

# ABOUT INDUSTRIAL AUTOMATION,

INDUSTRY 4.0, DIGITALIZATION,  
ROBOTICS, MAINTENANCE,  
CYBERSECURITY, DIGITAL TWINS, EDGE,...

# ... AND ABOUT PEOPLE

**|atp| journal**

**MEDIAINFO2025**



# |atp|journal|

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# VISION

Our goal is to inspire the largest possible community of experts working in the field of industrial automation, informatics and maintenance to find solutions, to contribute to the technological and economic development of companies and to cultivate the business environment through media activity.

# MISSION

We are a stable and reliable source of current and accurate professional information.

We create a media space for meeting representatives of manufacturing companies with providers of industrial solutions.

By connecting companies, academia, schools and trade unions, we support the spread of technical knowledge in Slovak society.

# VALUES

Partnership with a personal approach

Transparent media business

Knowledge of the local industrial environment

Orientation in world trends

Thematic clarity

# YOU KNOW THAT...

- ✓ as part of a community of experts, you will have an impact on the development, direction and determination of trends in the Slovak industrial environment?
- ✓ through us, you will directly address those who are looking for new knowledge in the field of automation and have the opportunity to apply it in practice?
- ✓ in times of shortage of qualified labour, you will present yourself not only as a supplier of advanced products and solutions, but also as an attractive and promising employer?
- ✓ we will give your achievements the objective dimension of an independent information (media) source?
- ✓ we will place your commercial presentation in a natural environment, where it will look casual and at the same time purposeful?
- ✓ our exclusive reports in Slovak manufacturing companies map not only the current state of automation, but also show the possibilities for your future investments?
- ✓ the professional processing of our media outputs in terms of content and visuals positively support your corporate image?
- ✓ you don't have to have an editor, reporter, translator, photographer, cameraman, graphic designer in your company – concentrate on your business and transfer media duties to our table?
- ✓ we will multiply the reach of your information by using the entire spectrum of communication means, from which each recipient can choose according to their preferences and availability?

**PRINT**

**WEB**

EMAILING

**VIDEO**

SOCIAL MEDIA

EVENTS

The longest published periodical of its kind in Slovakia,  
1<sup>st</sup> issue in May 1994

Periodicity 6 times a year with an average number of 56 pages per issue.

In terms of content, we follow the editorial calendar (p. 12) divided for each issue into:

- industry
- related operational technologies (OT)
- higher levels of management (IT)
- Industry 4.0 solutions
- specific topics from readers in the Readers' Topic

The ATP Journal is reviewed by more than 4,300 experts  
each month in print or digital version

- 1,100 registered subscribers of the printed version
- 300 unregistered recipients of the printed version at events, author's prints, publishing companies
- 2950 is the average view of the digital version with 1,750 registered subscribers

(data as of October 31, 2024 average for 12 months)



ATP Journal archive



## ATP Journal readership structure based on registration data

### Working positions of ATP Journal readers

- 40 %** Operational workers – operators, technologists, maintenance  
Developers of control and visualization systems  
MaR and ASR TP service and maintenance staff  
M&C designers and engineers of machinery,  
equipment and production lines
- 22 %** Head of M&C, Electronic, Maintenance departments  
Technical directors, production directors, operational directors  
Business directors, sales managers, heads of investment departments
- 16 %** Employees of secondary schools and universities
- 12 %** Students of secondary schools and universities
- 10 %** Government, Trades Unionists, Institutions

### Representation of the industries where ATP Journal readers work

- 52 %** Electrical industry
- 50 %** Energy
- 33 %** Automotive
- 30 %** Machinery
- 22 %** Chemical industry
- 17 %** Transport and logistics
- 17 %** Oil and Gas
- 15 %** Food industry
- 15 %** Constructions
- 13 %** Water industry
- 11 %** Printing and packaging industry
- 11 %** Pulp and paper industry
- 10 %** Metallurgical industry
- 10 %** Wood, rubber, cement and foundry industry
- 7 %** Other (Pharmaceutical, Healthcare, ...)

# ONLINE

www.atpjournalsk

The website is placed in leading positions in search engines – long-term operation of the portal, SEO optimization of content, mutual sharing of contributions by professional associations, partner organizations, companies and universities.

## The content of the page mainly includes:

- articles from ATP Journal in html format
- archive of printed issues of ATP Journal in PDF format

## Enriched with characteristic web formats:

- current articles, product news, press releases
- calendar of events
- videos
- banner ad



ATP Journal

**Average monthly traffic: 3,100**

*(data as of October 31, 2024 average for 12 months)*

## emailing

Address delivery of information to subscribers under the well-known header ATP Journal, distributed in accordance with GDPR rules. Depending on the content, we distinguish between two formats.

**Company emailing** – sent on schedule according to the request, information about events, product news of one company.

**Editorial emailing** – sent 6 times a year with information about the current issue of ATP Journal (space for two company articles with a video trailer), several times a year for the distribution of the Talks about ... formats (company as an Interview Partner) and VideoNEWS (company presenting its new product or event).

**Number of subscribers: 2,650**

*(data as of October 31, 2024)*



## video

**Reports from events** – event recording, interviews, reports from the event on the basis of a media partnership or at the request of the organizers.

average 264 views on YT

**Reports from manufacturing companies** – part of exclusive editorial content in ATP Journal and company PR articles, but also as a company presentation outside the ATP Journal use.

average 640 views on YT

**Talks about...** – the editor-in-chief addresses current topics in an online interview with invited experts. Space for company presentation in the form of Remote Interview Partner.

average 185 views on YT

**VideoNews** – an editorial format usually contains five current video news with accompanying comments of interesting topics, product news or professional events. A space for the company commercial video news.

average 171 views on YT


Depending on the format, the distribution of editorial videos or relevant company videos is ensured at [www.atpjournalsk](http://www.atpjournalsk), via DirectMail, our social media networks YouTube, Facebook, LinkedIn.




Industrial reportage

## social media

 YouTube ATP Journal – editorial and company videos,  
189 subscribers, 158 videos

 Facebook ATP Journal – articles, videos and life in the editorial office,  
147 regular followers

 LinkedIn of the editor-in-chief – direct contact with the community,  
average 680 views of posts.

*(data as of October 31, 2024 average for 12 months)*

# MILESTONES

- 2023** sale of HMM, s.r.o. – publisher of ATP Journal to Siemens Mobility, spol. s r. o.
- 2022** new audio/video format – Podcast “Sense of Industry”  
– live interviews with invited guests in the studio
- 2021** implementation of regular video formats – Talks about..., VideoNEWS,  
reports from professional events and industrial companies
- 2020** Bruce Willis on the cover of the November issue of ATP Journal  
(report from the company HELL ENERGY) ☺
- 2019** in cooperation with ai magazine organization of the 2<sup>nd</sup> conference entitled  
“Robotics in the production practice of small and medium-sized enterprises”,  
under the auspices of the Ministry of Economy of the Slovak Republic,  
approx. 130 participants, 17 technology partners and 6 professional partners
- 2017** in cooperation with ai magazine organization of the 1<sup>st</sup> conference entitled  
“Robotics in the production practice of small and medium-sized enterprises”  
under the auspices of the Ministry of Economy of the Slovak Republic
- 2016** implementation of professional education under the ATP Journal Know-how Institute  
in the form of training and the first industry analysis on the topic Industry 4.0  
  
expansion of partner organizations to include the Slovak Electrotechnical Association  
– Chamber of Electrical Engineers of Slovakia, Slovak Chamber of Civil Engineers,  
Association of the Electrotechnical Industry.
- 2015** cooperation agreement with the Slovak Automotive Industry Association  
and the National Robotics Center
- 2014** organization of its own professional conference ATP Journal
- 2013** new headquarters of the publishing house
- 2011** publication of the professional bimonthly iDB Journal  
on automation in homes and buildings
- 2010** launch of new websites ATP Journal, iDB Journal, eAutomatizácia,  
eBudovy and SvetAutomatizácia
- 2009** conclusion of official partnerships with international organizations  
ISA (USA), MESA Europe
- 2007** new column with opinions of experts on developments  
in the field of industrial automation
- 2003** publication of the 100<sup>th</sup> issue of AT&P journal
- 2000** first website of AT&P journal – [www.atpjournalsk](http://www.atpjournalsk)
- 1997** new design of AT&P Journal, change of periodicity to monthly, 52 – 60 pages (in color)
- 1994** publication of the 1st issue of AT&P Journal, bimonthly, black and white print inside

# SAMPLE OF COMPANIES

where atp journal readers professionally work



# EVENTS

## ATP Journal Conference

Direct connection of suppliers, top experts and the academic community with representatives of manufacturing companies on current topics. The most important conference realized so far was in 2017 and 2019 under the title Robotics in the industrial practice of small and medium-sized enterprises.

## Tailor-made training

Professional trainings led by professionals from academia and practice, intended for employees who need to learn more about highly specialized automation topics.

## Media partnerships

Through our communication channels, we will attract participants to relevant partner events. On the contrary, by distributing the ATP Journal at these events, we increase the reach of the published information and gain new regular readers.

## Fairs

SlovakiaTech Forum – Expo, Košice  
International Engineering Fair, Nitra  
AMPER, Brno  
International Engineering Fair, Brno  
EMO Hannover, Germany  
automatica, Munich, Germany  
Hannover Messe, Germany

## Company events

Beckhoff Automation s.r.o., Hiwin s.r.o., Danfoss, s.r.o.: **Motion Control Automation**  
DEHN, s.r.o.: **DEHN ACADEMY ILPC**  
KFB Control s.r.o.: **FS Eng (TÜV Rheinland) SIS course**  
QuBit Security, s.r.o.: **Qubit Conference® Prague, Košice**  
SIEMENS s.r.o.: **Siemens Young Generation Award**  
TECH-K s.r.o.: **Tech Conference, Vyhne – Machine Safety**  
Yokogawa Slovakia: **Functional Safety Training Yokogawa TÜV Rheinland**

## Conferences of partner organizations, educational and academic institutions



DIS – Theory and application  
of technical diagnostic methods



MAMDRONSK

DRONTEX



ENERGO KLUB

ENERGYFORUM



ELEKTROTEC

ELEKTROKONTAKT

ELECTRON

ELTECH SK

PROJEKTANTI

ELTEX

**efocus.sk**

Smart metering/smart grid

Cyber security  
in changing markets



Manufacturing management  
Forum of quality and Six Sigma  
Forum for practical maintenance

**INOVAT**

INOFEST



SAPI Energy Conference

SARIO  
SLOVENSKÁ AGENTÚRA PRE  
ROZVOJ INVESTÍCIÍ A OBCHODU

Slovak Industry VISION Day



National Productivity Forum



National Maintenance Forum



Energy from renewable sources  
for own consumption



Conference of electrical engineers  
of Slovakia



Energy management



Safety of technical equipment



CEE Automotive Supply Chain  
NEWMATEC

# EDITORIAL CALENDAR 2025

## 1 January

Deadlines	16. 12. 2024	27. 1. 2025
<b>Readers topics</b>	When is an edge solution worth it? How to choose it correctly?	<b>VIDEO</b>
<b>Industry</b>	Electric power generation Waste to Energy (WtoE) Electronic and Semiconductor Industry	<b>Talks about...</b> Technologies and strategies for modern industrial plants  <b>VideoNEWS</b> New products, solutions, events
<b>OT and IT</b>	Nuclear, hydro, wind and photovoltaic power plants, Heating Plants WtoE technologies Automation and control systems for power generation Inverters/converters for PV Switches, breakers and electrical installation equipment Overvoltage protection Drives <ul style="list-style-type: none"> <li>• Motion control systems</li> <li>• Frequency converters, soft starters</li> <li>• Servo drives</li> </ul> Motors and gearboxes <ul style="list-style-type: none"> <li>• Energy efficient motors</li> <li>• Low and high-voltage asynchronous motors</li> <li>• Servomotors</li> <li>• Synchronous motors and generators</li> <li>• Geared motors and steppers</li> </ul> Robotics 1 SCARA, Cartesian robots, Single-axis robots	
<b>Industry 4.0</b>	Edge automation – real time data collection, computing, analysis, locally processing and storage Industrial cloud solutions and services	

# 2 March

Deadlines	7. 2. 2025	26. 3. 2025
<b>Readers topics</b>	Procedures for deploying 5G in industrial operation	<b>VIDEO</b>
<b>Industry</b>	Oil and Gas Industry Water and Wastewater Industry Chemical and Plastic Industry	<b>Rozhovory o...</b> Robotics with the adjective "accessible"  <b>VideoNEWS</b> New products, solutions, events
<b>OT and IT</b>	Manufacturing information systems <ul style="list-style-type: none"> <li>• MES/MOM</li> <li>• SCADA</li> </ul> Field instrumentation <ul style="list-style-type: none"> <li>• Pressure &amp; differential pressure transmitters, pressure switches</li> <li>• Level transmitters/sensors</li> <li>• Humidity, pH/redox sensors</li> </ul> Maintenance and diagnostics <ul style="list-style-type: none"> <li>• Field instrumentation maintenance and diagnostics</li> <li>• Asset management</li> </ul> Tank and gauging management Industrial communication, converters, fieldbuses <ul style="list-style-type: none"> <li>• 5G/6G, Industrial Ethernet, OPC UA, repeaters/ routers</li> <li>• Signal converters, network quality</li> </ul> Cables, cable management <ul style="list-style-type: none"> <li>• Cables and wires for industry environment</li> <li>• Cable trays</li> </ul> Power supplies and UPS Energy management	
<b>Industry 4.0</b>	Maintenance 4.0 – calculation of remaining service life, automatic diagnostics, remote diagnostics Condition monitoring	

# 3 May

Deadlines	10. 4. 2025	26. 5. 2025
<b>Readers topics</b>	Deploying a robot for machine operation	<p style="text-align: center;"><b>VIDEO</b></p> <p style="text-align: center;"><b>Talks about...</b> Industrial cyber security – the best practices</p> <p style="text-align: center;"><b>VideoNEWS</b> New products, solutions, events</p>
<b>Industry</b>	Automotive Industry and suppliers Rubber Industry Transport and Logistics	
<b>OT and IT</b>	<p>Robotics 2</p> <ul style="list-style-type: none"> <li>• Robotics – welding, cutting, painting and machine handling</li> <li>• SW and HW for robotics programming and for visualization of robotic workplaces</li> </ul> <p>Industrial PC</p> <ul style="list-style-type: none"> <li>• Industrial and embedded PC, industrial notebooks</li> </ul> <p>Product process management</p> <ul style="list-style-type: none"> <li>• RFID, Pick-to-X</li> </ul> <p>Sensors 1</p> <ul style="list-style-type: none"> <li>• Inductive, optoelectronic, laser, magnetic, ultrasound</li> </ul> <p>Transport and logistics</p> <ul style="list-style-type: none"> <li>• Automation and control for road and railway transportation, autonomous transport</li> <li>• AGV/AMR platforms</li> </ul> <p>HW/SW/services for logistic and warehouse</p> <p>SW tools for manufacturing simulation and visualization</p>	
<b>Industry 4.0</b>	Digital twin Smart manufacturing supply chain Logistic 4.0	



# 4 July

Deadlines	10. 6. 2025	28. 7. 2025
<b>Readers topics</b>	Experience using virtual/mixed reality in real operation	<p style="text-align: center;"><b>VIDEO</b></p> <p style="text-align: center;"><b>Talks about...</b> Why Industry need AI?</p> <p style="text-align: center;"><b>VideoNEWS</b> New products, solutions, events</p>
<b>Industry</b>	Pulp and Paper Industry Wood Industry, Furniture Industry Food, Beverage and Pharmaceutical Industry	
<b>OT and IT</b>	<p>Control systems</p> <ul style="list-style-type: none"> <li>• DCS, PLC, PAC, SoftPLC</li> </ul> <p>Controllers</p> <ul style="list-style-type: none"> <li>• Single and multi loop</li> </ul> <p>Field instrumentation 2</p> <ul style="list-style-type: none"> <li>• Flow meters – Coriolis, magnetic, vortex and ultrasonic</li> <li>• Temperature sensors and transmitters</li> </ul> <p>Batch systems</p> <ul style="list-style-type: none"> <li>• Batching stations and pumps</li> </ul> <p>Industrial calibration</p> <ul style="list-style-type: none"> <li>• Multifunctional calibrators</li> <li>• Loop calibrators, current measurement and generation</li> </ul> <p>Industrial fittings, armatures, pumps</p> <ul style="list-style-type: none"> <li>• Valves – safety, throttle and control</li> <li>• Feed-check and control flap</li> <li>• Drivers for actuators – pneumatics and electric</li> </ul> <p>Maintenance and diagnostics 2</p> <ul style="list-style-type: none"> <li>• Vibrodiagnostics, tribodiagnosics and thermography</li> </ul> <p>Connections systems</p> <ul style="list-style-type: none"> <li>• I/O systems</li> <li>• Industrial connectors and terminal blocks</li> <li>• Marshalling</li> </ul> <p>SW for engineering – ELCAD/CAE/CAX</p>	
<b>Industry 4.0</b>	Virtual, Augmented & Mixed reality Artificial intelligence and machine learning in manufacturing	

# 5 September

Deadlines	11. 8. 2025	26. 9. 2025
<b>Readers topics</b>	When it pays to install battery storage, technical requirements for installation?	<p><b>VIDEO</b></p> <p><b>Talks about...</b> Digital twins in industry – theory vs reality</p> <p><b>VideoNEWS</b> New products, solutions, events</p>
<b>Industry</b>	Power transmission and distribution Mining, Cement and Construction Industry Steel, Foundry and Metalworking Industry	
<b>OT and IT</b>	<p>Solutions for TSO, DSO, LDS</p> <p>Smart grids, Smart energy systems</p> <p>Energy Storage</p> <ul style="list-style-type: none"> <li>• Battery and non-battery systems</li> <li>• H2 technologies</li> </ul> <p>Reliability and availability of power supply</p> <ul style="list-style-type: none"> <li>• Control systems for distribution plants and substations</li> <li>• Load management system</li> <li>• Communication systems for substations</li> </ul> <p>Quality of power supply</p> <ul style="list-style-type: none"> <li>• Electricity quality recorders and analyzers</li> </ul> <p>Enclosures and cabinets</p> <p>Weighing systems and tensometry</p> <ul style="list-style-type: none"> <li>• Industrial scales, belt scales</li> <li>• Tensometric systems and sensors</li> </ul> <p>Industrial security – network security, system integrity, industrial security services</p>	
<b>Industry 4.0</b>	Industrial Internet of Things (IIoT) Industrial Cybersecurity	

# 6 November

Deadlines		
	10. 10. 2025	26. 11. 2025
<b>Readers topics</b>	ESG and its impact on business, explanation of principles	<p><b>VIDEO</b></p> <p><b>Talks about...</b></p> <p>The transformation of energy and its impact on producers, consumers and the operators of the electricity system</p> <p><b>VideoNEWS</b></p> <p>New products, solutions, events</p>
<b>Industry</b>	<p>Engineering industry, manufacturers of machinery and equipment, OEM</p> <p>Production of automated lines, single-purpose machines</p> <p>Packaging &amp; Paletizing industry</p>	
<b>OT and IT</b>	<p>Complex engineering development platforms</p> <p>Robotics 3</p> <ul style="list-style-type: none"> <li>• Packing, palletizing, handling</li> <li>• Safety of robotic workplaces</li> </ul> <p>Image capture and processing</p> <ul style="list-style-type: none"> <li>• Shape, color, position sensors</li> </ul> <p>Vision systems</p> <p>3D spatial scanners</p> <p>Control systems for CNC/DNC machines</p> <p>Pneumatic systems</p> <ul style="list-style-type: none"> <li>• Pneumatic cylinders and valves, valve islands, positioning systems</li> </ul> <p>Linear technologies</p> <ul style="list-style-type: none"> <li>• Linear guides and positioning systems</li> <li>• Linear motors, actuators</li> </ul> <p>Manipulators, conveyors and accessories</p> <p>Sensors 2</p> <p>Speed, acceleration, linear, position</p> <p>Safety of machines and equipment</p>	
<b>Industry 4.0</b>	<p>Collaborative robotics and advanced robot end-of-arm actuators</p> <p>Drones for industrial use</p>	

# PRICE LIST OF SERVICES

	PRINT ATP Journal	ONLINE atpjournal.sk
AD 1/8 A4 on 1 <sup>st</sup> cover page	620 €	
AD 1/1 A4 on 2 <sup>nd</sup> or 3 <sup>rd</sup> cover page	1 445 €	
AD 1/1 A4 on 4 <sup>th</sup> cover page	1 545 €	
AD 1/1 A4	1 100 €	
AD 1/2 A4	680 €	
AD 1/3 A4	415 €	
AD 1/4 A4	330 €	
AD 1/8 A4	320 €	
AD 1/12 A4	95 €	
Inserted catalog (over 30 A4 pages)	950 €	
Inserted advertisement (up to 30 A4 pages)	715 €	
Article 2/1 A4	620 €	
Article 1/1 A4	350 €	
Exclusive article	540 €	
Online article		230 €
Article 3/4 A4	270 €	
Article 2/3 A4	240 €	
Article 1/2 A4	170 €	
News 1/4 A4	80 €	
Exclusive news	180 €	
Online news		110 €
wide skyscraper (160 x 600 px)		450 €/month
custom banner (258 x 460 px)		460 €/month
leaderboard (728 x 90 px)		380 €/month
rectangle banner (728 x 90 px)		240 €/month
square banner (250 x 250 px)		190 €/month
logo, text (250 characters), link		110 €/month

	ONLINE emailing
company emailing (Directmail, presentation of 1 company)	320 €
editorial emailing (Newsletter, new issue of ATP Journal)	180 €

All prices are excluding VAT.

**Information and orders (since January, 1<sup>st</sup>, 2025): [info@atpjournal.sk](mailto:info@atpjournal.sk)**

	ONLINE video
Talks about... partner	290 €
News in VideoNews	240 €
Video localization, English recording (spoken)	50 €/min.
Video localization, English recording (subtitles)	30 €/min.
Industrial reportage	Price according to requirements
Event video	

	Events
Media support of the event	Price according to requirements

	Other publishing services
Translations of technical articles from ENG, CZ	Price according to requirements
Processing of PR articles	
Processing of ADs, flyers, banners	

All prices are excluding VAT.

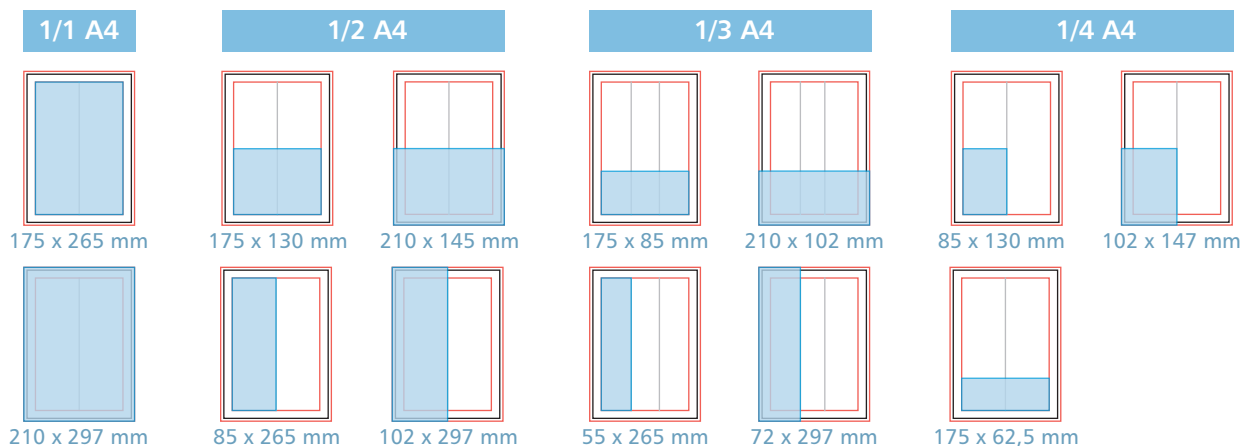
## discounts based on the total amount of services ordered

from	500 €	3 %
from	1 200 €	5 %
from	2 400 €	8 %
from	4 000 €	13 %
from	6 000 €	18 %
from	10 000 €	22 %

Information and orders (since January, 1<sup>st</sup>, 2025): [info@atpjournalsk](mailto:info@atpjournalsk)

# FORMATS

ad



Technical specifications of the advertisement:

- minimum resolution of 300 DPI
- CMYK
- bleed min. 3 mm
- crop marks
- PDF format

1/8 A4 on 1<sup>st</sup> cover page




175 x 35 mm

## Range and location of the articles

	RANGE		LOCATION		
	number of characters including spaces*	images	ATP Journal PRINT	ATP Journal PDF on atpjournal.sk	atpjournal.sk **
Article 1/1 A4	6 000, minus 600 for each image	max 40 % of the area of the article	✓	✓	
Exclusive article	6 000, minus 600 for each image	max 40 % of the area of the article	✓	✓	✓
Online article	up to 12 000	up to 10			✓
News 1/4 A4	1 600	1	✓	✓	
Exclusive news	1 600	1	✓	✓	✓
Online news	up to 3 000	1			✓


\* Article in .doc format in the structure title, abstract, text, contact information; images sent separately in jpg, png...  
News in .doc format in the structure title, text, link; image sent separately in jpg, png...

\*\* An article in html can contain hyperlinks, backlinks, more images  
News in html format may contain hyperlinks, backlinks



Leaderboard  
728 x 90 px


Aktuálne číslo  
11/2023



Casopis
Rubriky
Názory
Know-how inštitút
Podujatia
Videa
O nás
Súťaž
| automatizácia
Q
Prihlásenie
Registrácia


Wide  
Skyscraper  
160 x 600 px

REPORTÁŽ




Tatranská mliekareň, a. s., nasadila robotiku aj moderné riadiace systémy

NOVÉ TRENDY



MES a CMMS spolu umožňujú realizovať informovanejšie rozhodnutia

NOVÉ TRENDY




Moderné technológie posúvajú meranie prietoku na novú úroveň

Custom banner  
258 x 460 px

Wide  
Skyscraper  
160 x 600 px

**Aplikácie**



Od vízie k realite: start-up vyrába cenovo dostupné...

Vyrovnat sa s výzvami revolúcie v doprave s inteligentnými elektrickými riešeniami, to je cieľ, ktorý si so svojim vozidlom aCar stanovila spoločnosť EVUM Motors GmbH so sídlom v nemeckom Mníchove. aCar kombinuje pohon všetkých kolies s elektrickým pohonom a vďaka modúlárnej koncepcii ide o cenovo dostupné...

**Exkluzívne články**

15.11.2023

Projektovanie jednocelových strojov a rozvádzačov v praxi

EPLAN ENGINEERING CZ, s.r.o.

14.11.2023

Vždy ten správny kábel

Murrelektronik Slovakia s.r.o.


14.11.2023

ADS-over-MQTT

Beckhoff Automation s.a.o.

Square banner  
250 x 250 px


**Aplikácie**



Rehabilitácia po mŕtvici – ďalšia aplikácia na vzostupe

15.11.2023


**Aplikácie**



Oprava vedenia vysokého napätia pomocou virtuálnych tréningových systémov

25.10.2023


**Aplikácie**



IKEA prevádzkuje najväčšiu miestnu distribučnú sústavu v Austrálii

25.10.2023


**Rozhovory**



Excel ako veterán medzi ERP

16.11.2023


**Rozhovory**



V tendri na dostavbu JE Dukovany sú všetci na rovnakej štartovacej čiare

16.11.2023

**Rozhovory**



Ženy inšpirujú ženy – Viktória Zhuravská

16.11.2023

Rectangle banner  
728 x 90 px  
*(is on all subpages at the same time)*

**Väčšia transparentnosť a energetická účinnosť v dátových centrách**

Rittal s.r.o.

20.10.2023

Farnell má v súčasnosti na sklade viac ako 23000 produktov od Analog Devices

Premier Farnell, UK Ltd.

07.9.2023

Ložiská NSK budú na EMO 2023 v centre pozornosti

NSK Europe Ltd.

# GENERAL TERMS AND CONDITIONS

## 1. Introductory Provisions

- 1.1 The General Terms and Conditions of the Ing. Anton Géer – ATP Journal publishing house (hereinafter referred to as the GTC) issued in accordance with the provisions of Act No. 513/1991 Coll. of the Commercial Code (hereinafter referred to as the “Commercial Code”) govern the contractual relationships arising between the company Ing. Anton Géer – ATP Journal, Sekurisova 85/2, 977 01 Brezno, Identification No. (IČO) 56619472, VAT IN (DIC) 1047734721, Tax Identification No. IČ DPH SK1047734721, publisher of the professional bimonthly ATP Journal, operator of the website [www.atpjournalsk](http://www.atpjournalsk), as the Supplier and Customer, who, by sending an order, orders the implementation of services related to the publication of advertisements/advertising articles in the ATP Journal magazine or on the Supplier's operated websites, or the implementation of additional services, as stated in the valid Price list of services on the Supplier's operated websites (hereinafter referred to as the Price List).
- 1.2 The GTC, the Price List, as well as the Instructions for the implementation of services related to the publication of advertisements/advertising articles and additional services (hereinafter referred to as the Instructions) are published in MediaInfo by the Ing. Anton Géer – ATP Journal publishing house or on the websites operated by the Supplier. By signing the order issued by the Supplier, the Customer confirms his agreement with these GTC, Price List and Instructions.

## 2. Subject of performance

- 2.1 The subject of performance is the delivery of bindingly ordered services in the order by the Supplier to the Customer on the delivery date while complying with the Delivery Terms, Payment Terms and Instructions.
- 2.2 The service is understood to mean the provision of the possibility of publishing display advertising (hereinafter referred to as advertising), advertising article (hereinafter referred to as advertising), banner advertising and other items of the Price List bindingly ordered by the Customer in the order.

## 3. Purchase price of services

- 3.1 The prices stated in the signed order according to the Price List and the agreed discount are binding for the Supplier and the Customer.

- 3.2 The Price List defines the purchase prices of services. The services ordered in the order have a delivery date in the calendar year for which they were ordered.
- 3.3 The agency discount is 15%. The agency discount cannot be combined with other discounts.
- 3.4 By placing an order by the Customer and confirming the order by the Supplier, both parties agree to the purchase price of the services.

## 4. Delivery conditions

- 4.1 The order serves as a contract for both parties on the basis of which the Supplier begins to deliver the ordered services. It is possible to start implementing the services (publishing advertising, advertisements or implementing an internet/electronic or additional service) if the following conditions are met:
  - a) The Supplier receives a properly completed order confirmed by the Customer
  - b) The order clearly specifies the method and schedule of payment.

If the payment method is indicated in the order as a one-time payment of the full amount, the Supplier will not start implementing any service from the order unless the Customer pays the price of the service in advance. The decisive date is the date of crediting the payment to the Supplier's account. The date of crediting the payment to the Supplier's account must be before the publication date of the ordered service. If the payment method is indicated in the order as partial performance, the Supplier has the right to invoice the Customer in the manner specified in the order, regardless of the dates of implementation of individual services (sending the magazine by mail for distribution, publishing the service on the website or sending it via electronic service).

- 4.2 The Customer is obliged to deliver all documents in the quality specified in the Instructions and to the extent specified in the order, no later than the closing date of the relevant issue or the date from which the service related to the website or electronic services is to be implemented.
- 4.3 The deadlines for the relevant magazine issues are published in MediaInfo and on the websites operated by the Supplier. publishing house Ing. Anton Géer – ATP Journal GTC



- 4.4 The Customer is obliged to deliver the materials for the banners no later than 3 working days before their publication, while the banners are published for at least the duration of a calendar month, unless otherwise agreed in the order. When preparing the materials for the banner, the principle of displaying banners on the websites operated by the Supplier, which is their replacement in positions every 22 seconds, must be taken into account. The maximum length of the banner animation on the website [www.atpjournals.sk](http://www.atpjournals.sk) is 20 seconds.
- 4.5 The transfer of the performance of individual ordered services to other issues of the magazine than the one ordered or, in the case of internet/electronic services, to other months than the one ordered, is possible only in writing/by e-mail, at least 10 days before the closing date of the relevant issue or the date of implementation of the internet/electronic service. The performance of services cannot be transferred to a date later than the calendar year for which they were ordered.

## 5. Payment Terms

- 5.1 The Customer undertakes to pay the purchase price of the ordered services, including VAT, based on the invoice issued by the Supplier.
- 5.2 The invoice is due within 14 days from the date of its issue, and the invoice is considered paid on the date the invoiced amount is credited to the Supplier's account. Failure to pay the invoiced amount price within 30 days after the due date is considered a gross violation of the relationship between the Supplier and the Customer, whereby the Supplier will cease to provide further ordered services to the Customer.
- 5.3 For specific services defined in the Price List, a choice is possible between advance payment in the amount of the entire amount of the ordered services or partial performance. If the order specifies the method of payment for services as partial performance - the Supplier will issue invoices to the Customer as specified in the order, regardless of the dates of implementation of individual services (sending the magazine by mail for distribution, publishing the service on the website or sending it via electronic service).
- 5.4 The Customer does not have a right to any part of the advertising, advertisement and service processed and created by the Supplier by paying the purchase price. Other materials and documents supplied by the Customer for processing the advertising, advertisement or service will be returned to him upon request. The editorial staff does not archive or return unsolicited materials and documents after a period of more than 30 days from the first publication of the advertisement, advertisement and service.
- 5.5 The Customer is responsible for the use of images, photographs and other graphic images (hereinafter referred to as Images) in accordance with copyright and property rights, provided that the Images are supplied by the Customer and published by the Supplier with the Customer's consent. By supplying the Images, the Customer fully agrees to the Supplier publishing them. Any sanctions, license fees, compensation for damages and unjust enrichment or any other financial claims that will be demonstrably claimed by the author or licensee or other authorized third party from the Supplier for unauthorized use and distribution of the Images, the Supplier shall claim in full from the Customer, regardless of their amount and the length of time that elapses between publication and the occurrence of the request of the author or licensee or other authorized person for these claims, with which the Customer expresses its consent. The Customer hereby undertakes to pay the claims to the Supplier according to the previous sentence no later than five (5) calendar days from the delivery of the request, in the full amount claimed and without any conditions.
- 5.6 All fees associated with the interbank transfer of payment of a foreign Customer shall be paid by the Customer of the ordered services.
- 5.7 In the event of the Buyer's delay in paying the purchase price, the Supplier is entitled to interest on arrears in the amount of 0.01% of the amount due for each day of delay; this does not affect the Supplier's other claims in connection with the Buyer's delay.

## 6. Cancellation of the order

- 6.1 The Supplier may withdraw from the performance if the Buyer fails to meet the conditions set out in points 4.1, 4.2, 4.4.
- 6.2 The declaration of withdrawal must be in writing or by e-mail and must state the reason for

the withdrawal. The Supplier shall not incur any further obligations towards the Buyer.

- 6.3 The Customer may cancel the order only in writing or by sending an e-mail to the Supplier at [podklady@atpjournalsk](mailto:podklady@atpjournalsk)
- 6.4 Cancellation of the order and refund of the amount paid for the order to the Customer is possible as follows:
- a) 100% of the amount of services with a breakdown - if the Customer cancels the order in writing more than 20 days before the service is consumed, i.e. more than 20 days before the deadline for the issue in which the service is to be published
  - b) 50% of the amount of services with a breakdown - if the Customer cancels the order in writing within 20 - 0 days before the first service is consumed, i.e. 20 - 0 days before the deadline for the issue in which the service is to be published
  - c) 0% of the amount of services with a breakdown - if the Customer cancels the order in writing after the first service from it is consumed, i.e. after the deadline for the issue in which the service is to be published

## 7. Copyright provision

- 7.1 The printed version of the ATP Journal magazine registered with the international ISSN identification number, the electronic form of the ATP Journal, registered with the international ISSN identification number, the electronic professional periodical ATP Journal PLUS, as well as other publications published by the company Ing. Anton Géner – ATP Journal are protected by copyright as collective works in accordance with the Copyright Act No. 185/2015 Coll. The subject of this right is in particular all verbal works (short reports, articles, etc.), as well as drawings, sketches, illustrations and photographic works published in the printed version of the ATP Journal, in other publications of the company Ing. Anton Géner – ATP Journal and on the website [www.atpjournalsk](http://www.atpjournalsk). The copyright holder according to the above is the publisher of the ATP Journal, ATP Journal PLUS, and the electronic form of the ATP Journal, the company Ing. Anton Géner – ATP Journal.
- 7.2 No part of the information published in the printed version of ATP Journal, in the electronic professional periodical ATP Journal PLUS, in other publications of Ing. Anton Géner – ATP Journal and on the website [www.atpjournalsk](http://www.atpjournalsk) and which is subject to this copyright may be published in any printed,

electronic, audio or visual form without the prior written consent of Ing. Anton Géner – ATP Journal

- 7.3 Rights of the authors of individual works published in the printed or electronic version of ATP Journal, ATP Journal PLUS, are not affected by this.

## 8. Other provisions

- 8.1 The Customer has the right to graphic and textual representation of advertising according to its own ideas, which:
- a) do not contradict the basic rules of morality, do not speak derogatorily about a third party or in any other way cause damage to the good name of a natural or legal person,
  - b) do not promote racial and religious intolerance, do not promote any form of violence.
- 8.2 The Supplier has the right to graphic and textual representation of advertising in accordance with the graphic style and layout of the ATP Journal magazine and taking into account the ideas and suggestions of the Customer.

## 9. Final provisions

- 9.1 The Supplier reserves the right to terminate the publication of the magazine or the operation of the websites referred to in Article 1 of these GTC at any time. The Customer is entitled to a refund of the proportional part of the purchase price that corresponds to the ordered and paid services that the Supplier did not provide due to the termination of the publication of the magazine or the operation of the websites referred to in Article 1 of these GTC; In these cases, the Customer shall not be entitled to compensation for any harm, damage or lost profit.
- 9.2 In cases not regulated by these GTC, the relationship between the Supplier and the Customer shall be governed by the Commercial Code. In the event of a dispute, both parties shall first seek a settlement by mutual agreement. If they fail to reach an agreement, the dispute shall be decided by the competent court.
- 9.3 If any of the points of these GTC are in conflict with applicable legal regulations, only these points shall be invalidated, while the other points shall remain valid and shall continue to govern the relationship between the Supplier and the Customer.

Valid from 1. 1. 2025  
for services ordered for the year 2025.

# |atp|journal|

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