

# PRESS media kit

magazine Mehatronika & 'U trendu'



CAMPAIGN

# 2023



PRESS media kit  
magazine Mehatronika & 'U trendu'

## Media kit

Five time every year (Mart, May, August, October, December)  
Mehatronika is read by about 2000 owners and managers of production, maintance and distribution all over Serbia.

Mehatronika is their source of the latest information within industrial automation (factory and industrial automation), energy (power and supply systems), robotics, industrial software solutions, work security, production efficiency, raw material packing and handling...

The managers appreciate Mehatronika as the source of current information on the new products and trends at Serbian market.

### ad Specification:

dimension: 299x202 mm, CMYK, PDF

material for articles/news: text in MS Word, picture CMYK300 dpi

**3 full pages/issue, 5 issues/year: 5x300€**  
(adverts, articles about products/services or any combination of them)

**: 1500 €**/YEAR

**2 full pages/issue, 5 issues/year: 5x250€**  
(adverts, articles about products/services or any combination of them)

**: 1250 €**/YEAR

**1 full pages/issue, 5 issues/year: 5x200€**  
(adverts, articles about products/services or any combination of them)

**: 1000 €**/YEAR

## FAQ

Distribution method: no sale / free sending to listed bussines persons (company list in attach)

Circulation: 2000 pcs.

Listed persons: 1929

Issues per year:  
5 numbers (March, May, August, October, December)

## Extra

Free logo on cover page

Free insertion of promo materials (catalogs or DVD-a) up to 75 gr

Free publishing of the article on site:  
[magazinmehatronika.com](http://magazinmehatronika.com)

Free prepress for articles/news



ISSN 2217-8678

MEHATRONIKA  
<http://www.magazinmehatronika.com>

# mehatronika ON-LINE

[www.magazinmehatronika.com](http://www.magazinmehatronika.com) & 'U trendu' e-newsletter

online

CAMPAIGN

2023

Website: [www.magazinmehatronika.com](http://www.magazinmehatronika.com)

## The quickest way to get your news out

Our website, with its constantly growing number of articles, is quickly becoming the leading online source of informations in the field of industrial automation, energetics, robotics, industrial packaging, hydraulics and education.

Our readers, but also general audiences who use the internet to find data, use our website as a source of additional info and as a direct link to sellers. A robust tagging system allows for quick access and high visibility of key information for those who purchase new gear.

An authority in the field,

'Mehatronika' on-line connects customers and vendors in Serbia, offering them the newest data at the right moment.

Every article is also published on our social media, giving more visibility and reaching out to various types of customers.

All published articles are never taken down, and also have good visibility on various search engines, giving them a long lasting marketing appeal for many of our customers.

**The on-line3 package** includes one monthly website post for three months, for a total of three posts, as well as texts in the newsletter and on our Facebook and LinkedIn pages.

: **150 €**  
600 €/YEAR

**The on-line12 package** includes one monthly website post for twelve months, for a total of twelve posts, as well as texts in the newsletter and on our Facebook and LinkedIn pages.

: **450 €**  
450 €/YEAR

**Paket on-line3+PRESS** includes one monthly website post for three months, for a total of three posts, as well as texts in the newsletter and on our Facebook and LinkedIn pages, and the release of one article on 1 page published in print in the next physical issue of the magazine.

: **300 €**  
1200 €/YEAR

**Paket on-line3+PRESS** includes one monthly website post for three months, for a total of three posts, as well as texts in the newsletter and on our Facebook and LinkedIn pages, and the release of one article on 2 pages published in print in the next physical issue of the magazine.

: **350 €**  
1400 €/YEAR

## newsletter

Our newsletter, "U trendu" is being read by over 5000 owners, managers and engineers working in production, maintenance and distribution all over Serbia.

"U trendu" is their source of the newest info in the the fields of industrial automation, workplace safety, production efficiency, packing and handling materials.

Managers value this newsletter as a source of up-to-date info of the new products and trends on the Serbian market.

