

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

■ 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



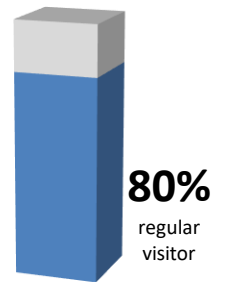
Artificial Inteligence – Industrial Communication - Security - IoT – Air Quality - LTE - 5G - Open Source - LPWAN – RF&Wireless – Digital Industry - Start Up – Embedded SW – Sensors – Student Programs – Robotics- GNSS – LED – Rapid Prototyping – Building Automation

... hot topics every day. Since 1999.

■ HW server in figures

■ Readers

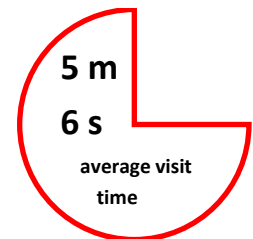
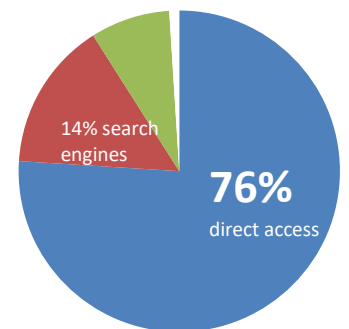
- HW.cz is regularly visited by 30.000 readers each month.
- 50% of the readers consists of professional HW developers and programmers.
- 40% are employees of large companies operating in CZ and SK.
- 30% of visitors are businessmen and managers of manufacturing and trade companies, who use HW.cz to 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, automatizace.hw.cz, byznys.hw.cz or 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
Companies and business	15000	10800	excl.VAT
<i>Introduction of a company and service</i>	18150	13068	incl.VAT
Products and solutions	11000	7920	excl.VAT
<i>Technical solutions, advantages of the products, case studies</i>	13310	9583	incl.VAT
Development, production and technologies	11000	7920	excl.VAT
<i>Trends and news for development and production management</i>	13310	9583	incl.VAT
News in distribution	4800	3456	excl.VAT
<i>Services, partner programs</i>	5808	4182	incl.VAT
Market place	4200	3024	excl.VAT
<i>Development and production capacities offers</i>	5082	3659	incl.VAT
Students and specialised universities	4200	3024	excl.VAT
<i>Cooperation offers, projects and competitions</i>	5082	3659	incl.VAT
Surveys in articles	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](#)

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

The screenshot shows the HW.cz homepage layout. At the top is a navigation bar with links: VÝVOJ, OBCHOD, AUTOMATIZACE, BYZNYS, DIR, JOBS, STUDENT. Below the navigation bar is a main content area with several sections:

- Left Column (SkyScraper 120 x 600):** Contains a large image of a circuit board with text: "Je tomu již 56 let, kdy Richard Feynman představil evtu základní koncept nanotechnologie ve své slavné přednášce „There's Plenty of Room at the Bottom“. Od té doby uplynulo mnoho let a nanotechnologie se řadí k jedné z nejčastěji diskutovaných..."
- Top Right (Leaderboard 780 x 100):** Contains text: "S díky Sensision mezi plameny. Hasičům pomůže chytrá krabička z Ostravy", "Použítí uhlíkových nanostruktur v senzorice aneb tam dole je spousta místa", "Drží alkalické články krok s dobou?", "Vektorový analyzátor: co ukryvá, k čemu slouží a jak jej správně používat"
- Middle Left (VÝVOJ.HW.cz):** "Shunt rezistor není obyčejný odpor. A ISA už vůbec ne mladá firma. Klíčové použití odporů vedlo s ním spíše měřit, přeměnit, než co nejmenší ploše a ještě v naprosto odlišných aplikacích při různém zatížení?..."
- Middle Right (AUTOMATIZACE.HW.cz):** "Současné možnosti vzdáleného monitorování, ovládací a správy. Vzdálené monitorování a správa stavu budov a jejich prostředí bude je moderní trend, který je s všeobecně rostoucí nabídkou tzv..."
- Bottom Left (BYZNYS.HW.cz):** "Aktualizováno: Internet věcí ožívá s IQRF, nápady díky Wireless. Čtyři roky ubíhly jako voda. Využijte opět své schopnosti, navrhli jste nejlepší bezdrátovou aplikaci a bojujete o ceny v hodnotě přes 100..."
- Bottom Right (STUDENT.HW.cz):** "Pokud jste jednou ambasadorem NI, nejste sami. Firmy podporují výuku na univerzitách různými způsoby. V National Instruments (NI) zvolili vlastní cestu, která je originální a velmi..."
- Right Column (SkyScraper 120 x 600):** "NEJNOVĚJŠÍ ČLÁNKY", "JOBS.HW.CZ", "UDÁLOSTI".
- Bottom Right (Square 250 x 250):** "Square 250 x 250"

Subdomain page portal positions

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

The screenshot shows the homepage of vyvoj.hw.cz with several ad positions marked:

- Leaderboard 780 x 100**: Located at the top of the page.
- Full Banner 468 x 60**: Located below the navigation bar.
- SkyScraper 120 x 600**: Two vertical ad positions on the left and right sides of the page.
- Half Banner 234x60**: Three horizontal ad positions on the right side, stacked vertically.
- 250 x 60**: A horizontal ad position on the right side.
- Square 250 x 250**: A square ad position on the right side.
- Full Banner 468 x 60**: A horizontal ad position at the bottom of the page.

The website content includes a navigation bar with categories: VÝVOJ, OBCHOD, AUTOMATIZACE, BYZNYS, DIR, JOBS, STUDENT. Below the navigation bar are several articles and product listings, such as 'Slow motion speaker resonance a SPICE model ParisSim', 'Měření výkonové úrovně v LTE systémech', and 'Apacer SLC-Lite. Spolehlivější než MLC, levnější než SLC'.

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