

DOPRAVNÍ NOVINY

TRANSPORT LOGISTIC MULTIMEDIA

MEDIADATA 2024



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

- 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.



REDACTION, SUBSCRIPTION, ADVERTISING

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www.dnoviny.cz



◆ ADVERTISEMENT PRICES

Format	Price (CZK) B/W	Price (CZK) 4 - colours
1/1	93 000	145 000
2/3	71 000	95 000
1/2	53 000	81 000
1/3	40 000	52 000
1/4	33 000	41 000
1/8	20 000	28 000

Other formats (only full colours)

JUNIOR PAGE (219 x 295 mm)	95 000 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

CIAL MODULES ON THE FRONT PAGE:

275 x 30 mm (above newspaper titel)	47 000 CZK
90 x 20 mm (below newspaper titel)	31 000 CZK
53 x 20 mm (pod hlavičkou)	26 000 CZK
TOP Logo next newspaper titel 22 x 43 mm	36 000 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.

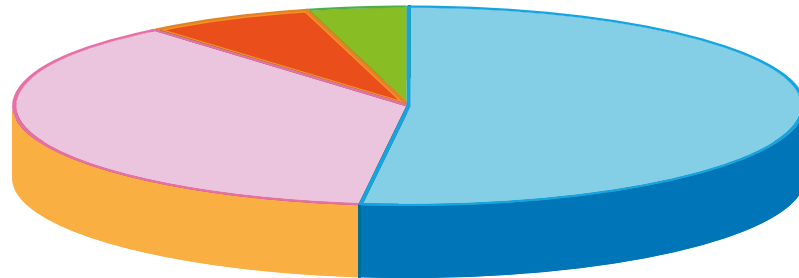
Size of the paper: 305 x 430 mm • **Size of the mirror:** 275 x 380 mm • **Printing:** offset

SPECIAL ISSUES AND TOPICS 2024

DN	DEADLINE	PUBL. DATE	SUPPLEMENTS
1 – 2	4. 1.	25. 1.	Public Transport, ICT in Transport and Logistics, Manager Cars Logistics, Safety in Transportation and Logistics
3 – 4	1. 2.	22. 2.	Road Freight Transport, Vehicles in Building Industries and Defence Industry Transport Infrastructure
5	15. 2.	7. 3.	Railway, Combined and Intermodal Transport Maritime Transport Logistics, LogiMAT Stuttgart 2024
6	29. 2.	21. 3.	International Road Haulage, Bus Transport LCV, Manager Cars, Fleet Management, Clean Mobility Tires
7 – 8	21. 3.	11. 4.	Material Handling, Intralogistics Logistics, Logistic Centers ESG in Logistics and Development
9	11. 4.	2. 5.	Road Freight Transport, Bus Transport Green Deal, E-mobility, Alternative Fuels and Drives Financial Services
10	2. 5.	23. 5.	Green Logistics and Sustainability, Last Mile Delivery Logistics for E-commerce, City Logistics
11	16. 5.	6. 6.	Railway and Combined Transport, Rail Business Days 2024 Forwarding, Logistics, Customs Services Dangerous Goods Transportation
12 – 13	30. 5.	20. 6.	Maritime Transport, Intermodal Transport, Inland Water Transport International Road Haulage, Services for Carriers, Clean Mobility Fuel Cards, Fuels
14 – 15	27. 6.	18. 7.	ICT in Transport and Logistics, Telematics, Road Freight Transport
16 – 17	1. 8.	22. 8.	Railway Transport, Combined Transport
18 – 19	22. 8.	12. 9.	IAA Hannover 2024, Automotive Engineering, LCV, Buses InnoTrans Berlin 2024, Railway Technology a Components
20	12. 9.	3. 10.	Logistics, MSV Brno 2024, Customs Services Maritime Transport, Railway Transport Intralogistics, Material Handling, Logistic Centers
21 – 22	3. 10.	24. 10.	Logistics for E-commerce, Parcel Transport Road Freight Transport, Bus Transport, Tires E-mobility, E-SALON 2024, Alternative Fuels and Drives
23	17. 10.	7. 11.	Road Freight Transport, Buses, CZECHBUS 2024 Alternative Fuels and Drives, E-mobility Vehicles in Building Industries, Services for Carriers
24	31. 10.	21. 11.	Railway and Combined Transport, Logistics Maritime Transport and Ports, Transportation of Oversized Loads
25 – 26	21. 11.	12. 12.	Road Transport, Christmas Issue, Wishes to Clients

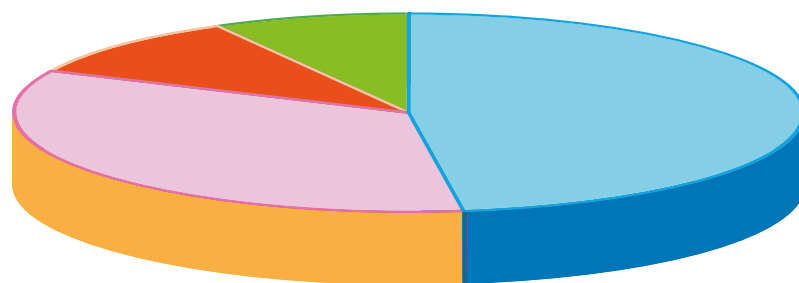
Extent: min 10 pages A3 sheet-format • Subscription fee: 2 650 CZK per year

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