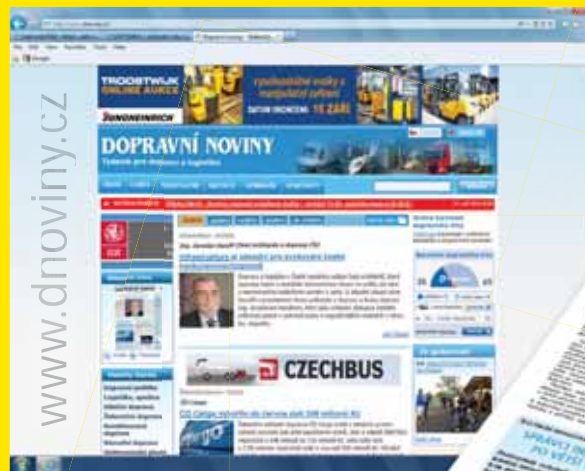


# DOPRAVNÍ NOVINY

TRANSPORT • FORWARDING • LOGISTICS

## MEDIADATA 2012



# DOPRAVNÍ NOVINY



DOPRAVNÍ NOVINY is a Czech weekly 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

- Forwarding



- Road transport

- Logistics



- Railway transport

- Supply chains



- Multimodal transport

- Logistic terminals



- Inland waterways transport

- Intralogistics



- Maritime transport

- Fairs, Exhibitions, Congresses



- Air transport

- Financial services



- Dangerous goods handling

- Informatics, Telematics

- Transportation Technology

- 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 part of DVV Media Group that publishes periodicals in Belgium, 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 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.



## REDACTION, SUBSCRIPTION, ADVERTISING

Písecká 1967/5  
CZ – 130 00 Praha 3  
Tel.: +420 226 205 070  
Fax: +420 226 205 080

E-mail: redakce@dnoviny.cz  
predplatne@dnoviny.cz  
inzerce@dnoviny.cz  
Internet: www.dnoviny.cz

## ◆ ADVERTISEMENT PRICES

Format	Price (CZK) B/W	Price (CZK) black + 1 colour	Price (CZK) 4 - colours
1/1	78.200,-	88.000,-	119.000,-
2/3	56.000,-	64.000,-	87.000,-
1/2	44.200,-	51.900,-	71.000,-
1/3	31.000,-	37.200,-	46.500,-
1/4	24.200,-	28.100,-	35.600,-
1/8	13.100,-	16.000,-	22.500,-

### Other formats (only full colours)

<b>JUNIOR PAGE</b> (219 x 295 mm)	85.500,- CZK
<b>2/1 page</b> (574 x 380 mm)	185.000,- CZK
<b>Advertisement across the gutter spread</b> (350 x 240 mm)	89.000,- CZK

### Price for 1 mm BW column: 61,- CZK

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

## ◆ SPECIAL OFFER

### COLOUR ADVERTISEMENT ON FRONT PAGE:

51 x 60 mm	16.000,- CZK
107 x 60 mm	24.500,- CZK
275 x 75 mm	45.500,- CZK
TOP Logo next newspapers titel 40 x 57 mm	26.900,- CZK

### BANDEROLE:

640 x 40 mm	62.000,- CZK
-------------	--------------

### AD WITH GUMMED CD:

Format of ad* (125 x 125 mm)	25.600,- CZK
Manipulation and paste-in (r: 61 mm)	35.000,- CZK

\* For ad is possible to choose any of bigger formats

## ◆ 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

IF YOU ARE INTERESTED IN PRESENTATION ON [www.dnoviny.cz](http://www.dnoviny.cz) PLEASE CONTACT US BY EMAIL AT [inzerce@dnoviny.cz](mailto: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

<b>1/1</b> 275 x 380 mm	<b>Banderole</b> 640 x 40 mm	<b>Ad with gummed CD</b> 
<b>Junior Page</b> 219 x 295 mm	<b>Advertisement across the gutter spread</b> 6 columns 350 x 240 mm	
<b>1/2</b> 135 x 380 mm	<b>1/2</b> 275 x 188 mm	<b>1/2</b> 188 x 275 mm
<b>1/3</b> 3 columns 163 x 225 mm	<b>1/3</b> 4 columns 219 x 170 mm	<b>1/3</b> 5 columns 275 x 125 mm
<b>1/4</b> 2,5 columns 135 x 185 mm	<b>1/4</b> 3 columns 163 x 155 mm	<b>1/4</b> 4 columns 219 x 115 mm
<b>1/4</b> 5 columns 275 x 90 mm	<b>1/8</b> 2 columns 107 x 130 mm	<b>1/8</b> 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 CS4 (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

## TERMS AND TOPICS OF SPECIAL SUPPLEMENTS IN 2012

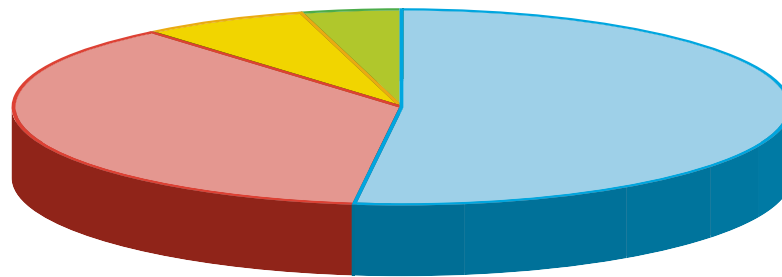
Issue	Deadline	Publishing date	Special supplements
6	19. 1.	9. 2.	International Road Haulage, Bus Services
7	26. 1.	16. 2.	Multimodal Transport, Container Transport
9	9. 2.	1. 3.	Forwarding, Logistics, Safety in Transport and Logistics
11	23. 2.	15. 3.	Road Freight Transport, Tyres
12	1. 3.	22. 3.	Air Transport
13	8. 3.	29. 3.	Light Commercial Vehicles, Manager Cars, Logistics
15	22. 3.	12. 4.	IBF Brno 2012, Vehicles in Building Industries, Infrastructure
16	29. 3.	19. 4.	Financial Services, Light Commercial Vehicles, Logistics
18	12. 4.	3. 5.	International Road Haulage, Bus Services
19	19. 4.	10. 5.	Forwarding, Logistics, IT in Transport and Logistics, Light Commercial Vehicles
20	26. 4.	17. 5.	Dangerous Goods Transportation
22	10. 5.	31. 5.	Automotive Engineering, AUTOTEC Brno 2012, Manager Cars
23	17. 5.	7. 6.	Forwarding, Logistics, CZECH RAILDAYS Ostrava 2012
25	31. 5.	21. 6.	International Road Haulage, Bus Services
27	14. 6.	4. 7.	Maritime Transport
30-31	4. 7.	26. 7.	Informatics, Telematics
34	2. 8.	23. 8.	Railway Transport
36	16. 8.	6. 9.	MSV Brno 2012, Logistics, INNOTRANS Berlin 2012
37	23. 8.	13. 9.	IAA Hannover 2012, Automotive Engineering
39	6. 9.	27. 9.	Courier, Express and Parcel Services, Light Commercial Vehicles, Manager Cars
40	13. 9.	4. 10.	Logistics, Municipality Service Vehicles
42	27. 9.	18. 10.	International Road Haulage, Bus Services, Tyres
43	4. 10.	25. 10.	Light Commercial Vehicles, Manager Cars, Logistics
45	18. 10.	8. 11.	Road Freight Transport, Transport of Oversized Loads
46	25. 10.	15. 11.	Financial Services
47	1. 11.	22. 11.	Logistics, Light Commercial Vehicles, Informatics
49	15. 11.	6. 12.	International Road Haulage, Bus Services
51-52	29. 11.	20. 12.	Christmas issue, Wishes to Clients

**Periodicity:** weekly • **Extent:** 8-20 pages A3 sheet-format

**Subscription fee:** 1.820,- CZK per year

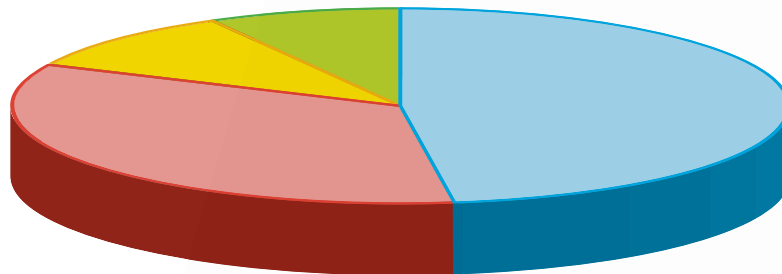
**Readership:** 6000 • **Publisher:** České dopravní vydavatelství, s. r. o.

### DN readers according to areas of their activity



- 54 % ■ Transportation, forwarding and logistic companies
- 36 % ■ Manufacturers and traders
- 8 % ■ State, regional and local administrations
- 2 % ■ Services to transportation

### DN readers according to their social status



- 48 % ■ Managers
- 36 % ■ Businessowners
- 9 % ■ Employees
- 7 % ■ State employees