

# 2013 Mediakit





## The APA (Automation, Components, Applications)

APA is Polish leading magazine for automation technology sector. APA deals with automation and control, energy distribution, software, robotics and other issues that are relevant to the industry. Due to the experience and expertise of the editorial team and its understanding of the Polish automation technology market, the magazine is the publication of choice for professionals. These include executives, engineers, managers working in production industry, plant maintenance staff, system integrators, designers and decision-makers concerning the purchase of components and materials.

APA has the highest amount of published editorial on the market that is solely based on locally created articles. For last 5 years it has become a premier Polish magazine for an automation industry. Each month over 100 pages with business and technical news, interviews, special reports and applications descriptions is published. This is supplemented by several ads and company presentations – the world's biggest manufacturers and distributors have trusted the credibility of APA and its advertising effectiveness.

The APA magazine focuses on automation, control systems, software, energy distribution, robotics and other issues. Covered market areas include:

- ➔ Manufacturing industry – APA shows products, applications and solutions for all discrete production and process industry, including automotive, products manufacturing, chemical, water and wastewater, food, pharmaceutical and other sectors.
- ➔ Machine building sector (OEM).
- ➔ Building and infrastructure sector.
- ➔ Energy sector (including green energy and industrial energy distribution).
- ➔ Automated assembly and robotics sector.
- ➔ Industrial software sector.

The range of information provided within the magazine includes the following regular sections:

- ➔ **Business News** – The latest news from domestic and world markets, investments, reports on recent changes within companies, market trends and conference and trade fair reports.
- ➔ **Interview of the Month** – Interviews with business leaders in the industry both from Poland and the rest of the world.
- ➔ **Main topic** – Longer articles on the latest automation solutions and new technologies.

### APA IN DETAIL

- ➔ Each APA issue: on average 100-130 A4 color pages, 12 issues a year
- ➔ Monthly circulation: 10000 copies. 80% of all copies are distributed through qualified subscription. APA can also be bought at newsagents and in media rooms of distribution networks such as: Garmond Press and Empik bookshops. APA is also distributed free to leading Polish industrial companies and associations
- ➔ The magazine is distributed at commercial fairs, business meetings, professional training seminars and scientific conferences where it acts as a participant or the media partner
- ➔ APA is also published as free digital edition, which has a growing number of users. The registered number of digital subscribers is currently over 3000
- ➔ Supplement: Automation Technology Market Directory, published once a year
- ➔ Website – portal on automation technology and business: [www.automatykab2b.pl](http://www.automatykab2b.pl)

- ➔ **Special Reports** – A review of the domestic market within a specific automation technology components, software or services. The reports enable readers to understand the current opportunities, highlight firms providing the particular component or service and find out about the features and market values of each product within the options available. The core report is supported by articles on the same theme and relevant advertising and product presentation sections.
- ➔ **Technical Texts** – Articles dedicated to specific technical solutions for engineers, designers and system integrators in relation to the design of automation control systems and applications.
- ➔ **New Products** – The latest news on components and modules used in automation technology, featuring up to 70 announcements each month.
- ➔ The APA team exhibit, host or media-sponsor a number of popular branch-related shows such as the Automaticon and Energetab fairs. Twice a year (in March and September) a **special issue dedicated to the fairs** is published.

### AutomatykaB2B.pl and newsletter

- ➔ The official website of the magazine – [www.automatykaB2B.pl](http://www.automatykaB2B.pl) – is a service portal for those who are professionally engaged in industrial production and automation technology. The searchable portal provides access to company information, industry news and product catalogues. The website presents articles, news and other content that is published in the printed edition of APA and business-to-business functionality allows sharing information between companies, including product enquiries.
- ➔ An electronic newsletter sent to about 10000 subscribers is also available to accompany the site, produced in partnership with [www.automatykaB2B.pl](http://www.automatykaB2B.pl).
- ➔ Advertisement formats and prices can be found in a separate media pack.



### Internet e-edition

APA is now available as a digital subscription, which provides you with all the information of the printed magazine together with added features such as a search facility, hyperlinks to all websites and e-mails and multimedia options. The digital edition is distributed free of charge and has a growing number of users (currently over 3000). Visit the site for more details: [www.automatykab2b.pl/eprenumerata](http://www.automatykab2b.pl/eprenumerata).

### APA REGULAR SECTIONS AND TOPICS

- ➔ PLCs, PACs, DCS
- ➔ Drives and motors, servo systems
- ➔ Industrial PCs and embedded systems
- ➔ HMIs, panel computers
- ➔ SCADA, Historian, MES and production management software
- ➔ Robots, manipulators, close-range transport systems
- ➔ Electro-installation and low-voltage components
- ➔ Industrial networks and I/O modules (including wireless)
- ➔ Sensors and transducers (including proximity and environmental sensors)
- ➔ Measurement equipment, DAQs (including portable)
- ➔ Machine vision and thermography
- ➔ Connectors, cables, energy transmission
- ➔ Industrial enclosures
- ➔ Industrial safety
- ➔ Mechanical and electromechanical components
- ➔ Signal and control equipment
- ➔ Hydraulics and pneumatics, pumps
- ➔ Renewable energy components and systems
- ➔ Machines and production line equipment
- ➔ Plant maintenance



## Automation Technology Market Directory

The Automation Technology Market Directory (“Informator Rynkowy Automatyki”) is a regularly updated guide to products and services for industry and automation sector. The Directory provides companies with the opportunity to present their organization to the broad range of APA’s readers, making it easier to reach potential clients. The clear format of the directory allows readers to compare products and services from a range of providers. The Automation Technology Market Directory has a distribution of 16000 copies and is delivered as a supplement to APA, and made available at trade fairs, seminars and all kinds of branch-related shows, where APA acts as a media sponsor.

The Automation Technology Market Directory contains market analysis and both economy and technology-centered tests discussing trends and phenomena that are present in the automation technology market. The analysis provides readers with industry insight and consolidates product knowledge. The Directory is a valuable source of information on the market and its leaders, pinpointing potential market difficulties and opportunities within the automation technology sector.

The catalogue is also available in the online and digital edition at [www.automatykab2b.pl](http://www.automatykab2b.pl).



**IRA – most valuable source of information for Polish automation technology managers and engineers!**

## Editorial Calendar 2013

Issue	Market report	Main article issue	Special issues and supplements
January	Signaling and control elements	Communication networks in utility markets	
February	Machine vision and thermography	Electric drives safety	
March	Industrial software	Pressure measurements	Automaticon Fair special issue
April	Industrial networks and I/O modules	Industrial uninterrupted power supplies	
May	Electro-installation and low-voltage components	Automation in heating industry	
June	PLCs and PACs	How to avoid failures of essential assets in industry?	
July	Hydraulics and pneumatics	Motion control	
August	Proximity and optical sensors	Manufacturing execution systems and production management software	
September	Industrial PCs	Industrial cables	Automation Technology Market Directory 2014 Energetab Fair special issue
October	Industrial safety		
November	Building automation	To be arranged during the year	
December	Connectors		

## Advert orders and other deadlines

Deadlines	Dates	Examples
Publication date	First day of the month	For issue 01/2013 this is 3 January 2013
Deadlines for advert orders	First day of the month before	For issue 01/2013 this is 1 December 2012
Deadlines for providing advert files	8th day of the month before	For issue 01/2013 this is 8 December 2012
Deadlines for submitting editorials	First day of the month before	For issue 01/2013 this is 1 December 2012

Please note that in case of missing deadlines for submitting editorials we cannot guarantee their publication in the current APA issue.

The world's biggest manufacturers and distributors have trusted the credibility of APA and its advertising effectiveness



## APA for promotion and advertising

The APA magazine is an attractive and effective means for advertising in automation and industrial sectors:

- ➔ Effective medium for advertising and promotion. APA reaches executives, engineers, managers working in production industry, plant maintenance staff, system integrators, designers and decision-makers concerning the purchase of components and materials. This includes industrial, building, infrastructure, energy and other sectors.
- ➔ APA has the highest amount of published editorial compared to other titles on the market and is solely based on locally created articles. For last 5 years APA has become a premier Polish magazine for an automation industry. The world's biggest manufacturers and distributors have trusted the credibility of APA and its advertising effectiveness.
- ➔ APA is an exhibitor of many commercial fairs (Automaticon, Energetab, Automa and others). The magazine is distributed at that fairs as well as business meetings, professional training seminars and scientific conferences where it acts as a participant or the media patron.
- ➔ There are different forms of promotion and advertising options available in APA. These include advertisements, company-sponsored articles and textual presentation of firms and products related to key topics within the magazine. Non-standard advertisements such as flyers, insertions and label bands are also available. These can be targeted and placed within a specific section of the magazine to accurately reach your target market.

## Examples of ads and company articles



Ads placed in different issue areas\*



Company articles placed in different issue areas\*

\*) More examples can be found in a separate media pack.



## Price List

### Standard advertisements printed inside the magazine

Advertisement Format	Price (euro)
1/8 page	260
1/4 page	513
1/3 page	695
1/2 page	870
1/2 junior page	970
1/1 (full page)	1360
1/1 (3rd magazine page)	1620
1/1 (7th, 9th, 11th magazine page)	1500
III cover	1540
II cover	1700
IV cover	2030

### Non-standard forms of advertisement

Advertisement Format	Price (euro)
Inserted flyer	830
Inserted flyer printed by publishing house	To be agreed on
Inserted booklet	To be agreed on
Header box	335
Reverse-side cover folder	To be agreed on
Label band	To be agreed on
Next-to-report or next-to-issue-topic presentation	500
Company-sponsored article	735
Cardboard insertion 1	1700
Cardboard insertion 2	To be agreed on
DB1 Banner	200
DB2 Banner	100

The VAT has been accounted in the prices above.

When ordering a series of adverts we offer the following discounts:

- ➔ 4-6 ads per year – 10%
- ➔ 7-11 ads – 20%
- ➔ 12 or more – 30%

Prices of non-standard advertisements are not the subject to discounts.

**Technical requirements for advertisements and other important information are published in Mediakit additional notes document.**

## Editorial and marketing team



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### Editorial staff

#### Editor-in-chief:

Zbigniew Piątek, tel. +48 22 257 84 96, fax +48 22 257 84 67, z.piatek@automatykaB2B.pl

#### Publisher:

Robert Magdziak, r.magdziak@automatykaB2B.pl

#### Editors:

Monika Jaworowska, Mateusz Kosikowski, Tomasz Daniluk

#### Website:

[www.automatykaB2B.pl](http://www.automatykaB2B.pl)

#### Address:

APA magazine, Leszczynowa 11, 03-197 Warszawa

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### Marketing and Advertising Team

#### Product manager of APA magazine:

Katarzyna Gugala, tel. +48 22 257 84 64, fax +48 22 257 84 67, mobile +48 601 131 953  
k.gugala@automatykaB2B.pl

#### Advertising team:

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### Publishing house



AVT-Korporacja spółka z o.o.  
Leszczynowa 11, 03-197 Warsaw  
tel. +48 22 257 84 99, fax +48 22 257 84 00  
[www.avt.pl](http://www.avt.pl)

## Mediakit additional notes

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### Additional notes regarding ads

- ➔ You can amend the content of advertisements within a series without incurring extra costs, as long as you maintain the original format.
- ➔ There is an additional charge of 10% for having advertisements placed in a specific section, or alongside specific content.
- ➔ It is possible to publish non-standard ads that are not included in the price-list. Publication terms and conditions are individually arranged between the client and editorial department and are a subject to additional charges depending on the size of the advertisement.
- ➔ There is an extra charge if you wish to have your advertisement produced by the editorial graphic artist at APA.
- ➔ If the advertiser fails to email the required files by the specified deadline, an advertisement from a previous issue will be re-printed.
- ➔ If you wish to make any alterations to the advertisement files, you must contact us within the times specified within the publication schedule.
- ➔ If you cancel any advertisements from within a series, a new invoice will be made out to reflect the updated costs and appropriate series discount.
- ➔ It is possible to publish technical articles along with ads if they fit market report or main article of the issue. In other cases publication terms must be agreed upon with marketing department.

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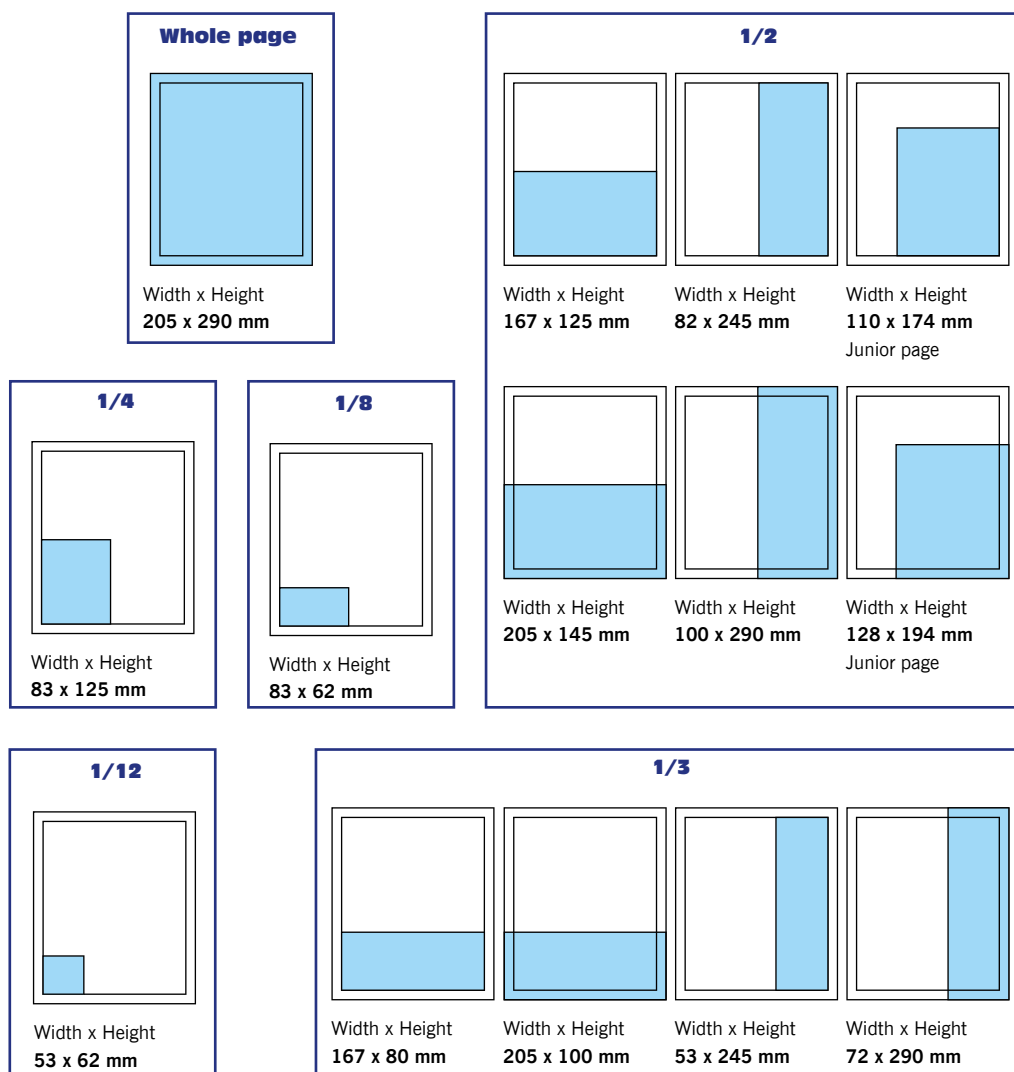
### Technical requirements for advertisements

- ➔ All adverts published in APA can be designed by the client or commissioned by the client to be designed and laid out by the editorial graphic artist. The extra fee paid for this is automatically invoiced.
- ➔ Advert files should be delivered to the FTP editorial server. The login name and password is available on request.
- ➔ The advert files should be tif, eps or pdf. All color profiles must be converted to CMYK images; artwork must not be submitted using PANTONE, RGB colors for bitmaps or vectorized files. All type must be converted to curves; the bitmap resolution must amount to at least 300 dpi and black-typed texts must overprint the background color. Total ink limit, meaning the CMYK amount of color, cannot exceed 300%.
- ➔ The advert should fit in the format compatible with the list of advertisement dimensions. The bleed-format adverts should have 5mm bleeds on all sides. The advert should include the bleed on all sides even if it is intended for only one particular page. Text and key graphics should be at least 10mm from the advert edge.
- ➔ The publishing house will not be held responsible for the quality of printed final artwork if artwork has not been supplied to our above specifications. This especially includes problems due to supplying materials in other color spaces than CMYK or in open formats (like CorelDraw).

## Standard and non-standard advertisements forms

### Standard advertisements printed inside the magazine

Please note that bleed-format ads should have at least 5mm bleeds at all sides



### Non-standard forms of advertisement

Advertisement	Form of advertisements, dimensions and rules
Inserted flyer	Advertising flyer insert, format 190 x 285 mm maximum
Inserted booklet	Inserted booklet or promotional catalogue
Header box	Advertising header contained in a rectangle (56 x 40 mm) on the front cover. To buy the header square space on the front cover it is required to order at least a full page advert for the period of at least 12 consecutive months
Reverse-side cover folder	Advertising folder under the cover
Label band	90mm label band wrapped around each copy
Next-to-report or next-to-issue-topic presentation	One-page long textual presentation of firms and products related to the report subject, trade-fair special issue or main topic. Page will be prepared in accordance with magazine layout
Company sponsored article	One-page long technology-oriented article submitted by the client, adjusted by editorial team in accordance with magazine layout and finally accepted by the client
Cardboard insertion 1	A4 cardboard advert, printed on both sides, inserted in the magazine. Collector's insertions with catalogue data of the recommended products are permitted too
Cardboard insertion 2	A4 cardboard advert (170 g paper), printed on both sides and glued inside the magazine
DB1 Banner	Column-sized, narrow advertising strip (32 x 176 mm)
DB2 Banner	1/2 column-sized, narrow advertising strip (32 x 86 mm)