

MEDIAKIT



vyvoj.hw.cz

automatizace.hw.cz  
rady a poslední novinky z oboru

byznys.hw.cz

student.hw.cz



Reading for experts in the development of  
electronics and industrial control systems.

Place for your targeted presentation.

**HW server s.r.o.** Formanská 296, 149 00 Praha 4 – Kateřinky Tel. 241 402 940

www: <http://www.HW.cz> e-mail: [reklama@HW.cz](mailto:reklama@HW.cz)

## ■ HW.cz portals

HW server is the largest Czech and Slovak online magazine, specialised in fields of electronics and automation, focused on a wide spectrum of readers from developers to application engineers and management in development and production.

### vyvoj.hw.cz

Trends and news of professional electronics

- Electronic circuit design
- Communication standards and technologies
- Software and development tools
- Metering
- ICs, active and passive components
- Article series with theory and practice
- Product news

### byznys.hw.cz

Focus to business and services (since 2015)

- New technologies and manufacturing trends
- Distribution services
- Offer of development, manufacturing and logistic capacities
- Quality management and PLM
- Industrial property
- Market place

### obchod.hw.cz

Accessories for electronics and environmental monitoring

E-shop

- Development kits and tools
- Automation components
- Ethernet sensors and logging units

### automatizace.hw.cz

Digital industry in details

- Products tests and expert reviews
- Automation
- Robotics
- Industrial communication
- Machine safety
- Components

### student.hw.cz

Support of technical education (since 2016)

- News from universities
- Incentives of commercial sphere for schools and students
- Start-up
- Challenges and projects



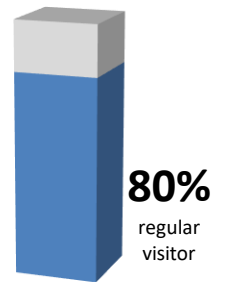
**Artificial Inteligence – Industrial Communication - Security - IoT – Air Quality - LTE - 5G - Open Source - LPWAN – RF&Wireless – Digital Industry - Start Up – Embedded SW – Sensors – Student Programs – Robotics- GNSS – LED – Rapid Prototyping – Building Automation**

**... hot topics every day. Since 1999.**

## ■ HW server in figures

### ■ Readers

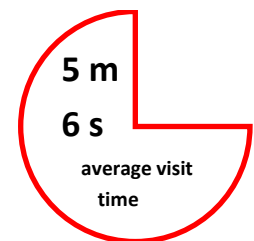
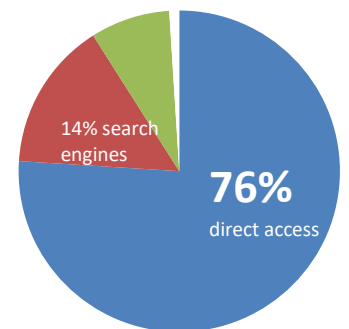
- HW.cz is regularly visited by 30.000 readers each month.
- 50% of the readers consists of professional HW developers and programmers.
- 40% are employees of large companies operating in CZ and SK.
- 30% of visitors are businessmen and managers of manufacturing and trade companies, who use HW.cz to track product and technological trends.
- 10% are students and experts from universities and technical schools
- 10% falls upon amateurs and readers who take electronics as hobby



### ■ Stable readers' community

More than 75% of our readers are returning visitors. 14% of the visitors access the articles via search engines and others. For its range HW server has a consistent readership base, which grew and got into touch together with the server itself. Parts of the community and our services are:

- **Web discussion forum** for resolving problems readers are facing
- **Independent e-mail conference** with almost 1000 active users for online exchange of views.
- **Up to 25 technical articles**, whose authors are **HW.cz readers (developers)**, are published even without intervention of the redaction.
- **Comments** below articles supply feedback on quality of an article and about interest in a topic
- **Calendar of events** (trade fairs, seminars) with reminders on upcoming events
- **Forms** for fast contact with readers
- **Surveys and competitions** organised in cooperation with participated companies.



**31 000 visitors**

**92 000 visits**

**280 000 pages**

**...every month.**

## ■ Banner advertisement on HW.cz

Banner advertisements are available for Hw server homepage (Hw.cz) a for separate domain portals Vývoj, Automatizace, Byznys, Student, Jobs, Obchod a Dir.

Banner advertisement is published via advert banner system *OpenX*.

## ■ Banner positions on domains

### Vyvoj.HW.cz, Automatizace.HW.cz, Byznys.HW.cz a STUDENT.HW.cz

Banner	Size	Basic price/ month	Reduced price/ month	Price
Skyscraper	120x600	15500	11160	excl.VAT
		18755	13504	incl.VAT
Full banner <i>Top position</i>	468x60	15500	11160	excl.VAT
		18755	13504	incl.VAT
Full banner 2 <i>Within articles</i>	468x60	11000	7920	excl.VAT
		13310	9583	incl.VAT
Leaderboard	780x100	19000	13680	excl.VAT
		22990	16553	incl.VAT
Square	250x250	11000	7920	excl.VAT
		13310	9583	incl.VAT
Half Banner	234x60	4000	2880	excl.VAT
		4840	3485	incl.VAT
Half Banner	234x100	6000	4320	excl.VAT
		7260	5227	incl.VAT
Half Banner	250x60	6000	4320	excl.VAT
		7260	5227	incl.VAT

## ■ Banner positions on homepage HW.cz

Banner	Size	Basic price /month	Reduced price/ month	Price
Skyscraper	120x600	20150	14508	excl.VAT
		24382	17555	incl.VAT
Full banner	468x60	20150	14508	excl.VAT
		24382	17555	incl.VAT
Full banner 2	468x60	14300	10296	excl.VAT
		17303	12458	incl.VAT
Leaderboard	780x100	24700	17784	excl.VAT
		29887	21519	incl.VAT
Square	250x250	14300	10296	excl.VAT
		17303	12458	incl.VAT

## ■ Commercial articles

Publishing of articles is divided by article topics and their popularity among readers. The most common article types are listed below.

Articles are published in corresponding topic sections of HW server and on the main pages of [vyvoj.hw.cz](http://vyvoj.hw.cz), [automatizace.hw.cz](http://automatizace.hw.cz), [byznys.hw.cz](http://byznys.hw.cz) or [student.hw.cz](http://student.hw.cz).

The prices are quoted for publishing articles supplied by clients. The price for specialised technical articles composed on request by HW server editors is 2500 CZK. The cost of an article propagating a company or a range of its products is 3000-5000 CZK, based on the article length and complexity of the products range.

Concessionary prices are available for long-term clients (3 and more months) and on combined orders of banners and other services.

Article type	Basic price	Concessionary price	Price
<b>Companies and business</b>	15000	10800	excl.VAT
<i>Introduction of a company and service</i>	18150	13068	incl.VAT
<b>Products and solutions</b>	11000	7920	excl.VAT
<i>Technical solutions, advantages of the products, case studies</i>	13310	9583	incl.VAT
<b>Development, production and technologies</b>	11000	7920	excl.VAT
<i>Trends and news for development and production management</i>	13310	9583	incl.VAT
<b>News in distribution</b>	4800	3456	excl.VAT
<i>Services, partner programs</i>	5808	4182	incl.VAT
<b>Market place</b>	4200	3024	excl.VAT
<i>Development and production capacities offers</i>	5082	3659	incl.VAT
<b>Students and specialised universities</b>	4200	3024	excl.VAT
<i>Cooperation offers, projects and competitions</i>	5082	3659	incl.VAT
<b>Surveys in articles</b>	1400	1008	excl.VAT
	1694	1220	incl.VAT

**Content Ad – trend of online advertisement**  
**Long time action**  
**Well focused coverage**  
**Online evaluation tools.**

## ■ Invite-Promote-Sell

Package for distributors and suppliers. Allows fast, simple and inexpensive communicating news in your production range to professionals in fields of electronics and automation technologies.

Article type	Basic price	Price
Invite-Promote-Sell pack	12500	excl.VAT
10 news/year	15125	incl.VAT

### ■ Invite

Invite HW server readers to a roadshow, seminar, developers conference or a webinar of manufacturers from your portfolio.

### ■ Promote

Introduce your new components and devices product lines.

### ■ Sell

Announce your sale events, special offers, sales, limited series of development kits and proclamations supporting your sales.

The service guarantees the customer an opportunity to publish 10 announcements per year.

Each announcement can be released on selected sections of HW server:

Content type	vyvoj.hw.cz			automatizace.hw.cz			byznys.hw.cz		student.hw.cz		
	Kalendář	Akce a události	Součástky	Kalendář	Akce	Komponenty	Kalendář	Sekce dle zaměření	Kalendář	Pro studenty	Pro školy
Invitations	■			■			■		■		
Product news			■			■		■		■	■
Sale		■			■					■	■
New services								■		■	■

Within this service the client can use an option to be listed in an address book [DIR.HW.CZ](http://DIR.HW.CZ)

HW.CZ IPS service cannot be used for publishing a thorough description of a company and its services or introducing its products. Published articles are supplied by the clients in Czech language. Our editors do not adjust the content. Images must be supplied in GIF, JPG or PNG formats and large no than 600px (w) x 600px (h) large. Announcements are published within 3 business days after supplying the complete sources.

HW.CZ IPS is charged to a client during publishing his first article. Since publishing of this article the customer has 12 months in which he can publish up to 10 announcements, including the first already published one. The times of publishing the announcements can be arranged as needed.

# Fastest delivery of your product news to professionals.

## Banner advertisement technical details

Selected banner positions can be combined among Hw.cz homepage and selected portals. Price levels will be calculated under specific requirements,

Average number of views - impressions of a banner each month is 360 000 on Hw.cz and 115 000 on Automatizace.Hw.cz.

The advertising pricing is quoted per 1 month of publishing or per number of views. Banner positions, ordered for 1 month, are not being exchanged with another banners and are displayed on the homepage of Hw.cz.

The prices are quoted for publishing banners supplied by clients. Indicative prices for a banner design is up to 2500 Kč for a gif/jpg version and 2000 - 4500 Kč for a Flash banner. Concessionary prices are available for long-term clients (3 and more months) and on combined orders of banners and other services.

## Advertisement system services

Advertisement system automatically secures all services related to banner ads:

- Banner alternation
- Balancing the number of impressions in a required period.
- Count of views and clicks on a banner
- Sending generated statistics to clients via e-mail

## HW.cz homepage banner positions

**Leaderboard 780 x 100**

**SkyScraper 120 x 600**

**250 x 250**

**Full Banner 468 x 60**

## Subdomain page portal positions

Positions are the same for Vývoj, Automatizace, Student and Byznys subdomains

The screenshot shows the website **vyvoj.hw.cz** with the following ad positions:

- Leaderboard 780 x 100**: Located at the top of the page.
- Full Banner 468 x 60**: Located below the navigation bar.
- Half Banner 234x60**: Located on the right sidebar, next to the search bar.
- Half Banner 234x60**: Located on the right sidebar, below the first product listing.
- Half Banner 234x 100**: Located on the right sidebar, below the second product listing.
- 250 x 60**: Located on the right sidebar, below the third product listing.
- Square 250 x 250**: Located on the right sidebar, below the fourth product listing.
- Full Banner 468 x 60**: Located at the bottom of the page.

Vertical labels on the left and right sides of the page indicate the use of **SkyScraper 120 x 600**.

**Tell us your needs,  
We'll find a solution.**