

automotive magazine

EDITION PLAN of the magazine for 2024

ZÁKLADNÉ INFORMÁCIE

The automotive magazine is a professional bi-monthly magazine predominantly dedicated to the automotive industry, engineering production and related areas of economic activity in the Slovak and Czech Republic.

The automotive magazine is published by L PRESS SK, s.r.o. six times a year, always by the 10th calendar day of the following months: March, May, July, September, November and December.

The automotive magazine is sent to clients at no cost through the publisher's distribution database in its printed format. Additionally, the electronic version of the magazine can be freely accessed at www.automotivemag.sk, available either as a leaflet or a downloadable full-size PDF.

The automotive magazine publishes editorial and commercial articles equally in Slovak and Czech due to both markets' geographical proximity and mutual historical connection. The table of contents and the editorial of each edition are also published in English.



AUTOMOTIVE MAGAZINE SECTIONS AND THEIR CONTENT

ON THE CURRENT TOPIC

This section either covers current events in the automotive sector or offers a summary of economic and geopolitical developments that influence the automotive and engineering industries in the Slovak Republic and the Czech Republic. Typically, this coverage spans the two months between successive magazine issues.

MATERIALS, PRODUCTION TECHNOLOGIES, PRODUCTS

The section furnishes information related to production machines and technologies, with a focus on metal processing encompassing machining, forming, milling, material division, joining, welding, tools, clamping, and handling technology. It showcases advancements in materials engineering, highlighting innovations in the composition of materials in products. It also features specific machines, equipment, and technologies employed in production operations, as well as finished products designed for direct use in practical production settings.

DIGITIZATION, AUTOMATION, ROBOTICS

The section highlights advancements in automation systems and corporate information technologies, showcasing the development outcomes in these fields. Through case studies and references, it provides concrete examples of robotic cells and lines in various practical applications. The content covers topics such as the digital enterprise, smart factory, CA technologies, modelling, engineering design, measurement, quality control, AM and 3D printing, and predictive maintenance. Emphasizing productivity and innovation potential in the era of digitization, the section explores how technologies serve as „accelerators“ for internal com-

pany and societal processes. In this context, it introduces new methods and approaches to quality, productivity, production management, innovative tools, and products.

LOGISTICS AND INTRALOGISTICS

The section focuses on logistics in general, from individual transport types through large logistics projects (including development) to specific innovative services of transport and logistics companies. The intralogistics segment presents the possibilities of using handling technology, autonomous mobile robotics, warehouse systems, intelligent information and control systems that make logistics and intralogistics processes in companies more efficient.

PLASTIC INDUSTRY AND PLASTICS

The section deals with the plastics industry, primarily in the sense of supplier-customer relations for the engineering and automotive industries. The column presents not only companies such as manufacturers of machines and technologies for the plastics industry, manufacturers of components and products made of plastic and rubber but also cluster, research and educational organizations for the plastics industry.

SUSTAINABILITY AND ENVIRONMENTAL SCIENCE

This section focuses on the sustainability of production, examining it from the perspectives of material resources, the entire life cycle of products (LCM), and responsible waste management. It explores approaches to the circular economy, emphasizing the efficient utilization of energy, systemic energy savings, and strategies for reducing emissions and the carbon footprint associated with manufacturers and products.

FROM CZ/SK CARMAKERS

This section provides insights into various facets of corporate life among car manufacturers in the Czech Republic and the Slovak Republic. It covers a range of topics, including updates on new designs and models, innovations in the production process, as well as the strategies and long-term projects undertaken by car manufacturers in both regions.

ECONOMY AND BUSINESS

This section serves as a platform for disseminating comprehensive information about economic events, extending beyond the borders of Slovakia and the Czech Republic to encompass a European or global perspective. It covers legislative developments at the EU level, addresses matters related to support for science, research, and education, explores human resources and HR issues, and highlights new investments in both the Slovak Republic and the Czech Republic. Additionally, it features noteworthy trade fairs and conferences on a global scale.

BACK IN TIME

The section offers an insight into history through the presentation of legendary car models and their manufacturers. It also brings closer historically interesting projects of other types of transport.

CROSSWORD PUZZLE

Located on the final pages of the magazine, this section features a crossword puzzle created by the magazine's editors or collaborating companies. The publisher takes care of producing the crossword puzzle, offering it to companies as a complimentary bonus. The companies, in turn, contribute by providing prizes for the associated draw.

THE AUTOMOTIVE MAGAZINE IN 2024 DEADLINES

EDITION NUMBER	DEADLINE FOR SUBMITTING THE MANUSCRIPTS	PRINTING DATE	FAIR TRADES AND EVENTS, NOTES TO EDITION
automotive magazine 1/2024	16. 02.	01. 03.	Fair trade AMPER Brno (19. – 21. 3. 2024) International automotive conference NEWMATEC 2024 (23. – 24. 4. 2024)
automotive magazine 2/2024	25. 04.	09. 05.	International engineering fair Nitra (21. 5. – 24. 5. 2024)
automotive magazine 3/2024	20. 06.	04. 07.	
automotive magazine 4/2024	27. 08.	10. 09.	MSV Brno (8. – 11. 10. 2024), CEE Automotive Supply Chain (October 2024)
automotive magazine 5/2024	24. 10.	07. 11.	Trends in plastic industry (November 2024) Conference SLOVLOG (November 2024)
automotive magazine 6/2024	25. 11.	05. 12.	

If necessary, the publisher of the magazine reserves the right to slightly change the closing dates and dates of individual editions of the automotive magazine, especially in connection with the organization of important trade fair and conference events at home and abroad, or for reasons of postal distribution affected by public holidays in the Slovak Republic and the Czech Republic.

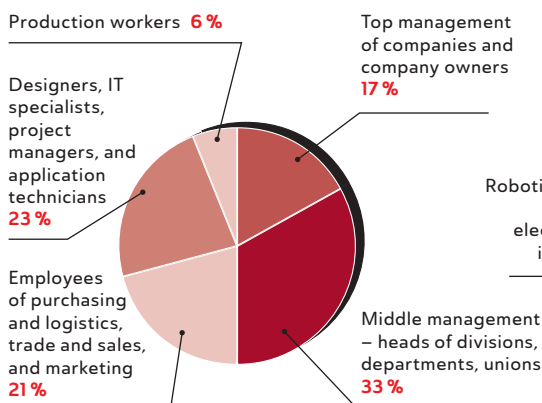
TARGET GROUP AND READERS OF THE MAGAZINE

The automotive magazine is primarily tailored for readers whose professional interests are linked to the automotive industry, general engineering, or related fields. The typical recipient of the magazine includes managers of manufacturing companies that supply their products to businesses operating in the automotive sector, extending beyond direct car manufacturers.

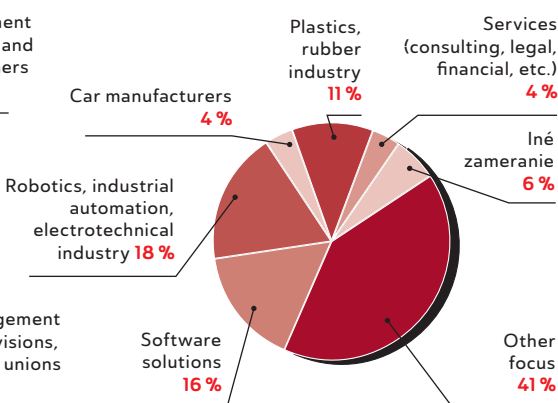
The target audience comprises owners and executives of companies in the automotive, engineering, and related industries, along with manufacturers, subcontractors, engineers, technologists, project managers, personnel from the purchasing and sales departments, marketing professionals, logistics specialists, HR personnel, as well as production staff and operators. The magazine also caters to university and secondary school teachers, students, and doctoral candidates, representatives of government institutions, professionals from consulting and educational organizations, members of unions, chambers, and associations, and any other individuals from both professional and general audiences interested in the automotive segment.

STRUCTURE OF ADDRESSEES/READERS OF AUTOMOTIVE MAGAZINE

According to the position in the company



According to the business department of the company



TECHNICAL SPECIFICATION OF THE AUTOMOTIVE MAGAZINE

Format:	210 x 297 mm
Extent:	minimum 60 full-color pages plus cover pages
Paper:	inner pages: glossy chalk 100 g, cover pages: matte chalk 250 g.
Average planned shipment:	4,600 pcs
Price for the requested subscription:	4 €/100 CZK

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DISTRIBUTION

The publishing house, L PRESS SK, s.r.o., distributes complimentary copies of the magazine directly to individuals within the target group, primarily to their names and company addresses. The primary method of distribution involves sending the automotive magazine via direct mail, facilitated by postal or delivery services. In the Slovak Republic, distribution is managed through Mediaprint Kapa Pressegrasso, a.s., and Slovak Post, while in the Czech Republic, it is handled by Czech Post and the company Poradca, s.r.o.

The distribution database, used for sending these free copies, is continually updated and enriched with new contacts throughout the year, ensuring accuracy and relevance before each magazine issue. Additionally, a significant portion of distribution occurs at various events such as fairs, conferences, and corporate gatherings in both the Slovak Republic and the Czech Republic.

For wider accessibility, the automotive magazine is also available online. The complete electronic version in PDF format is offered free of charge to anyone interested at www.automotivemag.sk.