

atp journal

www.atpjournalsk

Professional journal
about industrial automation

Enterprise information systems
Supervisory control and data acquisition systems
Control systems
Controllers
Industrial communication
Industrial PC
Motion control
Field instrumentation
Measurement devices
HMI
Connecting systems
Electrical Installation
Services in automation

idb journal

www.idbjournalsk

Professional journal about
technologically advanced buildings

Automation, measurement and control for buildings
and houses
Building management systems
Heating, ventilation and air-conditioning system
Security and fire alarm systems
Access control and motion detection systems
Technological systems
based on renewable energy resources

Media Info 2012

[EN]

| atp | journal |

| idb | journal |

still going strong...

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18 years on the market



about us

We learned

how to run successful media business in the field of technological information in Slovakia

- non-anonymous and constantly growing readership
- contractual cooperation with transnational professional organizations
- above-standard customer care
- technologically detailed and practice oriented information
- support for all major professional events

We gained

trust of thousands of experts from the field of automation and control

- manufacturing and processing industries, design and engineering companies
- general suppliers, contractors and system integrators
- developers and building companies
- academic and independent institutions

We create

space for information disseminating and sharing

- ATP Journal – a monthly on industrial automation
- IDB Journal – a bimonthly on technologically advanced houses and buildings
- eAutomatizácia - products and companies catalogue for industrial automation
- eBudovy - products and companies catalogue for technologically advanced houses and buildings
- publications - monographs, specialized technical annexes, survey studies, technical literature

We set up

ambitious but feasible objectives

- to purposely extend and enhance our readership
- to invest in the future of automation – support of high schools and universities
- to provide services in compliance with explicit and unspoken customer's requirements

Publisher HMM s.r.o.

publishers activities

Periodicals

ATP Journal

The technical journal ATP Journal published since 1994 provides detailed and technologically accurate information from the field of industrial automation. Its contents deals with topics such as robotics, drive technology, field instruments, actuators, sensors, technological maintenance, asset management, image processing, pneumatics, linear technologies, electrical installations and also ERP, MES / MOM, SCADA / HMI, DAQ, PLM CAE /CAM / CAx, CNC / DNC, PAC, DCS, PLC, IPC, UPS, I /O, WirelessHART, GSM /GPRS / EDGE, RFID, Fieldbus. Besides commercial contributions, own exclusive editorial formats are published in individual issues, e.g. reportages from industries - interviews with domestic and foreign experts as well as reports on latest trends supplied by editorial office partners. In the column „My opinion“, contributions by prominent experts point out relevant problems of practice and education in the subject field. The editorial contest in which registered readers can win valuable prizes all year long is a pleasant enrichment of the journal's technical contents.

iDB Journal

In 2010, the publisher HMH, s.r.o. decided to detach from the ATP Journal the topic Intelligent buildings to which the core of the March issue was dedicated. The large scope of the topic inspired the publishers to establish a separate title. Thus, the periodical iDB Journal was launched with the pilot issue published in autumn 2010. 2011 was the first year of regular activity of the iDB Journal. The bimonthly on technologically advanced (i.e. intelligent) buildings is increasingly becoming familiar among professionals, building its reputation, getting new contacts and establishing partnerships. In 2011, the journal established promising contacts with the Slovak Council for Green Buildings (SKGBC) and the Slovak Chamber of Architects. The journal contents covers several basic areas such as automation, measuring and control for buildings and houses, information and communication systems for administration and management of buildings, HVAC systems for civil and industrial sectors, fire and safety systems for buildings, houses and industrial objects, people movement monitoring and identification systems for civil and industrial facilities, and technological systems based on renewable energy resources. Readership of the iDB Journal is mainly composed of specialists whose professional orientation brings them into everyday contact with the building technologies. Besides contributions on latest trends in modern building technologies by experts from the business community and academia in this subject field, also many attractive editorial formats were published in the premiere year of the journal including reports on real practical applications in Slovakia and abroad, interviews with experienced professionals as well as the format „5“, which means five quick answers of specialists to five questions. Very popular is also the section My opinion, where experts from the field of building technologies express their observations on current affairs in practice and academia.

Non-periodicals

The most famous non-periodical published at longest is the ATP Journal PLUS. Since 2001, the journal provides a forum for academia members to publish their scientific papers. The original printed form was replaced by the CD version in 2004. At present, these products can easily be downloaded from the publisher's web page. In the context of publisher's objective to increase the support of education in the field of automation, ATP Journal PLUS is being published 10 times yearly. Occasionally, publisher issues monographs and survey studies. In 2011, publisher's first professional book interested persons and professionals in railway transportation was published – Bratislava and the railways, which topic is closely related to the business subject of the company HMH, s.r.o.

Electronic publications

www.svetautomatizacie.sk

The gateway to automation issues in Slovakia is the common portal webpage Automation World. It works not only as an information search engine, but also collects recent contributions from all publisher's websites. Automation World serves as a quick source of information in one place.

www.atpjournalsk.com, www.idbjournalsk.com

Electronic version of the ATP Journal supports the printed version by multimedia elements and easier communication with readers. Since its launching in 2000, the website has undergone many modifications. The most important modernization was completed in 2010 when the publisher completely reorganized design and functionalities of the website. With launching iDB Journal this periodical was included in the portfolio of sites with emphasis on compact corporate design. In addition to classical functionalities the readers were used to, these journal pages offer also many other upgrades. Exchange of information within the community will be provided by the Automation Forum. Calendar of Events located on the main page became favoured not among our readers but among our clients as well. Regularly updated job offers from the field of automation are another attraction for webpage visitors. Unrivalled, one of the most visited sections is views of practitioners. Over the past three years offer of commercial and non-commercial products has tripled. Demand for them in turn reflects worldwide trend in the field of media.

www.eautomatizacia.sk, www.ebudovy.sk

Catalogues of products and companies from the fields of automation (www.eautomatizacia.sk) and intelligent houses and buildings (www.ebudovy.sk) serve as a virtual exhibition going 24/7, 365 days a year. Simple product search, comparison of products and their specific parameters help professionals in automation find appropriate product for their projects and installations. Among all sites on automation products, eAutomatizácia belongs to the most often visited ones. Customers (web site visitors) may use (and they do) a contact form through which they can directly raise additional questions to a responsible person. Number of registered companies and products is annually rising by 10%. Since the catalogue eBudovy is a „younger brother“ of eAutomatizácia, its best times are only about to come. The important advantage of these sites is their indexability, and easier and more accurate search for given products and companies on internet. Customers are able to present their top products directly on the main page in the so called „slider“

Cooperation with media

Professional events partner

Since 2011, we expanded our media activities. Besides traditional trade fair events, we figured as a media partner and guarantor at several major professional events, such as INFORMATISATION OF PRODUCTION, IMPROVING QUALITY AND PRODUCTIVITY IN THE MANUFACTURING PROCESS, DIS – Theory and application of technical diagnostics methods, IPA – Production management, Energofutura, Process Control. Our editors regularly participate at worldwide events – in USA, Germany, France, Czech Republic, Hungary, gaining there information on latest trends.



publisher history

Publisher mission

- o to offer professionals in Slovakia current, professionally processed information from the field of industrial automation, systems integration and enterprise information systems available on the domestic and foreign markets
- o to offer professionals in Slovakia current, accurate and professional information from the field of technologically advanced houses and buildings
- o to actively contribute to development and intensification of technical communication within the professional community
- o to provide media promotion of events from the field of industrial automation, building automation, and renewable energy resources

History

1994

- on the grounds of the Electrotechnical Faculty of the Slovak Technical University, an idea of establishing a specialist magazine in Slovak language emerged. The publisher HMH, s.r.o. ventured to undertake this task, the co-founders being PPA Controll Ltd., Department of Automatic Control Systems and Department of Automation and Control, Faculty of Electrical Engineering and Information Technology and Department of Automation, Faculty of Chemical and Food Technology - Slovak University of Technology. In May 1994, the first number is issued, 40 pages, black and white print

1994 – 96

- issued as a bi-monthly, circulation of 500 copies

1997

- new magazine design, change of periodicity – issued as a monthly, color print inside, 52 – 60 pages, 600 readers

1998

- AT&P journal presented for the 1st time at the International Engineering Fair (MSV) in Nitra

1999

- AT&P journal – the official media partner of the MSV Fair in Nitra, with its own booth

2000

- first internet page of AT&P journal - www.atpjournals.sk

2001

- the editorial board of the AT&P journal organizes the 1st specialist seminar, becoming an official media partner of the Racioenergia fair with its own booth at the fair, participation of the AT&P journal at the AMPER, MSV Nitra, MSV Brno fairs, a media partner of those fairs, catalogue internet page www.e-automatizacia.sk
- the first number of the specialized insert AT&P journal PLUS is issued, where reviewed scientific contributions are published

2002

- AT&P journal is subscribed to by the registered readers for free, the contents of the magazine are also published in English language, the editors present the magazine at their own booth at the ELO SYS fair in Trenčín

2003

- the 100th number of the AT&P journal is issued; the editorial staff moves to new premises; AT&P journal appears on-line on the web

2004

- new design – title page without full-page advertisements, new sections, 88 - 128 pages, 1800 registered readers, AT&P journal PLUS is issued on CD media

2005

- two more AT&P journal PLUS are issued on CD media, the editorial board of the AT&P journal organizes another 3 expert seminars, one of them as a professional accompanying event of International Engineering Fair in Nitra, the new column ON-LINE is issued, there are only abstracts from the articles in printed form, the full text articles are available on the website

2006

- AT&P journal on-line on the website is getting augmented with so called „i“ and „k“. Information concerning the given issue of the article are found under „i“ and under „k“ there are PDF catalogues concerning the article
- the editorial office of the AT&P journal organizes specialist seminar, two more volumes of the AT&P journal Plus are being issued on CDs

2007

- new magazine design - new graphic, new font, paper change, new columns,
- for the first time professionals' opinions on the events in the industrial automation are published
- the monograph is being issued on CDs for the first time as well
- two more volumes of the AT&P journal PLUS are being issued on CD media
- AT&P journal on-line on the website is getting augmented with a so called „s“. It is freely downloaded software that is enclosed to each article in which a software product is mentioned

2008

- the 15th year of AT&P Journal is issued
- two new issues of AT&P Journal PLUS have been published on CD

2009

- new column „Ask the Experts“, which offers answers to reader's questions. In this column there are topics in the form of technical papers or success stories from various readers
- technical studies, which inform about actual state of product groups used in industries in Slovakia and point out new trends in particular product group
- two new issues of review AT&P Journal Plus in PDF version have been published
- Czechoslovak section IEEE is Partner organization of AT&P Journal

2010

- important cooperation with other partner organizations - ISA MESA
- two new survey studies
- launching new websites – www.atpjournals.sk, www.e-automatizacia.sk, www.idbjournal.sk, www.e-budovy.sk and a joint portal for those sites www.svetautomatizacie.sk
- establishment of the new technical journal iDB Journal

2011

- new design of printed media, new logo
- establishment of new medial partnerships, significant media support of professional events
- publishing of the technical bimonthly iDB Journal

atp | journal

Readers

Since 2008, the publisher has changed the journal subscribing system. Every reader who fills in the electronic registration form will automatically become registered reader and receive journal for free. The registration is valid for the calendar year, then, the reader has to update his/her demand. This step has considerably facilitated journal ordering, especially for large enterprises, and secured regular update of readers. Based on information from the registration form, the ATP Journal editorial department has a detailed overview of the readers' professional orientation, technical demands and requirements, which leads to the increase in journal's professional standard.

Readership

In 2011, number of readers of the printed and electronic versions of the ATP Journal surpassed 4100, which signifies the ever-growing interest in professional information from the field of automation.

Distribution

The ATP Journal is distributed directly to experts on the basis of completed registration form. A small number of journals are available in the technical literature stores in Bratislava. At the trade fairs MSV Nitra and ELO SYS Trenčín, the journal is available for free for visitors and exhibitors in the publisher's exhibition stand. At the MSV Brno and Brno AMPER trade fairs the journal is available at the information desks, in press centres and in halls focused on automation. At conferences and seminars (ARTEP, Istrobot, Rockwell Automation, EEE – Energetika, EURO – ŽEL, Elektro EXPO, SLOVLOG, ...) where ATP Journal is the official media partner, every visitor receives current issue of the journal.

Partnership organizations



For years, the journal maintains excellent professional standard of the papers published, moreover in high quality of the printed version.

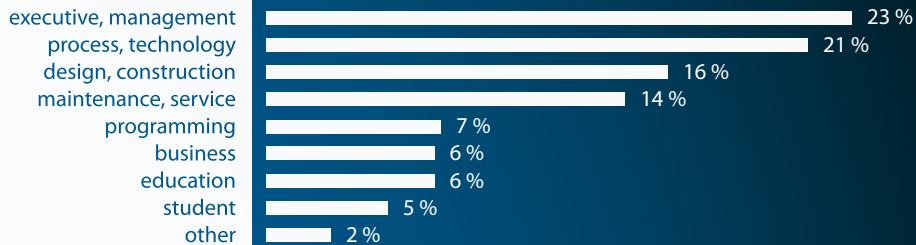
manager of technical resources, Trenčín

The journal has a very good reputation in our company. What is convenient for us, is that it comes directly „on our desks“, always bringing new insights on traditional issues.

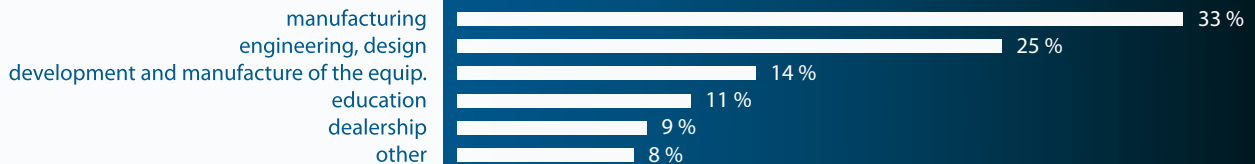
manager, Košice

readers characteristics

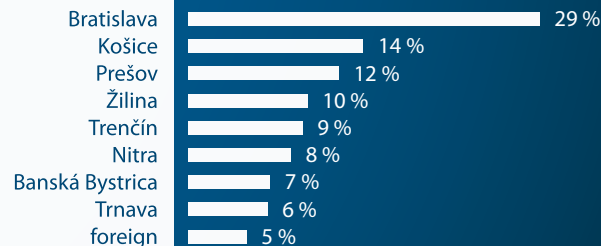
Job position



Company profile



Region

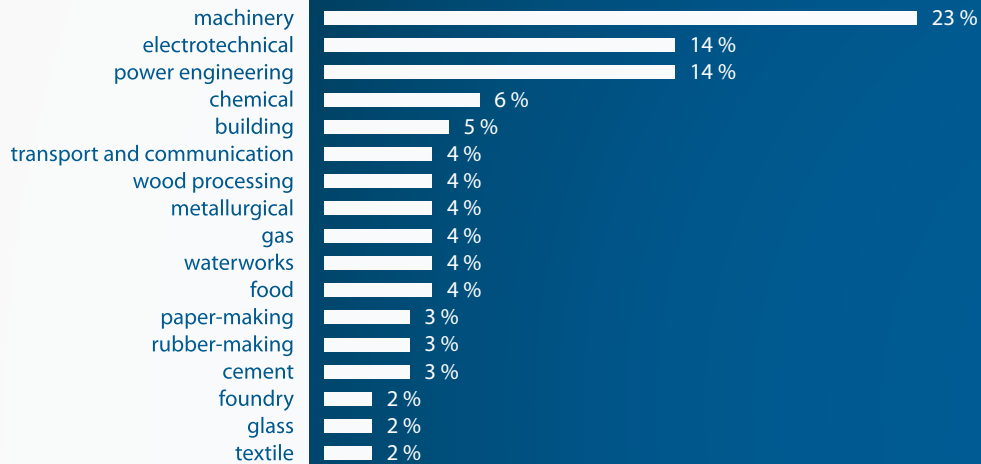


Company size

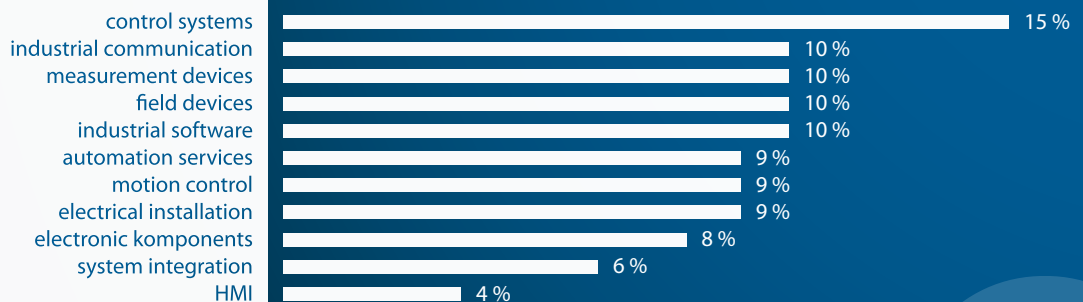


readers characteristics

Segment of industry



Readers' area of interest

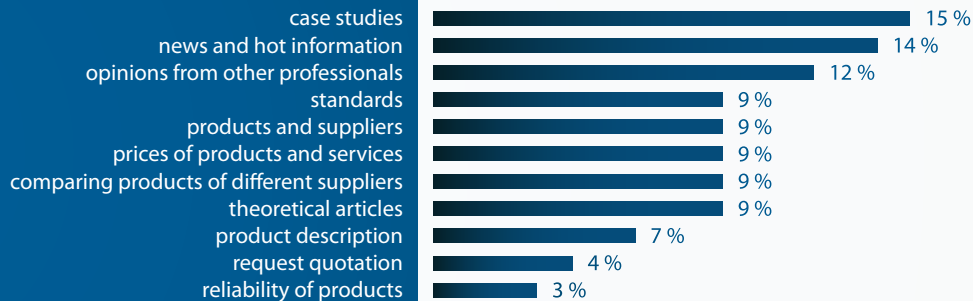


readers characteristics

Obtaining technical information



Searching on internet



ATP Journal is one of the few magazines on the market, where you can get to the really valuable information from my division.

project engineer, Žilina

10.

editorial calendar

| No. (deadline) | Automation & Economy | Main topics | Technology spectrum | Readers Topics |
|---------------------------------|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| 1/2012 (21. 11. 2011) | | Automotive, rubber and plastic industry <ul style="list-style-type: none"> • Robotics 1 • Industrial PC • Embedded systems | <ul style="list-style-type: none"> • cutting, welding, painting, assembly robots • SW & HW for robot programming and robot cells visualization • industrial PC (IPC), panel PC • embedded PC, modules • industrial notebooks | <ul style="list-style-type: none"> • Robot cutting and welding of different materials |
| 2/2012 (21. 12. 2011) | Energy efficiency and savings | Metallurgy, foundry, construction and cement industry <ul style="list-style-type: none"> • Motion & Drives 1 • Motors 1 • Power supply, industrial UPS | <ul style="list-style-type: none"> • motion control systems • frequency converters, softstarters • motor switching and protection • asynchronous motors (up to 50 kW) • synchronous motors and generators • gear motors, stepper motors • power supply and transformers • industrial UPS, power generators | <ul style="list-style-type: none"> • Energy efficiency motors • Industrial power supply and UPS |
| 3/2012 (16. 1. 2012) | AMPER, Brno | <ul style="list-style-type: none"> • Integrated automation platforms • HMI • Sensors 1 • I/O systems, Terminals, Connectors | <ul style="list-style-type: none"> • SW & HW for integrated automation platforms • alphanumeric, graphics and operator panels • light & sound signaling units • inductive, optoelectronic, laser, magnetic, ultrasound sensors • remote I/O systems • terminals, bus bars, connection technology, connectors | <ul style="list-style-type: none"> • Industrial projects & Interactive electronic documentation |
| 4/2012 (13. 2. 2012) | Overall Equipment Effectiveness (OEE) | Pulp & Paper, Wood Industry <ul style="list-style-type: none"> • HW & SW for maintenance • Asset Management • Project management and engineering | <ul style="list-style-type: none"> • field instrumentation calibrators • ampere meters, multimeters, oscilloscopes • thermovision cameras • Asset Management and Maintenance SW • CAD/CAE/CAX systems • PLM • Process modeling and simulation SW | <ul style="list-style-type: none"> • Manufacturing process simulation • PLM • CAX technology |
| 5/2012 (29. 3. 2012) | Funding and insurance for industry 1 | Machinery Industry <ul style="list-style-type: none"> • Machine control and safety systems • Machine diagnostic systems • Linear technology | <ul style="list-style-type: none"> • Machine control systems • CNC/DNC • safety relays and control systems • safety switches, breakers • light curtains, sensitive mats, sceners, limit and door switches... • monitoring of rotary machines - vibrodiagnostic, tribology, ... • linear guideways & linear positioning • linear motors & actuators • linear measuring systems | <ul style="list-style-type: none"> • Programming of CNC/DNC machines • Linear technology |
| 6/2012 (20. 4. 2012) | TOC/ROI | <ul style="list-style-type: none"> • Field instrumentation 1 • Actuators • Industrial controllers | <ul style="list-style-type: none"> • pressure and DP transmitters • pressure switches • level transmitters • safety and control valves • stop and control flaps • pneumatic and electric drives for actuators • single & multiple loop controllers | <ul style="list-style-type: none"> • Tank level measurement |

| No. (deadline) | Automation & Economy | Main topics | Technology spectrum | Readers topics |
|---------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7/2012 (8. 5. 2012) | Mobile operator data services for industrial applications | Energetics, gas and water industry <ul style="list-style-type: none"> • Industrial Wireless solutions • Remote data acquisition • Remote access and monitoring of technology and automation equipment | <ul style="list-style-type: none"> • DAQ & SCADA systems Telemetry, industrial GSM,/GPRS/EDGE solutions • industrial radiomodems • SCADA • telecontrollers • industrial routers, hubs, switches and gateways | <ul style="list-style-type: none"> • Control systems for thermal and nuclear power plants • Communication technology for substations |
| 8/2012 (7. 6. 2012) | | Food & Beverages, pharmaceutical industry <ul style="list-style-type: none"> • Process control systems • Process analytics • Manufacturing information and management systems • Product tracing and identification systems | <ul style="list-style-type: none"> • continuous and batch process control systems • PAC, DCS, PLC, hybrid systems • analysators, chromatographs, spectrometers, ... • emission monitoring • MES/MOS/MOM • bar code, 2D printers & readers • passive & active RFID systems | <ul style="list-style-type: none"> • Analysis of CO₂ concentration in exhaust gases • SW for manufacturing process support |
| 9/2012 (16. 7. 2012) | Improving of workforce safety | <ul style="list-style-type: none"> • Robotics 2 • Machine vision • Pneumatics | <ul style="list-style-type: none"> • material handling and palletizing robots • shape, color and position sensors • vision systems, industrial cameras • pneumatic drives • pneumatics cylinders and valves, valve terminals • positioning systems • air treatment and distribution systems • manipulators • belt & chain conveyors | <ul style="list-style-type: none"> • Vision systems for 2D code |
| MSV, Brno | Improving of technology and machines safety | <ul style="list-style-type: none"> • Material handling and feeding | | |
| 10/2012 (23. 8. 2012) | Funding and insurance for industry 2 | Electric and electronic industry <ul style="list-style-type: none"> • Protection of automation systems and motors • Industrial enclosures • SW for electrical installation design • Wires, cables and accessories | <ul style="list-style-type: none"> • surge protection • circuit breakers, overload relays, thermistor motor protection • industrial enclosures, cabinets • cooling and air conditioning of enclosures • SW for electrical installation design • wires & cables for industrial applications • cable management, cable tray | <ul style="list-style-type: none"> • Short circuit current in enclosure vodičov vo zväzku • 400V power wiring design |
| ELO SYS, Trenčín | | | | |
| 11/2012 (11. 9. 2012) | | Chemical and petrochemical industry <ul style="list-style-type: none"> • Field instrumentation 2 • Ex-proof equipment • Weighing and batching systems | <ul style="list-style-type: none"> • flowmeters - Coriolis, magnetic, Vortex, ultrasound • temperature sensors and transmitters • field instrumentations and converters for Ex-environment • industrial weighing machines, conveyor scale, SW & HW weighing accessories • batching stations, dosing pumps | <ul style="list-style-type: none"> • Gas flow measurement • Very low temperature measurement • Thermal process control • Material weighing using conveyor scale |
| 12/2012 (9. 10. 2012) | | Packaging, printing and textile industry, OEM <ul style="list-style-type: none"> • Motion & Drives 2 • Motors 2 • Sensors 2 | <ul style="list-style-type: none"> • real-time motion control systems • positioning systems • high-voltage and ultra high-voltage motors • DC motors, servomotors, servo drives • speed & acceleration sensors, linear sensors • counters, timers, tachometers, ... | <ul style="list-style-type: none"> • Servomotors and servo drives |

idb | journal

Readers

Everyone who fills in electronic registration form automatically becomes reader of the iDB Journal. Registration is valid for one calendar year. If the reader wants to be subscribed for the printed version also in the next year, he/she has to update his/her registration. Due to this registration system, the editorial department has a detailed overview of readers' professional orientation and areas of their interest, which in turn helps improve professional standard of the journal. The IDB Journal's readership is mainly composed of professionals whose specialization brings them into everyday contact with the building technologies. In the premier year of its existence, the number of journal readers reached 1050 and its continuous increase is expected in the near future.

Distribution

The journal is distributed directly onto readers' desks based on the completed registration form, and is also sent directly to reader's name and address. The journal is available for visitors and exhibitors of the trade fairs in Slovak Republic (Racioenergia in Bratislava, MSV and AQUATHERM in Nitra, ELO SYS in Trenčín) and in Czech Republic (AMPER, SHK and MSV in Brno) in the publisher's exhibition stand or at the information desks and in halls focused on building technologies. Besides trade fairs, the journal is freely available for attendees of conferences in the Slovak and the Czech Republics (Facility Management in Bratislava, Intelligent buildings

and Intelligent buildings from builder's point of view in Brno and Intelligent digital household in Prague).

Trade Fairs, Conferences

In 2011, the editorial office of the IDB Journal attended several trade fairs and professional conferences. It focused its attention to major events in the Slovak and the Czech Republics. Along with the ATP Journal, the iDB Journal was presented in its own exhibition stand at trade fairs MSV Nitra and ELO SYS Trenčín. Editorial office representatives attended also trade fairs on building technologies, such as AQUATHERM in Nitra, CONECO and Racioenergia in Bratislava SHK and AMPER in Brno. The iDB Journal's editors figured among attendees at several conferences organized in the Slovak and the Czech Republic – Facility Management in Bratislava, Intelligent buildings and Intelligent buildings from builder's point of view in Brno. At the Conference on Intelligent digital household in Prague, which was part of the accompanying program For arch and For Elektro, the iDB Journal even took the role of the media partner. In the near future, iDB Journal's editors plan to attend other events organized primarily by leading corporations, associations and major suppliers of solutions in the field of technological support and building technologies.

What I like about journal is the selection of current topics I can inspire myself by and expand my horizons.

head of thermal resources, Trnava

In particular, I appreciate publishing of papers on experience and practical knowledge, which I am also able to use in my professional life.

electrical Installation designer, Prague

I appreciate that the magazine focuses on technologically advanced buildings from a comprehensive perspective, i.e. papers deal with various areas, solutions and approaches to creation of technically advanced and also intelligent buildings. Thus, the reader can receive an important overview of this issue.

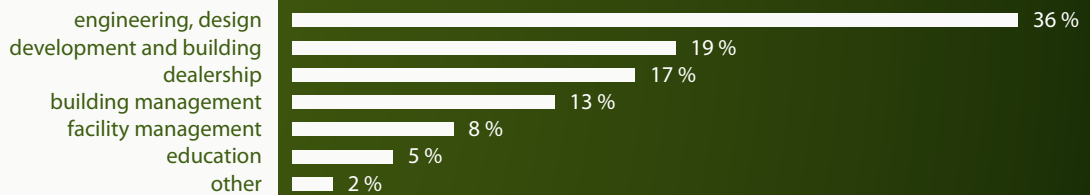
PhD student, Bratislava

readers characteristics

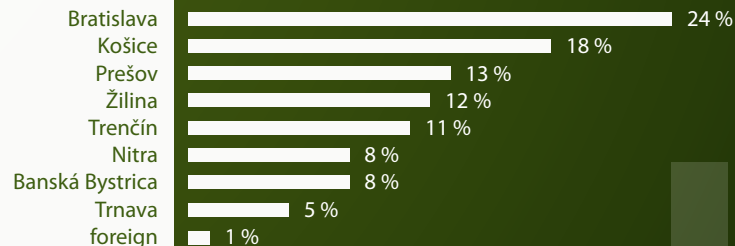
Readers' area of interest



Company profile

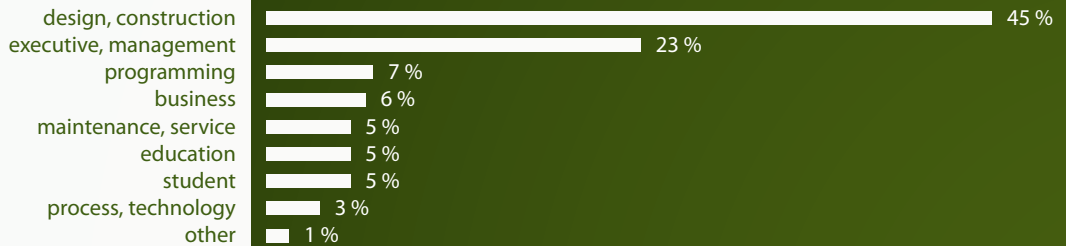


Region

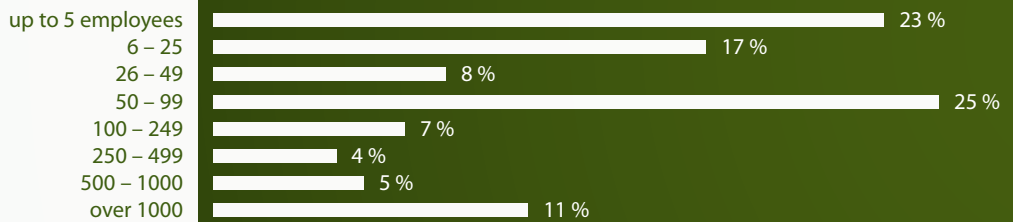


readers characteristics

Job position

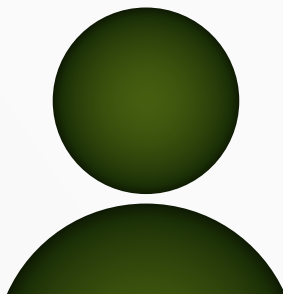


Company size



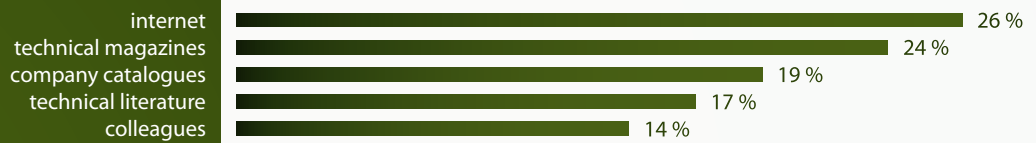
In the journal, I like topics on the use of solar and other renewable and alternative energy resources as well as practical information on domestic and international projects leading to real energy and cost savings.

*Project management specialist,
Jaslovské Bohunice*

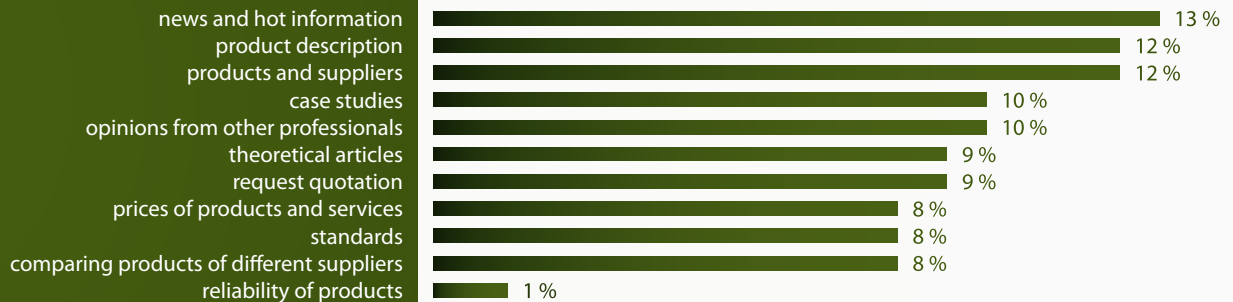


readers characteristics

Obtaining technical information



Searching on internet



editorial calendar

| No. (deadline) | Main topics | Technology spectrum |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1/2012 (5. 12. 2011) AQUATHERM, Nitra CONECO, RACIOENERGIA, Bratislava | <ul style="list-style-type: none"> Control systems and programmable stations for large buildings SCADA and visualization systems for buildings Communication systems for large buildings Thermostats for heating and air conditioning Heating systems for industrial plants/buildings Alternative energy sources – wind, geothermal, biomass, cogeneration | <ul style="list-style-type: none"> modular control systems programmable process stations and substations modules and components of communication systems - LONworks, BACnet, KNX, DALI, ZigBee,... manual thermostats programmable thermostats wired/wireless thermostats infrared heaters radiant panels heating units accessories – controllers, thermostats, temperature limiters, thermal fuses,... |
| 2/2012 (31. 1. 2012) AMPER, Brno SHK, Brno | <ul style="list-style-type: none"> Intelligent solutions of electronic access control for commercial and residential use Time attendance and access control systems Biometric identification systems HVAC – coils, boilers Systems using renewable energy sources – solar systems | <ul style="list-style-type: none"> HW and SW systems for time attendance recording and access control control panels and stations door controllers, indoor phones, door stations cards and card readers fingerprints sensors, hand and face geometry, eye ground, voice,... coils - steam, hot water, chilled water, evaporator, industrial boilers – oil-fired, gas-fired, electric controllers for boilers solar panels and accessories solar plants controllers for solar plants |
| 3/2012 (15. 3. 2012) | <ul style="list-style-type: none"> CCTV Intrusion detection systems External perimetric protection Fire protection and detection system Gas detection Intelligent building from the perspective of architect New projects in Slovakia | <ul style="list-style-type: none"> CCTV IP cameras, camera IP servers video servers, video imaging units, recording devices motion detectors, glass break detectors, destruction noise sensors, magnetic contact detectors... perimeter protection - detectors, barriers, detection systems fire protection control panels control components and actuators of fire protection systems optical-smoke sensors temperature sensors static gas sensors portable systems for scanning of gas presence certification of security systems |
| 4/2012 (22. 5. 2012) | <ul style="list-style-type: none"> HVAC – sensors and actuators Lighting and dimming systems Shading systems Electromechanical systems for door and gate control Systems using renewable energy sources – heat pumps | <ul style="list-style-type: none"> temperature, pressure, flow, air quality and special sensors electric and pneumatic actuators - servo drives for control valves, damper actuators, variable frequency drives daylight sensors HW and SW systems for lighting control network dimming systems programmable dimming systems rotary dimmers controllers and drives for marquise, jalousie and skylights motors for sliding, wing, section, industrial gates control devices for doors and gates - wired, wireless, magnetic heat pumps – earth/water, water/water, air/water, air/air controllers for heat pumps |
| 5/2012 (26. 6. 2012) ELO SYS, Trenčín | <ul style="list-style-type: none"> Home automation systems Wireless home automation and protection systems Residential electrical installation components Systems using renewable energy sources – photovoltaic systems Readers topic – lightning conductors calculation | <ul style="list-style-type: none"> control units for operating heating, lighting, air conditioning, air quality, multimedia switches, signal converters, I/O units intelligent communication systems wireless sensors and controllers wireless systems for state monitoring of home appliances and devices home switch boards, distribution boards circuit breakers, contractors, fuses, surge protection photovoltaic cells control, monitor, visualization and communication elements for photovoltaic systems wiring for photovoltaic systems - overvoltage protection, switchboards, circuit breakers |
| 6/2012 (26. 9. 2012) | <ul style="list-style-type: none"> Building energy management Building energy auditing and certification Low-energy buildings Passive buildings | <ul style="list-style-type: none"> HW and SW systems for measurement and management of building energy evaluation and optimization of energy and resources consumption services in building energy management and auditing design of low energy and passive buildings |

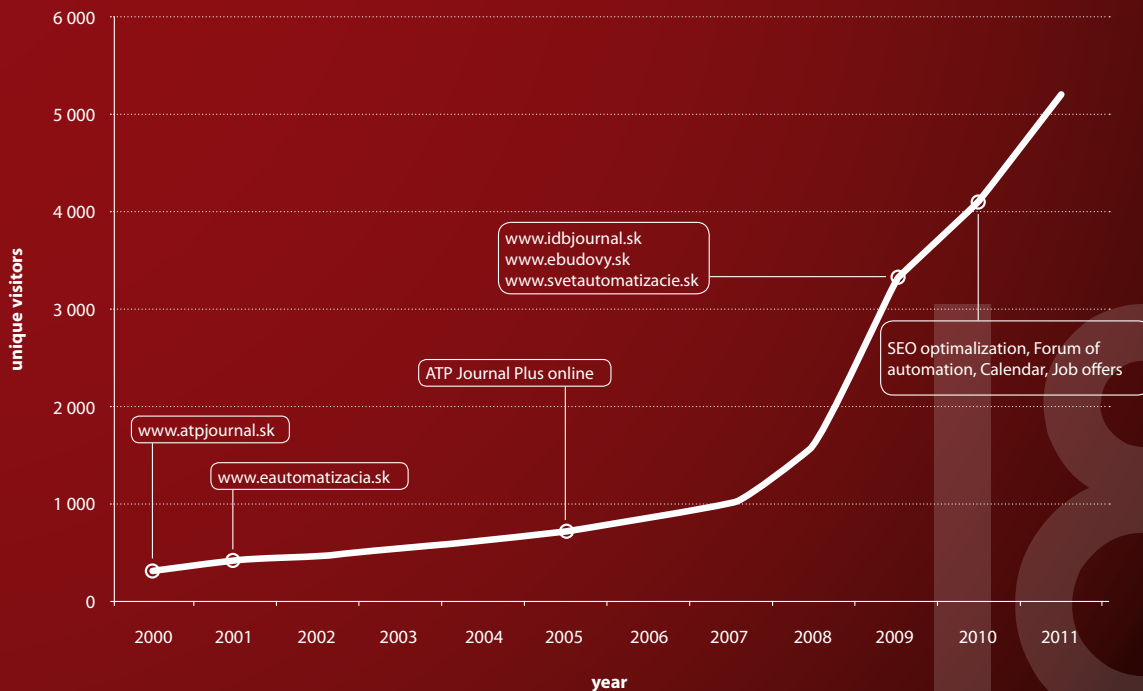
svet | automatizácie |

internet world of automation

Website with a symptomatic title Automation world covers all web products of the publisher, and simultaneously serves as information search engine. In 2000, when the first website www.atpjournalsk.sk was launched, everyone believed in its success. These expectations were confirmed during the following period of its existence. The first catalogue website [eAutomatizácia](http://eAutomatizacia.sk) has quickly found its sympathizers. Regular modernization of websites and publishing of the electronic ATP Journal PLUS version brought about further increase in visit rate. For the publisher, the year 2009/2010 could be described as a breakthrough. In addition to the ATP Journal, the publisher launched a journal on technologically advanced houses and buildings, along with the

website www.idbjournal.sk and a web catalogue of products and companies in the subject field www.ebudovy.sk. All websites meet the latest Internet standards, providing a quick access to new comprehensible information. Development on the media market has attested further strengthening of Internet services, which the publisher was prepared to in advance. The publisher cares about education and edification; therefore one of the major next year priorities is the support of education in automation. First measures that the publisher managed to adopt in 2011 were establishing of the Automation Forum and offer of job opportunities in the field of automation.

visitor traffic



statistics

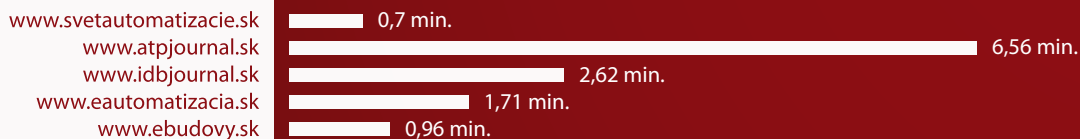
New visitors



Average monthly page views



Average time on site



services

Multimedia news

A classical news in multimedia attire. A **multimedia news** contains a text of 3,000 characters possibly including one multimedia object (image, video, flash presentation), one hyperlink, and one keyword. Multimedia messages are located directly on the main pages of the journals.

Multimedia article / Multimedia article max

A **multimedia article** is comparable with a classical article in a printed medium with the difference that it has a larger extent and uses the potential of multimedia and internet. Extent of a multimedia article is 10000 characters, 3 multimedia objects, 3 keywords and 1 supplement. A **multimedia article maxi** has an extended contents 15 000 characters, 10 multimedia objects, 10 hyperlinks and 5 keywords.

My own opinion

My own opinion is the most lucrative and most read place on the www.atpjournal.sk and www.idbjournal.sk sites that automatically enhances reputation of every company. The service My own opinion has roots in the „My opinion“ section in the printed version of the journal where it enjoys extreme popularity. Views of experts are highly valued by readers, therefore they can bring clients additional customers or reputation. Through its representative, a company can straightforwardly address readers by its applications, product implementations or views on any topic from the field automation.

Product implementation

Product implementation is used for more effective presentation of products in form of a case study on the catalogue websites www.eautomatizacia.sk and www.ebudovy.sk. Every product comprises 1 product implementation, thus readers can easily conceive its practical usage. Extent of the product implementation is up to 8000 characters, including 3 multimedia objects and 1 supplement.

Notes

Multimedia object: image, embedded video, audio, flash presentation

Hyperlink: Internet connection to link the client requested

Article supplement: PDF, DOC, ODT, TXT files

Keyword: or tag is used for easier search and classification of the paper

Product to the slider

A so-called slider is located in the upper part of catalogue pages displaying recently added offers. A distinct colour predetermines this space to draw significant attention of readers. The **Product to the slider** service guarantees preferential and visible presentation of your selected product with reference to the catalogue sheet during one month.

Technical support

The more products in the catalogue, the greater is the chance to publicize oneself. A large product portfolio of the customer brings about broader implementation of his applications. **Technical support** saves time and money because the publisher adds 250 products to the catalogue exactly as required.

Full registration in the catalogue

A free basic registration in the catalogue on www.eautomatizacia.sk and www.ebudovy.sk enables clients to register their company. But only a **Full registration in the catalogue** allows adding unlimited number of products during the whole year, changing the company's logo and using direct contact of customers with the supplier. Many readers use the immediate contact to company's supplier through the contact form.

Questionnaire

Simple but highly efficient form of addressing the readers. You only have to define the questions the readers have to answer and publisher will do the rest - e-mail distribution, statistical evaluation and rewarding of the respondents. **Questionnaire** is the ideal solution to obtain valuable information from the practitioners.

advertising packages

| Individual services | | ATP Journal packages | | | | | | | |
|----------------------------------------------------------------------------------|---------------------------|----------------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|
| | | Platinum | Gold | Silver | Bronze | Medium | Mini | Front page | Start |
| advertisement | Ad 1/1 A4 | 5 | 3 | 1 | | | | | |
| | Ad 1/2 A4 | | | | 3 | | | | |
| | Ad 1/3 A4 | | | | | 3 | | | |
| | Ad 1/4 A4 | | | | | | 4 | | |
| | Ad 1/8 A4 | | | | | | | 6 | |
| article | article 3/1 A4 | | | | | | | | |
| | article 2/1 A4 | 5 | 3 | 2 | | | | | |
| | article 1/1 A4 | | | | 3 | | | | |
| | article 3/4 A4 | | | | | | 3 | | |
| | article 2/3 A4 | | | | | 3 | | | |
| | article 1/2 A4 | | | | 3 | | | | 4 |
| | news | 5 | 3 | 2 | 2 | 2 | 3 | | 4 |
| | company reportage | | | | | | | | |
| | company interview | 1 | | 1 | | | | | |
| | other | front page | | | | | | 6 | |
| 2., 3. cover page | | | | | | | | | |
| 4. cover page | | | | | | | | | |
| 1. inside page | | | 1 | | | | | | |
| inserted advertisement | | | | 1 | | | | | |
| advertisement ribbon | | | | 1 | | | | | |
| internet | translations | | | | | | | | |
| | big rectangle | | | | | | | | |
| | square | | | | | | | | |
| | leaderboard | | | | | | | | |
| | topbaner | | | | | | | | |
| | rectangle | | | | | | | | |
| | subrectangle | | | | | | | | |
| | logo+link | 9 | | | | | | | |
| | directmail | | | | | | | | |
| | registration in catalogue | | | | | | | | |
| | short multi. news | | | | | | | | |
| | multi. article | | | | | | | | |
| | multi. article max | | | | | | | | |
| | company reportage | | | | | | | | |
| | company interview | | | | | | | | |
| | tech. support | | | | | | | | |
| | my own opinion | | | | | | | | |
| | product in the slider | | | | | | | | |
| | questionnaire | | | | | | | | |
| | product implementation | | | | | | | | |
| placement in the calendar | | | | | | | | | |
| Free choice for | | 4 000 € | 3 000 € | 1 500 € | 1 100 € | 740 € | 550 € | 0 € | 0 € |
| Package price | | 9 920 € | 6 410 € | 3 970 € | 2 940 € | 2 120 € | 2 100 € | 1 905 € | 660 € |
| Discount for purchase of other services beyond the framework of a package | | 30% | 25% | 20% | 20% | 20% | 15% | 10% | 5% |

price list for individual services

| Service | | ATP Journal | iDB Journal |
|---------------|------------------------------|-------------------|-------------------|
| advertisement | Ad 1/1 A4 | 1 100 € | 990 € |
| | Ad 1/2 A4 | 560 € | 450 € |
| | Ad 1/3 A4 | 365 € | 330 € |
| | Ad 1/4 A4 | 290 € | 265 € |
| | Ad 1/8 A4 | 270 € | 245 € |
| article | article 3/1 A4 | 640 € | 580 € |
| | article 2/1 A4 | 455 € | 410 € |
| | article 1/1 A4 | 230 € | 210 € |
| | article 3/4 A4 | 210 € | - |
| | article 2/3 A4 | 190 € | - |
| | article 1/2 A4 | 130 € | 120 € |
| | news | 40 € | 40 € |
| | company reportage | 605 € | 545 € |
| | company interview | 400 € | 360 € |
| extra charge | front page | 75 € | 60 € |
| | 2., 3. cover page | 190 € | 180 € |
| | 4. cover page | 285 € | 260 € |
| | 1. inside page | 180 € | 165 € |
| other | inserted advertisement | 625 € | 565 € |
| | advertisement ribbon | 440 € | 400 € |
| | transl. from ENG , GER to SK | 7 € / 1 000 chars | 7 € / 1 000 chars |

All prices are excluding VAT

| | Service | atpjournal.sk | idbjournal.sk | eautomatizacia.sk | ebudovy.sk | svetautomatizacie.sk |
|-------------------|---------------------------|---------------|---------------|-------------------|------------|----------------------|
| Internet services | big rectangle | - | - | - | - | 150 € |
| | square | 400 € | 200 € | 300 € | 100 € | - |
| | leaderboard | 300 € | 200 € | 200 € | 100 € | - |
| | topbaner | 120 € | 75 € | 75 € | 50 € | - |
| | rectangle | 250 € | 150 € | 150 € | 75 € | - |
| | logo+link | 100 € | 75 € | 75 € | 50 € | - |
| | directmail | 210 € | 210 € | - | - | - |
| | registration in catalogue | - | - | 85 € | 65 € | - |
| | short multi. news | 70 € | 45 € | - | - | - |
| | multi. article | 300 € | 150 € | - | - | - |
| | multi. article max | 450 € | 225 € | - | - | - |
| | company report | 250 € | 250 € | - | - | - |
| | company interview | 250 € | 250 € | - | - | - |
| | tech. support | - | - | 300 € | 250 € | - |
| | my own opinion | 1 500 € | 1 500 € | - | - | - |
| | product in the slider | - | - | 60 € | 60 € | - |
| | questionnaire | 400 € | 300 € | - | - | - |
| | product implementation | 50 € | 50 € | - | - | - |
| | placement in the calendar | 20 € | 20 € | - | - | - |

All prices are excluding VAT

general business terms and conditions

1. Initial Provisions

- 1.1 The General Business Terms and Conditions of HMH, s.r.o. (the "GTC") published in accordance with the provision of the Commercial Code regulate the contractual relationships between HMH, s.r.o., Tavarikova osada 39, 841 02 Bratislava 42, identification No. (IČO) 31356273, tax identification No. (DIČ) 2020345679, VATIN SK2020345679, editor of the ATP Journal technical monthly, the iDB Journal technical bimonthly and ATP Journal PLUS electronic technical periodical and operator of the websites www.svetautomatizacie.sk, www.atpjournalsk, www.idbjournalsk, www.e-automatizacia.sk, www.e-budovy.sk, as the Supplier, and the Customer, who, by sending an order, orders the performance of the services connected with the publication of advertisements in the ATP Journal and iDB Journal magazines or on the websites operated by the Supplier, or performance of additional services, as specified in the list of prices for services and list of unit prices for the services provided by HMH, s.r.o. (the "Price List").
- 1.2 The GTC, Price List and Instructions to Perform Services Connected with the Publication of Advertisements and Additional Services (the "Instructions") are published in the Media Info section of HMH, s.r.o., and on the websites operated by the Supplier. By the issue and signing of an order, the Customer confirms that it agrees with these GTC, Price List and Instructions without any reservations.

2. Services to be Provided

- 2.1 Throughout the calendar year, the Supplier shall provide the Customer with the Services specified in the binding orders of the Customer, complying with the Delivery Terms, Payment Terms and Instructions.
- 2.2 "Services" means that the Supplier shall provide the Customer with the opportunity to publish blanket advertisements (the "Blanket Advertisements"), advertising articles (the "Advertising Articles") and additional Services according to the binding orders of the Customer. The Services may be ordered as individual Services or as a package of the Services defined in the Price List.

3. Purchase Price of the Services

- 3.1 The prices for each and every Service, as specified in the Price List, shall be binding on the Supplier, as well as on the Customer.
- 3.2 The Price List determines purchase prices for the individual Services and prices for the packages of Services. The packages mean the combinations of the individual Services, as defined by the Price List. The package of Services includes fixed Services and Services to be chosen by the Customer with the defined price. The Services to be chosen by the Customer shall be chosen by the Customer from the individual Services specified in the Price List up to the amount of the price of such selection. Any other Services beyond the framework of the price for a package shall be purchased by the Customer with a discount corresponding to the relevant package of Services within the calendar year, for which they were ordered. The ordered Services and any package of Services shall be provided during the calendar year, for which they were ordered.
- 3.3 Where more than one package of Services are concerned, the discounts shall not be accumulated. If other Services beyond the framework of any ordered package are purchased, the highest of the discounts, as defined in the Price List, shall apply.
- 3.4 Confirmation of an order shall constitute approval of the purchase price of the Services by both parties.

4. Delivery Terms

- 4.1 The order placed serves both sides as a contract based on which the supplier starts supplying the ordered services. The services supplied (publishing commercials, advertisements, or supplying internet/electronic or supplementary service) can only be filled if the following conditions are met:
 - a) a properly completed order confirmed by both the supplier and the customer is delivered to the editorial office;

- b) the order unambiguously specifies the method of payment.

If the method of payment is specified as a lump sum payment, the supplier will provide no service ordered until the price of the service or package has been paid by the customer in advance. The decisive date is the date on which the payment has been credited to the account of HMH, s.r.o. The deadline on which the payment has been credited to the account of HMH, s.r.o. is one day before edition deadline of the particular journal issue / one day before publishing deadline of the ordered internet/electronic service at the latest. If the method of payment is specified in the order as a partial payment, the supplier has the right to bill the customer by the method specified in the order, regardless of implementation deadlines for various services (mailing the journal for distribution, publishing the service at the website or by emailing).

- 4.2 Where the order of individual Services is concerned, the Customer shall deliver the itemized list of Services along with the confirmed order (applies to the order of Services for ATP Journal, iDB Journal and on-line and electronic Services). In the event that the Customer orders a package of Services, and purchases more products beyond the framework of the package, the Customer shall be entitled to order the package of Services either with or without the itemized list. If the Customer orders Services without the itemized list, the Customer shall inform the editorial team in writing about its decision to place the selected Service in the relevant issue, or publish the selected electronic Service on the web at least 5 business days before the closing date of the relevant issue of ATP Journal or iDB Journal/publication of the ordered electronic Services on the web.
 - 4.3 The Customer shall deliver any and all documentation, as specified in the Instructions and the relevant order, before the closing date of the relevant issue or day when the Services connected with the websites or electronic Services are to be provided. If the documentation, as delivered on or before the closing date of the relevant issue or, as the case may be, date when the on-line/electronic Services are to be provided, fails to meet the ordered requirements specified in the Instructions and the relevant order, the Supplier shall be entitled to modify or, as the case may be, not to publish the same. In such case, the Customer shall not be entitled to any refund for, or postponement of, the Services.
 - 4.4 The closing dates of the relevant issues of the magazines are published in ATP journal, iDB Journal and on the websites.
 - 4.5 The Customer shall deliver the banner documentation at least 3 business days before the publication thereof, the banners being published throughout a calendar month, unless agreed otherwise in the relevant order. Upon the preparation of the banner documentation, the principle of banner display on the websites operated by the Supplier needs to be taken into account, namely their replacement every 22 seconds. The maximum duration of the banner flash animation on www.svetautomatizacie.sk, www.atpjournalsk, www.idbjournalsk, www.e-automatizacia.sk and www.e-budovy.sk shall be 20 seconds.
 - 4.6 The postponement of the individual ordered Services and Services from the package of Services until the publication of the magazine issues or, as the case may be, the months other than the ordered ones is only possible in writing and at least 30 days before the closing date of the relevant issue or date when the relevant on-line/electronic Services are to be provided. The provision of the Services may not be postponed until the calendar year other than the one, for which the Services were ordered.
- ## 5. Payment Terms
- 5.1 The Customer shall pay the purchase price for the ordered Services, including VAT.
 - 5.2 If the method of payment for individual services and packages indicated in the order is:
 - a) a lump sum payment – the customer agrees to pay the purchase price for ordered services in advance. Payment information is available in the order. The order is considered paid and supplying of services ordered starts from

the date on which the payment has been credited to the account of HMH, s.r.o.

- b) a partial payment – the supplier makes out the invoice for the customer as specified in the order, regardless of implementation times of individual services (mailing the journal for distribution, publishing the service at the web page or emailing it.)

The invoice is due 14 days net, whereby it is considered paid on the day when the invoiced amount has been credited to the supplier's account. Failure to pay the invoiced price within 30 days after the due date is considered a gross violation of the customer-supplier relationship; the contractor ceases to provide services ordered by the customer. If the customer fails to pay the invoiced amount within 90 days from the date of maturity of the invoice issued by the supplier, the supplier has the right to reveal the company's business name in the journal and on the web pages. In case of specific package services defined by the Pricelist, there is an option between advanced payment of the full amount for ordered services, and partial payment is available

- 5.3 By payment of the purchase price, the Customer shall not be entitled to any part of the Blanket Advertisements, Advertising Articles or Services processed and created by the Supplier. Any other materials and documentation delivered by the Customer in order to process the Blanket Advertisements, Advertising Articles or Services shall be returned to the Customer at its request. The editorial team shall not store or return to the Customer any of its materials or documentation, if the Customer fails to request the same within 30 days following the first publication of the Blanket Advertisements, Advertising Articles or Services.
- 5.4 The order shall be deemed paid and the Services shall be provided as at the date when the payment is credited to the account of HMH, s.r.o. Any and all costs of the interbank transfer of the payment made by a foreign Customer shall be borne by the Customer.
- 5.5 In case the customer's delay in payment of the purchase price, the supplier has a right to claim interest on late payment of 0,01% of the amount due the day of delay; this does not affect other supplier's claims related with the customer's delay

6. Cancellation of Orders

- 6.1 The Supplier shall be entitled not to provide the Services (withdraw from the agreement), if the Customer fails to meet the conditions under Sections 4.1, 4.3 and 4.5.
- 6.2 The Notice of Withdrawal shall be in writing and include the reason for withdrawal. In such case, the Supplier shall incur no further liabilities to the Customer.
- 6.3 The Customer may only cancel its order in writing, sending a notice to that effect to the Supplier. The Supplier shall not accept any other form of cancellation of an order. The order shall be deemed cancelled as at the date when the notice of cancellation is delivered to the Supplier.
- 6.4 The order may be cancelled, and the price paid for the order may be returned to the Customer as follows:
- a) 100% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing more than 30 days before the use of the first Service, i.e. more than 30 days before the closing date of the first Service according to the itemized list;
- b) 50% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 30 to 16 days before the use of the first Service, i.e. 30 to 16 days before the closing date of the first Service according to the itemized list;
- c) 0% of the price paid for the package of Services with the itemized list – if the Customer cancels the order in writing 15 days or less before the use of the first Service, i.e. 15 days or less before the closing date of the first Service according to the itemized list;
- d) 100% of the price paid for the package of Services without the itemized list – if the Customer cancels the order in writing, provided however, that the Customer did not use any single Service from the package;
- e) 0% of the price paid for the package of Services with or without the itemized list – the Customer shall not be entitled to cancel the individual Services from the package of Services or require a refund for the unused parts of the package;
- f) 100% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service more than 30 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;
- g) 50% of the price paid for the Services – if the Customer cancels in writing

any individual ordered Service 30 to 16 days before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount;

- h) 0% of the price paid for the Services – if the Customer cancels in writing any individual ordered Service 15 days or less before the closing date of such Service; the same shall also apply to the services purchased beyond the framework of the package of Services with a discount
- i) 0% of the price paid for the registration of companies on www.e-automatizacia.sk and www.e-budovy.sk, since as soon as the relevant payment is made, this Service is automatically activated for the period of the ordered calendar year.

7. Copyright Clause

- 7.1 The printed versions of ATP Journal and iDB Journal, registered with the ISSN international serial numbers, electronic ATP Journal and iDB Journal, registered with the ISSN international serial numbers, electronic ATP Journal PLUS, as well as all the other publications published by HMH, s.r.o., are, as collected works, protected by a copyright in accordance with Copyright Act No. 618/2003. This act especially regulates any literary works (news in brief, articles etc.), as well as any pictures, drafts, illustrations and photographic works published in the printed versions of ATP Journal, iDB Journal, other publications by HMH, s.r.o., and on www.svetautomatizacie.sk, www.atpjournal.sk, www.idbjournal.sk, www.e-automatizacia.sk and www.e-budovy.sk. HMH, s.r.o., editor of ATP Journal, ATP Journal PLUS, iDB Journal and electronic ATP Journal and iDB journal, is the holder of the copyright under the foregoing.
- 7.2 No information published in the printed versions of ATP Journal, iDB Journal, electronic ATP Journal PLUS, other publications of HMH, s.r.o., and on www.svetautomatizacie.sk, www.atpjournal.sk, www.idbjournal.sk, www.e-automatizacia.sk and www.e-budovy.sk, which are subject to the copyright, may be published in any printed, electronic, audio or visual form without a prior written consent by HMH, s.r.o.
- 7.3 The foregoing shall apply without prejudice to the rights of the authors of the individual works published in a printed or electronic version of ATP Journal, ATP Journal PLUS or iDB Journal.

8. Other Provisions

- 8.1 The Blanket Advertisements shall be in the graphical and textual form ordered by the Customer, unless such form:
- a) is in conflict with the ethical principles, speak abusively of any third party, or do harm to the reputation of any natural or legal person;
- b) promote any racial or religious intolerance or any form of violence.
- 8.2 The Blanket Advertisements or Advertising Articles shall be in such graphical and textual form, which corresponds to the graphical style and design of ATP journal and iDB Journal, taking into account the Customer's proposals and wishes.
- 8.3 HMH, s.r.o., and the editorial team of ATP Journal and iDB Journal provide advice upon the translation of technical texts relating to IT and measuring and control engineering. The advisory services and relating outputs (translated texts) are not provided by official or certified translators, and are not officially certified. Therefore, HMH, s.r.o., assumes no legal or any other liability for the accurateness and correctness of the translated texts, or their subsequent use, application etc.

9. Final Provisions

- 9.1 Unless otherwise regulated hereby, the relationship between the Supplier and the Customer shall be subject to the provisions of the Commercial Code of the Slovak Republic. In the event of any dispute, the parties shall first seek conciliation by a mutual agreement. In the event that the parties fail to reach a mutual agreement, any such dispute shall be resolved by a court with local jurisdiction (where the Supplier's registered office is located).
- 9.2 In the event that any provision hereof is in conflict with the legal regulations in force, the validity of such provision shall become null and void, without prejudice to the other provisions, which shall remain in full force and effect.
- 9.3 The supplier reserves the right to stop publishing of journals or websites maintenance listed in Art. 1 of these Terms anytime. The customer has right for refunding of aliquot portion of the purchase price corresponding to the ordered and paid services, that the supplier did not provide by reason of the quit of the publishing of journals or operation of websites listed in Art. 1 of these Terms; in these cases the customer has no right for compensation of any losses, damage or lost profit.

Valid as of January 1, 2012 for the Services ordered for 2012

guidelines for the realization of services

Extents of articles for ATP Journal and iDB Journal

1/1 A4 – 6 700 characters

Title + plain text up to 6700 characters including spaces. Shortened with respect to number and size of pictures. Pictures must not exceed 40% of the total area of the paper. The paper ends with a full mailing address and company logo.

1/2 A4 – 2 900 characters

Title + plain text up to 2900 characters including spaces. Shortened with respect to number and size of pictures (for a half-page paper it is recommended to use one picture at maximum). Pictures must not exceed 40% of the total area of the paper. The paper ends with a full mailing address and company logo.

News – 1 800 characters

Title + plain text up to 1800 characters including spaces. A short message includes title, text, Website contact, or possibly one illustration picture.

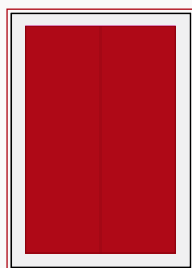
Notes:

Number / size of pictures or boxes may affect the extent of plain text in the paper.

Text format: doc, docx

Image Format: *. pdf, *. eps, *. tif, *. jpg
(minimum resolution 300 dpi / color: CMYK)

Dimensions and placement of advertising on the A4 for ATP and IDB Journal

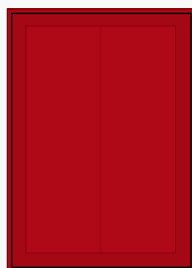


1/1 A4

175 x 265 mm

* minimum resolution: 300 dpi, CMYK

* File Format: PDF *



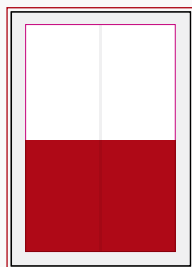
1/1 A4 – bleed

210 x 297 mm

+ 5 mm bleed on each side
+ crop marks

* minimum resolution: 300 dpi, CMYK

* File Format: PDF *

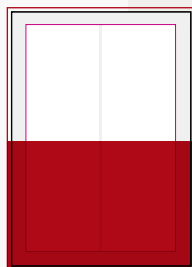


1/2 A4

175 x 130 mm

* minimum resolution: 300 dpi, CMYK

* File Format: PDF *



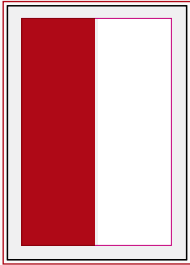
1/2 A4 – bleed

210 x 145 mm

+ 5 mm bleed on each side
+ crop marks

* minimum resolution: 300 dpi, CMYK

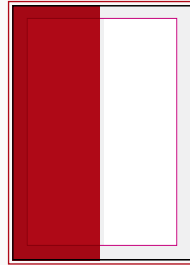
* File Format: PDF *



1/2 A4

85 x 265 mm

** minimum resolution: 300 dpi, CMYK
* File Format: PDF **

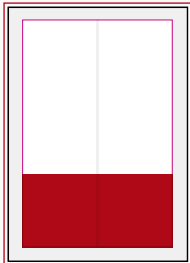


1/2 A4 – bleed

102 x 297 mm

+ 5 mm bleed on each side
+ crop marks

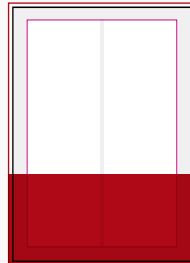
** minimum resolution: 300 dpi, CMYK
* File Format: PDF **



1/3 A4

175 x 130 mm

** minimum resolution: 300 dpi, CMYK
* File Format: PDF **

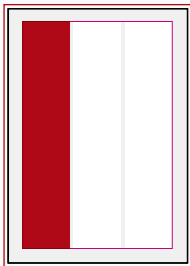


1/3 A4 – bleed

175 x 85 mm

+ 5 mm bleed on each side
+ crop marks

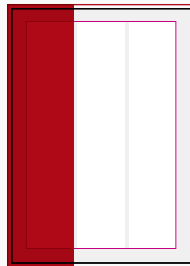
** minimum resolution: 300 dpi, CMYK
* File Format: PDF **



1/3 A4

55 x 265 mm

** minimum resolution: 300 dpi, CMYK
* File Format: PDF **

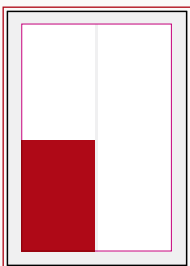


1/3 A4 – bleed

72 x 297 mm

+ 5 mm bleed on each side
+ crop marks

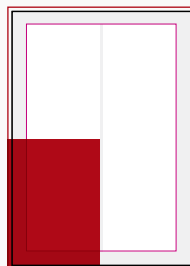
** minimum resolution: 300 dpi, CMYK
* File Format: PDF **



1/4 A4

85 x 130 mm

** minimum resolution: 300 dpi, CMYK
* File Format: PDF **

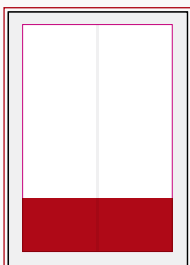


1/4 A4 – bleed

102 x 147 mm

+ 5 mm bleed on each side
+ crop marks

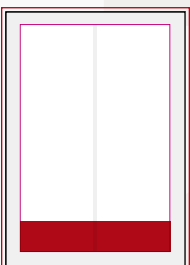
** minimum resolution: 300 dpi, CMYK
* File Format: PDF **



1/4 A4

175 x 62,5 mm

** minimum resolution: 300 dpi, CMYK
* File Format: PDF **



1/8 A4

175 x 35 mm

** minimum resolution: 300 dpi, CMYK
* File Format: PDF **

guidelines for internet services

Directmail: The Publisher sends Directmail evenly to all registered readers of the (ATP or iDB) Journal and customers of email services. The Directmail content is ordered by client, but the structure of directmail is pre-defined by the publisher. Directmail cannot include attachments, but it refers to the journal website of, where multimedia attachments can be uploaded.

Banners: The client has to deliver banners in the requested size, with a minimum resolution 72 dpi. Flash banner animation length is 22 seconds. Advertising banners are to be ordered for at least one month. Submission deadline is 10 days before the end of the month.

Technical support: The Publisher includes 250 products to the client catalogue under the condition that the documents are in published in Slovak, in the text form and include individual product pictures (72 DPI). The whole process of adding products takes one month.

Extent of internet services:

| Service | Extent (chars) | Media | Add | Links | Key-words |
|------------------------|----------------|-------|-----|-------|-----------|
| Short multimedia news | 3 000 | 1 | - | 1 | 1 |
| Multimedia article | 6 000 | 3 | 1 | 3 | 3 |
| Multimedia article max | 15 000 | 5 | 3 | 5 | 5 |
| Product implementation | 15 000 | 3 | 1 | 5 | - |

Notes:

Minimum resolution: 72 dpi

File format: *. jpg, *. gif, *. png, *. swf

Colour: RGB

Dimensions of banners on internet sites of publisher



Square banner

300 x 300 px



Logo & Link

189 x 94 px

max. 250 chars with spaces



Topbanner

165 x 165 px



Leaderboard

728 x 90 px



Big rectangle

952 x 120 px



Rectangle

667 x 83 px

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