

IRT3000 MAGAZINE'S PLANNED RELEASE DATES IN 2021

Invitation to cooperation

IRT3000 is the only professional magazine in Slovenia and Croatia to comprehensively and regularly inform its readers about innovation, R&D and technology. In addition to reading our printed edition, our readers can also visit our homepage and subscribe to our newsletter to always stay in the loop.

Numbers that speak for themselves

- more than a hundred regular advertisers and business partners
- 10-member Editorial board and 20-member Board of experts
- our magazine has been published for more than 10 years
- 10 issues/year of Slovenian edition, two of them double
- 4 issues/year of Adria edition
- a regular themed section in every issue: PULSE AT HOME
- two themed sections exchanging monthly
 - A) Toolmaking and machine building, Non-metals, Advanced technologies
 - B) Manufacturing and logistics, Joining and material technologies, Maintenance and technical diagnostics

Show your success and expertise by advertising in the IRT3000 magazine

Advertise in IRT3000 magazine to display your success and expertise. In addition to booking the advertising space, all regular advertisers are able to present selected professional content to their audience. All annual advertisers* can also decide for additional advertisements in the e-magazine with animated video contents.

**More than 6 advertisements per year.*

You are invited to join the companies that excel in innovation, R&D and technology.

The IRT3000 magazine's planned dates of release in year 2021

IRT3000 magazine

Issue	topic	deadline for ad delivery	planned issue date
109 January	●	4. 1. 2021	29. 1. 2021
110 February	○	1. 2. 2021	26. 2. 2021
111 March	●	26. 2. 2021	31. 3. 2021
112 April	○	2. 4. 2021	30. 4. 2021
113 May	●	3. 5. 2021	28. 5. 2021
114 June	○	4. 6. 2021	30. 6. 2021
115-116 July-August	● ○	6. 8. 2021	31. 8. 2021
117 September	●	3. 9. 2021	30. 9. 2021
118 October	○	1. 10. 2021	29. 10. 2021
119-120 November-December	● ○	12. 11. 2021	17. 12. 2021

Topic

- Tool & mould making and machine building
Non-metals
Advanced technologies
Pulse at home
- Manufacturing and logistics
Joining and material technologies
Maintenance and technical diagnostics
Pulse at home

Printed edition - Annual subscription (10 issues): € 50

* You will be invoiced for the extension of subscription (10 issues) after the expiry of your running subscription.

Digital edition - Annual subscription (10 issues): € 30

* The annual subscription for the digital edition combined with the printed edition: € 15 (50 % discount).

Circulation: 2.000 copies. 920 subscribers of printed edition of IRT3000 magazine.

200 copies for promotion at fairs and events. 880 subscribers of IRT3000 e-magazine

IRT3000 ADRIA magazine

Issue	deadline for ad delivery	planned issue date
54 March	26. 2. 2021	31. 3. 2021
55 June	4. 6. 2021	30. 6. 2021
56 September	3. 9. 2021	30. 9. 2021
57 December	12. 11. 2021	17. 12. 2021

Printed edition - Annual subscription (4 issues): € 20 (156 HRK)

Digital edition - Annual subscription (4 issues): € 12 (95 HRK)

Circulation: 3.000 copies. 1745 subscribers of printed edition of IRT3000 ADRIA magazine.

365 copies for promotion at fairs and events. 890 subscribers of IRT3000 ADRIA e-magazine













Marketing:





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Head of editorial office:

Simona JERAJ
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ADVERTISING SPACE SIZES AND FEES

Size / dimension (width x height)	price excluding VAT	
AD AREA INSIDE THE MAGAZINE	IRT3000	IRT3000 ADRIA
 Front cover 210 x 148 mm	€ 970.00	€ 880.00
 Inside front cover 209 x 297 mm + bleed	€ 700.00	€ 620.00
 Inside back cover 210 x 297 mm + bleed	€ 740.00	€ 660.00
 Back cover 210 x 297 mm + bleed	€ 880.00	€ 825.00
 Whole page 210 x 297 mm + bleed	€ 650.00	€ 550.00
 Two thirds of a page, portrait 131,6 x 297 mm + bleed	€ 530.00	€ 440.00
 Half a page, portrait 105 x 297 mm + bleed	€ 355.00	€ 330.00
 One third of a page, portrait 70 x 297 mm + bleed	€ 310.00	€ 275.00
 Half a page, landscape 210 x 148 mm + bleed	€ 355.00	€ 330.00
 One third of a page, landscape 210 x 100 mm + bleed	€ 310.00	€ 275.00
 One quarter of a page, landscape 210 x 75 mm + bleed	€ 220.00	€ 165.00
 One sixth of a page, landscape 210 x 50 mm + bleed	€ 165.00	€ 110.00

EXCLUSIVE EDITION WITH EXTENDED COVER	IRT3000	IRT3000 ADRIA
 Front extended cover 198 x 297 mm + bleed	€ 740.00	€ 660.00
 Inside extended cover 198 x 297 mm + bleed	€ 700.00	€ 620.00
 Inside front cover 209 x 297 mm + bleed	€ 700.00	€ 620.00
 Extended cover (2 pages) 198+209 x 297 mm + bleed	€ 1.330.00	€ 1.210.00

	price excluding VAT	
OTHER FORMS OF ADVERTISING	IRT3000	IRT3000 ADRIA
Logo on the front cover + web page*	€ 115.00	€ 104.00
Promotional inserts** A4 both-sided	€ 1.155.00	€ 1.050.00
Promotional inserts** A3 both-sided	€ 1.750.00	€ 1.590.00
Company presentation* 3 x A4	€ 650.00	€ 550.00
Banner on the website	€ 150,00	
Promotional mailing (4 language versions)	€ 350,00	
Commercial article	upon agreement	
Professional article	free of charge for annual advertisers	
Special form	upon agreement	

* Possible in case of yearly advertisement contract for a A4 or A5 ad.
** The final price for printed insert material will be determined together with the client based upon the weight of material.

DISCOUNTS

Discounts for repeated publication (signing the advertisement contract)

	IRT3000	IRT3000 ADRIA
• seven (7) or more publications in the magazine:	- 30 %	/
• five (5) or six (6) publications in the magazine:	- 25 %	/
• three (3) or four (4) publications in the magazine:	- 15 %	- 20 %
• two (2) publications in the magazine:	- 5 %	- 10 %

DESIGN AND TRANSLATION OF ADVERTS

minor corrections and replacements of text / photos; includes translation	15 €
more complex advert corrections; includes translation	30 €
newly placed advert (text provided in Word document + photos); includes translation	50 €

AD PROPERTIES

- All texts must be converted to curves.
- At least 3 mm bleed area.
- Min. resolution of bitmap images 300 dpi.
- The ad should only have crop marks.
- The ad must be in CMYK colour space.
- Acceptable formats: PDF, EPS, AI, TIF, PSD.

The annual advertisers (booking at least 6 A5 size ads or larger per year) have the option of free translations and publication of technical articles (in agreement with the editor) and are offered the option of additional advertising in the IRT3000 e-magazine. This shall be prepared in the form of a video or any other form of promotion related to the advertisements in the IRT3000 magazine. The advertiser shall prepare the materials until the scheduled deadline for publishing and deliver them to marketing@irt3000.si.

SLO

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HR

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