7.	Maritime Transport, Inland Water Transport, Air Transport
15	29. 6.	20. 7.	IT in Transport and Logistics, Telematics, Road Freight Transport
16	13. 7.	3. 8.	Railway Transport, Combined Transport
17	27. 7.	17. 8.	Public Transport, Fleet management, Fuels and Lubricants
18	10. 8.	31. 8.	Forwarding, Logistics, Logistic Centers and Industrial Properties
19	24. 8.	14. 9.	International Road Haulage, Bus Services
20	7. 9.	29. 9.	International Engineering Fair in Brno 2017, Logistics, Customs Services, Light Commercial Vehicles
21	21. 9.	12. 10.	Road Freight Transport, Bus Services, Transportation of Oversized Loads, Tires
22	5. 10.	26. 10.	Courier, Express and Parcel Services, E-commerce and Logistics, LCV, Manager Cars
23	19. 10.	9. 11.	International Road Haulage, Bus Services, Financial Services, Fleet Management, LCV
24	2. 11.	23. 11.	Logistics, Railway Transport, Transport Infrastructure
25	16. 11.	7. 12.	Road Freight Transport, Bus Services, Safety in Transportation and Logistics, Alternative Fuels
26	30. 11.	21. 12.	Christmas Issue, Wishes to Clients

Periodicity: every second Thursday • **Extent:** min 12 pages A3 sheet-format

Subscription fee: 1 980 CZK per year

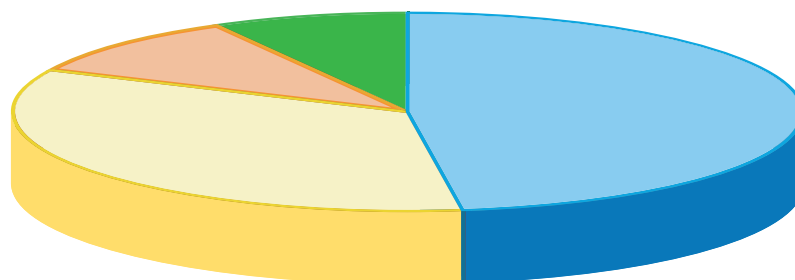
Readership: 6000 • **Publisher:** České dopravní vydavatelství, s. r. o.

DN readers according to areas of their activity



- 57 % ■ Transportation, forwarding and logistic companies
- 34 % ■ Manufacturers and traders
- 8 % ■ State, regional and local administrations
- 1 % ■ Services to transportation

DN readers according to their social status



- 53 % ■ Managers
- 32 % ■ Business owners
- 8 % ■ Employees
- 7 % ■ State employees