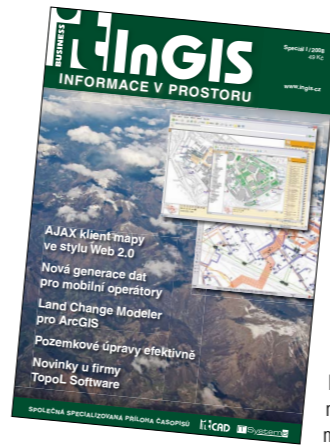




Technologies for innovation

Volume nineteen, published 6 times a year
 From 64 to 80 pages
 Price 90 CZK/4 €
 Annual Subscription 450 CZK/19,60 €
 Edition 10 500
 Read by 41 000 people
 A4 format (210 x 297 mm)
 Glued V2 binding
 Design: chalk paper matte 115 g
 Cover 250 g laminated



Topical issue about using geographic information systems and data in space. Joint supplement of IT Systems and IT Cad magazines.

Location information and enterprise information systems • property and Premises management • GIS in state administration and self-government • Collection, distribution and availability of GIS data • Logistics and GIS • GIS for telecommunication and distribution networks • Current trends in use of data in space • Distant land exploration, GPS • Reports, case studies • Hardware for GIS – data collecting, data processing and outputs • Review of current technologies – SW



Schedule and main topics of issues

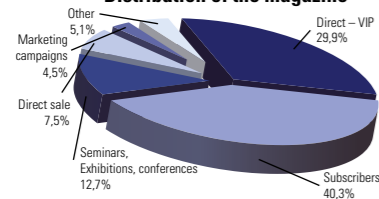
Advertising prices

www.cad.cz

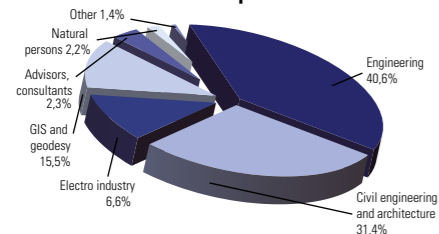
Magazine profile

IT CAD magazine is the oldest periodical magazine targeted to managers and professionals in the area of computer supported design in the Czech republic. It focuses on using CAx technologies in engineering, building industry and related areas. In connection with web portal CAD.cz and regular twice a year published supplement InGIS, it creates a maximal complex source of information on CAD, CAM, CAE, CAQ, FEM, PLM and other IT solutions. Thanks to the readers structure is the magazine an important reference source for decision making about investments to CAx and GIS technologies. It brings also case studies, interviews with IT managers in a CAD professionals as well as software and hardware reviews. Considerable attention in the content of the magazine is given to education and teaching CAx technologies at all kind of schools.

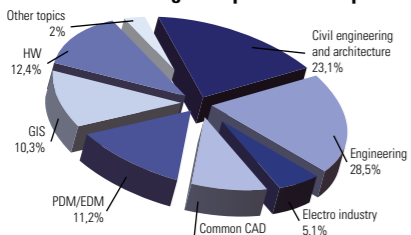
Distribution of the magazine



Structure of readers pursuant to branch



Structure of the magazine pursuant to topics



1/2009 date of issue: 9. 2. 2009 (closing date: 23. 1.)

CAD/CAM for wood-processing industry and furniture production
 Software for wooden constructions, software for interior designs, software for production preparation, data passing to production, EDM/PDM, CAM in wood-processing, computing software – static and strength calculations, software for modelling and visualisation, Building CAD system upgrades, databases and models of purchased parts, controlling and organisation of development/design. HW for building CAD systems, Printers A3+, Hi-End work stations, plotter, projectors,
 Exhibitions: MOBITECH Brno, Fórum dizajnu Nitra, BYDLENÍ 2008 Praha

2/2009 date of issue: 10. 4. 2009 (closing date: 20. 3.)

Software for architecture and civil engineering
 CAD and reconstruction in building industry, BIM and facility management, CAD/CAM in mining processes and devices, software for propulsion, hydraulics, air handling, compressor technics, software for heavy-current engineering and energetic, CAx for wiring systems of buildings and machinery, CAD/CAM for glass and stoneware industry, CAx and mechatronic systems, virtual prototypes, rapid prototyping, Mobile HW, Work Stations, Monitors, HW for GIS support, 3D printing machines
 Exhibitions: Stavební veletrhy Brno, For Industry 2009, MSV Nitra, EmbaxPrint Brno, VOD-KA 2009 Brno

3/2009 date of issue: 15. 6. 2009 (closing date: 22. 5.)

CAD/CAM/CAE for engineering
 Vast design documentations in engineering PLM and automobile industry, digital enterprise – design and simulation of production systems, reverse engineering – surface modelling, CAM technology – postprocessing, Plant design, CAE – complex huge systems simulation, data transferring between CAx. systems, CA.. data browsers, software and solutions for line constructions, CA.. and education, monitors, Presentation technics, CNC controlling systems, 3D periphery
 Exhibitions: Modell Brno, For Arch 2009, MSV Brno

4/2009 date of issue: 21. 8. 2009 (closing date: 24. 7.)

CAD/CAM in engineering and wood-processing industry
 Engineering 3D systems, rapid prototyping, reverse engineering, software for wooden constructions, software for woodcraft workshops, visual architecture, PLM solution application, modal analysis – calculations, CAM – effective strategy of machining, CAx data quality, CAx data for civil engineering, CAx data for engineering, building equipment designing, GIS and dispatching systems, Monitors >20", large size printers, graphic cards, cutting plotter.
 Exhibitions: Wood-Tec Brno, ForArch Praha, Drevo Nitra, MSV Brno

5/2009 date of issue: 9. 10. 2009 (closing date: 18. 9.)

CAx in civil engineering
 Software for line constructions, Modern construction systems, budget procedure in civil engineering, CAx data in civil engineering, new technologies in civil engineering with CAx support, plant design, design portals, CAE – flow modelling, CAD/CAM in controlling, automation and regulation technics, software for valves, pumps, water services and irrigation technics, monitors, digital photographs, Peripherals for architects, 3D peripherals, Scanners
 Exhibitions: Wood-Tec Brno, TZB Bratislava

6/2009 date of issue: 27. 11. 2009 (closing date: 6. 10.)

Software for small companies and independent designers, CAD for free, EDM/PDM for smaller enterprises, plant design, alternative software for designing, animation and medial presentation, specialised CAD upgrades, CAD for landscape planners, CAD in geodesy and cartography, software for static and dynamic calculations, software for modelling and visualisation, mobile hardware, ergonomic peripherals, photo-realistic printers, digital cameras
 Výstavy: Aqua-therm 2010 Praha a Bratislava, Pragobuilding 2010

Ask for detailed overview of forthcoming issue's topics in advance. These information are followed by specifications and trading conditions at the end of this Editorial.

Is at the magazine Editor's office discretion to change any piece of information provided during the year.

Position - size	Size of advertisement after cropping (w x h) in mm	Price		
		Mirror	Bleed	
2. page of cover	89 000 CZK	210 x 297		
3. page of cover	79 000 CZK	210 x 297		
4. page of cover	99 000 CZK	210 x 297		
1. inner print page	79 000 CZK	210 x 297		
Inner double page spread A3	89 000 CZK	420 x 297		
2. cover + 1. print page	99 000 CZK	420 x 297		
Inner page A4	74 000 CZK	210 x 297		
PR article 1 print p.	49 000 CZK	3500 ch., pictures, contact		
PR article 1 print p.	69 000 CZK	7000 ch., pictures, contact		
2/3 (portrait)	59 000 CZK	113 x 253 133 x 297		
1/2 (land)	44 000 CZK	172 x 124		
1/2 (portrait)	44 000 CZK	83 x 253 103 x 297		
Junior page	39 000 CZK	113 x 167		
1/3 (land)	34 000 CZK	172 x 81		
1/3 (portrait)	34 000 CZK	54 x 253 74 x 297		
1/4 (land)	24 000 CZK	172 x 60		
1/4	24 000 CZK	83 x 124		
Square	19 000 CZK	83 x 83		
rafter	19 000 CZK		210 x 44	
1/6	15 000 CZK	54 x 124		
1/9	12 000 CZK	54 x 81		
Banner (strip)	12 000 CZK	172 x 22		
Section sponsor	10 000 CZK	Logo, catchword, www		
Enclosed advertising (whole edition)	5 CZK/piece	up to size A4 and 100 g/piece		

If you are interested in exclusive format of your advertisement, please ask for special formats price list.

Discount	
2 repetitions	3%
3 repetitions	6%
4 repetitions	9%
5 and more repetitions	12%

Additional charge	
Applied location	10 000 CZK
Substandard size	10 000 CZK
Special graphic works	according to difficulty

Cancellation	
More than 30 days before closing date	10%
30 and less days before closing date	40%
after closing date	100%

Standard commission is provided to advertising agencies.

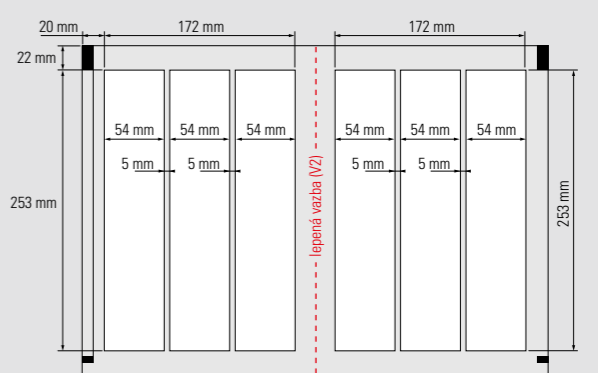
Banners	size [pixels]	price
Full banner	468 x 60 pixels	3 000 CZK
Vertical banner	120 x 240 pixels	2 500 CZK
Square button	120 x 120 pixels	2 000 CZK
Micro bar	85 x 31 pixels	1 000 CZK
Wide square	300 x 300 pixels	5 000 CZK
Skyscraper (left)	120 x 600 pixels	5 000 CZK
Wide skyscraper (right)	150 x 600 pixels	9 000 CZK
Commercial notice (link, photo)	max. 1000 char	3 000 CZK
Commercial presentation - own subpage up to 5 MB		500 CZK
Commercial presentation - own subpage 5-10 MB		750 CZK
Commercial presentation - own subpage more than 10 MB		1 000 CZK

Discount	
2 - 4 repetitions	5%
5 - 8 repetitions	10%
9 - 13 repetitions	15%
14 - 26 repetitions	20%
27 and more repetitions	25%

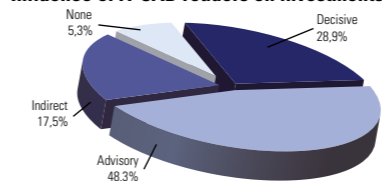
Cancellation	
14 - 8 days before release	50%
7 and less days before release	100%

CADnews
 Electronic fortnightly e-mail newsletter of IT CAD magazine

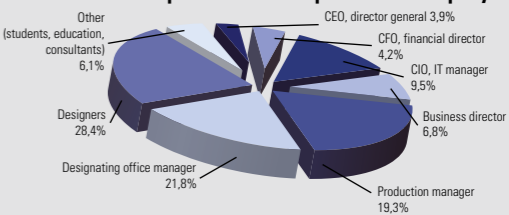
CADnews is released every odd week on Thursday.
 Closing date is every Wednesday at 3 pm, the day before release.



Influence of IT CAD readers on investments into IT



IT CAD Readers pursuant to their position in company



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