

DOPRAVNÍ NOVINY

TRANSPORT LOGISTIC MULTIMEDIA

MEDIADATA 2019



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

- 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 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

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) 4 - colours
1/1	87 000	136 000
2/3	65 000	89 000
1/2	48 000	77 000
1/3	36 000	48 800
1/4	29 000	39 500
1/8	17 000	25 500

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
-------------	------------

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 2019

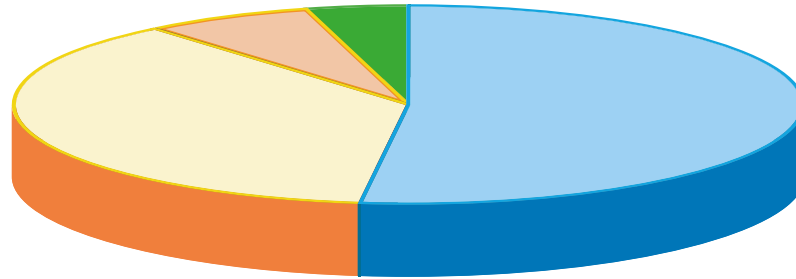
ISSUE	DEADLINE	PUBLISHING DATE	TOPICS
1	20. 12.	10. 1.	Public Transport, ICT in Transport and Logistics, Manager Cars
2	3. 1.	24. 1.	International Road Haulage, Bus Services
3	17. 1.	7. 2.	Forwarding, Logistics, Logistic Centers and Industrial Properties
4	31. 1.	21. 2.	Vehicles in Building Industries, Transport Infrastructure, IBF Brno 2019
5	14. 2.	7. 3.	Combined and Intermodal Transport, Logistics
6	28. 2.	21. 3.	International Road Haulage, Bus Services, LCV, Tires
7	14. 3.	4. 4.	Forwarding, Logistics, Safety in Transportation and Logistics, Dangerous Goods Transportation
8	28. 3.	18. 4.	International Road Haulage, Transport Engineering, Law and Consulting Services in Transport and Logistics, Fleet Management
9	11. 4.	2. 5.	Material Handling, Logistics, ICT Systems in Logistics
10	25. 4.	16. 5.	International Road Haulage, Bus Services, Light Commercial Vehicles
11	9. 5.	30. 5.	TRANSPORT LOGISTIC München 2019, Logistics Czech Raildays Ostrava 2019, Railway Transport
12	23. 5.	13. 6.	Road Freight Transport, Bus Services
13	6. 6.	27. 6.	Forwarding, Logistics, Customs Services
14	20. 6.	11. 7.	Maritime Transport, Inland Water Transport, Air Transport
15	4. 7.	25. 7.	ICT in Transport and Logistics, Telematics, Road Freight Transport
16	18. 7.	8. 8.	Railway Transport, Combined Transport
17	1. 8.	22. 8.	International Road Haulage, Bus Services, Public Transport
18	15. 8.	5. 9.	Forwarding, Logistics, Logistic Centers and Industrial Properties
19	29. 8.	19. 9.	International Road Haulage, Bus Services, Fuels and Lubricants
20	12. 9.	3. 10.	International Engineering Fair Brno 2019, Logistics, Customs Services, Maritime Transport
21	26. 9.	17. 10.	Road Freight Transport, Bus Services, LCV, Transportation of Oversized Loads, Tires
22	10. 10.	31. 10.	Courier, Express and Parcel Services, Logistics for E-commerce, Financial Services, LCV, Manager Cars
23	24. 10.	14. 11.	Road Freight Transport, Bus Services, Safety in Transportation and Logistics
24	7. 11.	28. 11.	Logistics, Railway Transport, Transport Infrastructure
25	21. 11.	12. 12.	Road Transport, Christmas Issue, Wishes to Clients

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

Subscription fee: 2 200 CZK per year

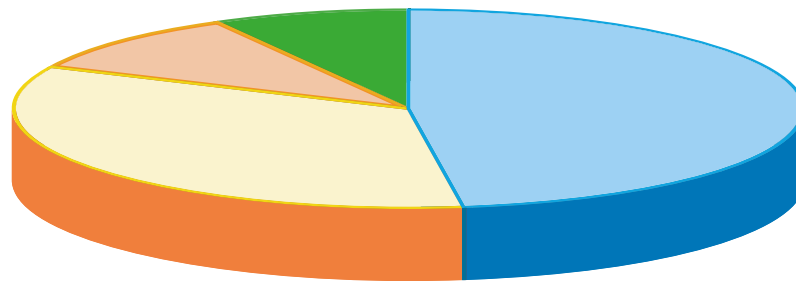
Circulation: 5 000 - 7 000 • **Publisher:** České dopravní vydavatelství, s. r. o.

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