

# MEDIA PLAN 2025

# ZVĀRAČ

YEAR OF PUBLICATION XXII profesionál 2025

NEWS FROM THE WORLD OF WELDING, SOLDERING AND CUTTING TECHNOLOGIES



The journal **ZVĀRAČ** – profesionál (WELDER – professional) is the only scientifically reviewed journal in the field of welding and allied technologies issued on the Slovak and Czech media market for 22 years. It takes a leading position amongst the technical journals of engineering orientation, whereas welding public is considering it for an influential medium in this field.

**ZVĀRAČ** – profesionál journal is a quarterly with professional orientation to strategy, trends and policy in welding, cutting and brazing/soldering, heat treatment and testing the materials and weldments in industry and civil engineering. It is devoted to specific professional themes, creating thus the space for publication activity of welding professionals from practice, scientific institutions and technical universities.

This journal is a media partner of significant domestic and foreign fairs, exhibitions, professional seminars and conferences where it is advertised and distributed for the exhibitors and participants. This journal is not available for a free sale but it is directly sent to subscribers.

## TECHNICAL PARAMETERS

Print run 2000 cps  
issued 4 times per year  
format A4 (210 × 297 mm)  
binding V1  
journal block – 115 g mat art paper  
cover – 250 g art paper laminate  
pages 32 - 80

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Cover 4 pages		Cover 6 pages			Inner sides	
E 1/1 4. cover pages <b>210 x 297 mm</b> 1000 €	ZVĀRAČ ROČNÍK XXII profesional 2025 A 3/4 1. strana obálky <b>210 x 297 mm</b> 1300 €	E 1/1 4. cover pages <b>210 x 297 mm</b> 900 €	ZVĀRAČ ROČNÍK XXII profesional 2025 A 3/4 1. front cover pages <b>209 x 297 mm</b> 1300 €	A 1/1 „klopa“ front cover pages <b>200 x 297 mm</b> 900 €	V 1/1 inzercia Inside 1x A4 <b>210 x 297 mm</b> 480 €	V 4/1 inzercia Middle 4x A4 <b>210 x 297 mm</b> 1330 €
B 1/1 2. cover pages <b>210 x 297 mm</b> 900 €	C 1/1 3. cover pages <b>210 x 297 mm</b> 900 €	B 1/1 2. opening double-page of the cover <b>409 x 297 mm</b> 1350 €		C 1/1 3. cover pages <b>210 x 297 mm</b> 900 €	PR 1/1 PR articles A4 <b>210 x 297 mm</b> 240 €	PR 2/1 PR articles 2x A4 <b>210 x 297 mm</b> 380 €

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1/3 A4 page	185
PR articles 1 A4 page	240
PR articles 2 A4 page	380

### CANCELLATION FEES

The order may be cancelled by written notice not less than 30 days prior to journal closure. At order cancelling 14 days prior to closure - cancellation fee is 50 % from order price. After that term the cancellation fee is 100 %. The prices are given without VAT.

### DOCUMENTS FOR PRINT

- .PDF output press quality, CMYK, merged transparency, fonts integrated, compatibility with PDF 1,3 (ex- port/distiller - PDF/X-3)
- .TIFF, JPG output, CMYK, min. 300 dpi, without OPI information and profiles
- .AI.EPS output, CMYK, texts in curves, in case of.cdr - export as.eps

### TERMS OF DEADLINES AND DISTRIBUTION OF INDIVIDUAL NUMBERS IN THE YEAR 2025

#### ZVĀRAČ profesional 1/2025

Deadline of contributions 11. 3. 2025  
Distribution 31. 3. 2025

#### ZVĀRAČ profesional 2/2025

Deadline of contributions 26. 5. 2025  
Distribution 16. 6. 2025

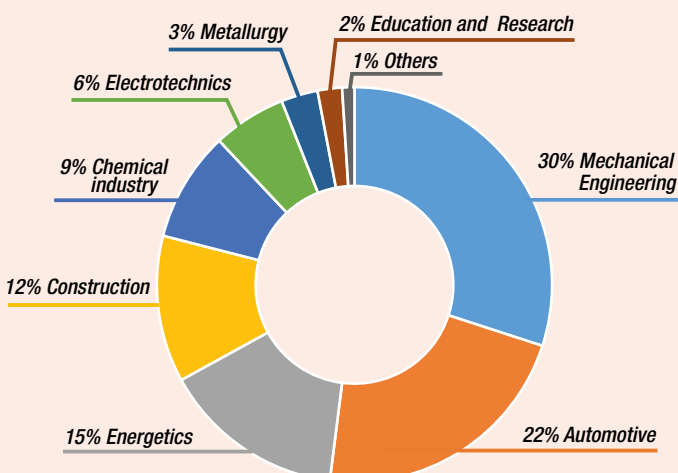
#### ZVĀRAČ profesional 3/2025

Deadline of contributions 2. 9. 2025  
Distribution 30. 9. 2025

#### ZVĀRAČ profesional 4/2025

Deadline of contributions 13. 11. 2025  
Distribution 8. 12. 2025

### Distribution and readability



### According to intra-company structure of the subscribers

