

DOPRAVNÍ NOVINY

TRANSPORT LOGISTIC MULTIMEDIA

MEDIADATA 2018



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



- 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 Denmark, 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	48 500
1/4	27 000	30 500	38 800
1/8	15 500	18 500	24 800
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

275 x 25 mm (above newspaper titel)	39 000 CZK
90 x 20 mm (below newspaper titel)	29 000 CZK
53 x 20 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 2018

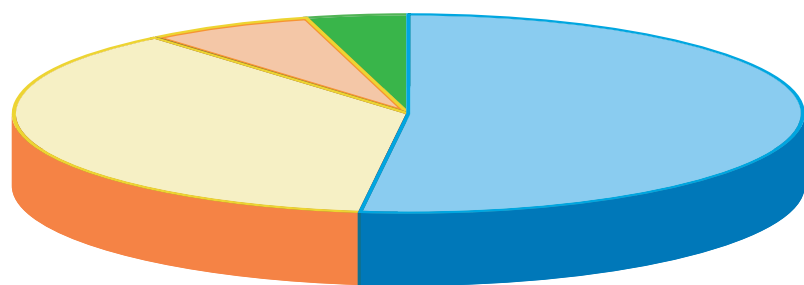
ISSUE	DEADLINE	PUBLISHING DATE	TOPICS
1	14. 12.	4. 1.	Public Transport, IT in Transport and Logistics, Manager Cars
2	28. 12.	18. 1.	International Road Haulage, Bus Services
3	11. 1.	1. 2.	Forwarding, Logistics, Logistic Centers and Industrial Properties
4	25. 1.	15. 2.	Road Freight Transport, Bus Services, Tires, Fuels and Lubricants
5	8. 2.	1. 3.	Logistics, Combined and Intermodal Transport
6	22. 2.	15. 3.	Law and Consulting Services in Transport and Logistics, Financial Services, Fleet management, Transport Engineering
7	8. 3.	29. 3.	International Road Haulage, Bus Services, Light Commercial Vehicles
8	22. 3.	12. 4.	Material Handling, CeMAT Hannover 2018, IT Systems in Logistics, Logistics
9	5. 4.	26. 4.	Vehicles in Building Industries, Transport Infrastructure, IBF Brno 2018
10	19. 4.	10. 5.	Forwarding, Logistics, Safety in Transportation and Logistics, Dangerous Goods Transportation
11	3. 5.	24. 5.	International Road Haulage, Bus Services, Light Commercial Vehicles, Manager Cars
12	17. 5.	7. 6.	Logistics, Customs Services, Railway Transport, Czech Raildays Ostrava 2018
13	31. 5.	21. 6.	Road Freight Transport, Bus Services
14	14. 6.	4. 7.	Maritime Transport, Inland Water Transport, Air Transport
15	28. 6.	19. 7.	IT in Transport and Logistics, Telematics, Road Freight Transport
16	12. 7.	2. 8.	Railway Transport, Combined Transport
17	26. 7.	16. 8.	International Road Haulage, Bus Services, Public Transport
18	9. 8.	30. 8.	Forwarding, Logistics, Logistic Centers and Industrial Properties
19	23. 8.	13. 9.	IAA Hannover 2018, Automotive Engineering, InnoTrans Berlin 2018, Railway Engineering
20	6. 9.	27. 9.	International Engineering Fair in Brno 2018, Logistics, Customs Services, Light Commercial Vehicles
21	20. 9.	11. 10.	Road Freight Transport, Bus Services, Transportation of Oversized Loads, Tires
22	4. 10.	25. 10.	Courier, Express and Parcel Services, E-commerce and Logistics, LCV, Manager Cars
23	18. 10.	8. 11.	International Road Haulage, Bus Services, Financial Services, Fleet Management, LCV
24	1. 11.	22. 11.	Logistics, Railway Transport, Transport Infrastructure
25	15. 11.	6. 12.	Road Freight Transport, Bus Services, Safety in Transportation and Logistics, Fuels and Lubricants
26	29. 11.	20. 12.	Christmas Issue, Wishes to Clients

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

Subscription fee: 2 100 CZK per year

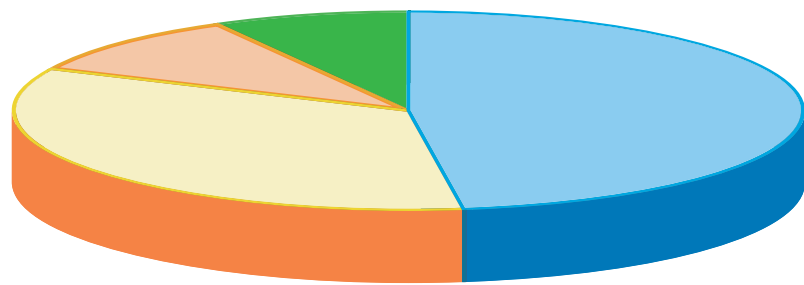
Readership: 6000 • **Publisher:** České dopravní vydavatelství, s. r. o.

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