**Brief characteristics of the journal**

The periodical Strojarstvo/Strojírenství (Engineering) is a European journal for specialists who are looking for information from mechanical engineering and from related technical branches. It is oriented towards the specialized professional topics and it offers a field of publishing activities for engineering experts from the practice, from the research institutions as well as from the universities. There are presented in this journal not only industrial and other companies, but also opinions of top managers. Furthermore there are published here actual domestic information and news from the Euro-zone. An important attention is paid in this journal to the automotive industry, logistics, robotics and information technologies.

We inform our readers about fairs and exhibitions periodically and about the topical technical news from the whole world. You can find on pages of the journal Strojarstvo/Strojírenství (which is present at the press-market already the 20th year) a lot of other actualities concerning the economic life in the Slovak Republic, Czech Republic and in other EU-countries; it introduces also many various interesting themes, interviews, reports and also analytical articles. This professionally oriented journal is distributed in the Slovak Republic, Czech Republic and in the EU-countries, especially during important European fairs.

**Reader’s profile**

**Structure of companies in distributional scheme of the journal Strojarstvo/Strojírenství (Engineering)**

```
Engineering 40 %
Automotive Industry 13 %
Research and Education 2 %
Chemical Industry 4 %
Automation and Robotics 9 %
Agriculture, Food Industry 2 %
Electronics, Electrotechnics 4 %
Building Industry 4 %
Hardware, Software 8 %
Others 5 %

Structure of readers
Middle-level Management 25 %
Employees 15 %
Students 15 %
Others 5 %

Structure of journal and web-page readers according to countries
Czech Republic 45 %
Slovak Republic 45 %
EU-members and other countries 10 %
```

**General Information for 2016**

- **Publisher**: Media/ST, Ltd.
- **Frequency**: monthly
- **Number of pages**: 80 – 200
- **Format**: 215 x 297 mm
- **Colour scheme**: full colour (F4)
- **Paper**: cover 200 g MegaZanders inside pages 90 g Ouvertura
- **Price per issue**: 3 € (incl. VAT and postage)

**Distribution**

Slovak Republic: MediaPrint-Kappa Pressegrosso, Inc., PrNIS, Inc., Bratislava
Czech Republic: Pressmedia, Ltd., Prague; A.L.L. production Ltd., Prague
Fuel stations, subscribers and professionals from the area of engineering as well as from other industrial branches. The journal is presented regularly on exhibitions or fairs connected with direct selling.

Another approx. 15 – 20 thousands of readers are reading this journal monthly in the electronic version, which is the other form of this journal publishing.

**Electronic version**

Electronic version of journal Strojarstvo/Strojírenství is available on PC, tablets, mobile phones with DOs Android and on Apple MAC, iPhone, iPad, iPod.

**www.engineering.sk**

**www.strojarstvo.sk**

**MEDIA/ST**

**Inquiry – September 2014**

- **Media/ST**
  - Moyzesova 35, 010 01 Žilina, tel.: +421 41 5640 370,
  - Žilina email: redakcia@mediast.sk, Slovak Republic
  - Branch office:
    - Jeseniova 2863/50, 130 00 Praha – Žižkov, tel.: +420/774 907 600,
    - Praha marketing@mediast.eu, Czech Republic

**Around 40 ÷ 60 thousands of readers are reading this journal according to the market survey results.**

**Another approx. 15 ÷ 20 thousands of readers are reading this journal monthly in the electronic version, which is the other form of this journal publishing.**
JANUARY
NEW YEAR’S ISSUE
- bearing production: technology, design, testing
- hydraulic and pneumatic drives: production and application
- setting of PF 2016 from engineering companies
- automotive production – news, production and sale of personal motor – cars
- metrology – measuring technology, development and production, service of measuring instruments
- quality of production, standards, testing technology

Exhibitions
4. – 8. 4. wire, Tube, Düsseldorf, Germany
11. – 17. 4. Isometric, Munich, Germany
19. – 22. 4. Fiord Industry, Praha, Czech republic
25. – 29. 4. Hannover Messe, Hannover, Germany

MAY
SPECIAL ISSUE FOR THE MSV NITRA
- invitations to exhibition stands, exposed exhibits, presentation of exhibiting companies
- interviews with managers before the MSV
- tools for metalworking and machining of unconventional materials – sale, services
- trends in machining – actualities
- automotive production – actualities, technical news, sale of motor cars

Exhibitions
5. – 6. 5. Stainless, Brno, Czech republic
12. – 15. 5. MachTech, Budapest, Hungary
24. – 27. 5. MSV Nitra, Slovakia

JUNE
POST-FAIR ISSUE AFTER THE MSV NITRA SURFACE TREATMENT
- reports, press-service, news from the MSV Nitra and from other exhibitions
- hand tools: hand grinding, locksmith tools
- aircraft industry
- automation and robotics, control systems, software

Exhibitions
7. – 10. 6. MACH-TOOL, Poznan, Poland
8. – 11. 6. Electroshock, Munich, Germany
21. – 24. 6. Automatica, Munich, Germany

JULY / AUGUST
THE FIRST PRE-FAIR ISSUE FOCUSED ON THE MSV BRNO (INTERNATIONAL ENGINEERING FAIR IN BRNO); LOGISTICS, ROBOTICS
- packaging technology
- forwarding services
- bearing production, hydraulics, metrology, measuring equipment
- agro-engineering, food-processing engineering, chemical industry – products of chemical industry for engineering
- railway engineering – technics, electrotechnics, technology
- automotive components
- information technologies – industrial software

SEPTEMBER
MACHINE TOOLS AND SHAPING MACHINES
- tools and tackle (special) for metalworking – sale, services
- tribology and tribotechnology (oils, lubricants, industrial gases)

OCTOBER
SPECIAL ISSUE FOR THE MSV BRNO
- exposed exhibits, presentation of exhibiting companies – news, interviews, actualities
- invitations to the MSV Brno and EMO Milano

NOVEMBER
POST-FAIR ISSUE AFTER THE MSV BRNO POWER SUPPLY AND ENERGETIC ENGINEERING
- reports, press-service, news from the MSV Brno
- foundry industry, powder metallurgy
- mining industry, metallurgy
- modern – alternative energetic technologies (biogas, biomass, solar, wind, water technologies)
- automotive industry – electrotechnics, electronics, e-mobility
- labour protection – fire-fighting equipment, maintenance of production areas, heating of production halls (ecology)

DECEMBER
AUTOMATION AND ROBOTIZATION
- new trends in robotics, development and servis for automatic and robot systems
- banks and finances, leasing
- setting of PF 2017 from engineering companies
- chemical industry and production
- automotive production – production of automotive engines and components
- industrial ecology
- innovations – unconventional technologies
- telecommunication technology

Regular Rubrics
Machinery and Technologies – Innovations • Automotive Industry • Information Technologies – Automation and Robotization • Industrial Ecology • Logistics • Alternative Drives and Sources of Energy • Tribology and Tribotechnology • Fairs and Exhibitions • Banks and Finances • Manager’s Forum • At Round Table • Theme • Monitors • Virtual Reality • World Economies • Exchange • Technical News • Science • Research, Grants, University Projects • Applied Research • Strojársvo (Engineering) Extra – Enclosure of Scientific and Professional Articles