



## Overview of the world of enterprise

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**Edition IT Systems Special** – separate supplements follow up IT Systems magazine, but they have independent distribution on specialised conferences, seminars, through direct mail and direct sale (e-shop). Distribution is not done all in one moment.



## Schedule and main topics of issues

- IT Systems is magazine for:
- IT managers, who want to see IT from the business perspective and keep IT strategy related to business.
  - IT professionals, who want to manage and develop their technology portfolio effectively with help of modern processes and tools.
  - All managers, who want to have an overview of the enterprise IT area and want to learn new controlling methods and technologies, which became more and more critical for their business.

- Regular sections:
- IT projects** - IT solutions in use
  - IT strategies** - enterprise information systems (ERP, CRM, APS, SCM, EAM, GIS, ...), IT for modern managing processes and planning, the use of IT for supporting business processes.
  - IT Professional** - IT governance, IT management, building and development of IT structure
  - IT security** - information security from A to Z
  - IT business** - Information about the IT market, fusions, acquisitions, co-operation...
  - IT Society** - about people in IT
  - IT Infrastructure** - news, reviews, trends

Subscribers	34,6%
Direct - VIP	29,5%
Conferences, trade-fairs, exhibitions...	18,6%
Direct sale	8,5%
Marketing campaigns	4,6%
Others	4,2%

Manufacturing	32,5%
Retail	19,8%
Power engineering, communications, services	12,2%
Public sector and State administration	9,3%
Natural persons	7,6%
Financial institutions	7,5%
Others	6,5%
Advisers, consultants	4,6%

Issue	Branch orientation	Main topics – for further information on particular issue's topics please contact the editor's office
1-2 date of issue 4. 2. closing date 15. 1.	Food & Beverage Processing industries	Optimization of productive and logistical processes, Warehouse management, Traceability, IT support of quality control, Information security, Enterprise Content Management, IT asset management, ITIL, SOA  Supplement IT Professional - IT security, date of issue 20. 2. Supplement ECM - Content management, date of issue 20. 2.
3 date of issue 4. 3. closing date 15. 2.	Banking and finances Public sector State administration	ERP systems, Web applications and portals, Fraud management, Risk management, Contact centre, Customer Intelligence, Control of critical application, HRM  Supplement ERP Systems, date of issue 20. 3.
4 date of issue 4. 4. closing date 14. 3.	Building industry Transport and logistics Retail	Asset management, Facility management, IT support of projects management, transport planning and optimization, Fleet management, IT support cash flow management, Fleet management + Separate supplement: InGIS (geographic information system)  Supplement Small business solutions, date of issue 21. 4.
5 date of issue 5. 5. closing date 15. 4.	Automotive industry, Services	SCM - supply chain management, Production control JIT, Advanced production control APS, TOC, SPC systems, Document management, Workflow automation, B2B portals  Supplement Data warehousing and business Intelligence date of issue 21. 5.
6 date of issue 6. 6. closing date 16. 5.	Utilities, Telco	IT solutions for utilities and telco (revenue assurance, billing, demand planning, workforce management etc.), Mobile solutions for field service, Trusteeship and maintenance management - EAM systems, Business Intelligence, Web applications  Supplement Outsourcing IT, date of issue 22. 6.
7-8 date of issue 4. 8. closing date 16. 7.	Manufacturing - Engineering industry	Product management (PDM - PLM), IT in preproductive processes (TPV) Planning and production control, Supply chain management - SCM, New methods production control and logistics (APS, TOC), Processional operating manufacturing corporation  Supplement IT solutions for Manufacturing, date of issue 20. 8.
9 date of issue 5. 9. closing date 15. 8.	Manufacturing - Consumer goods industry Transport and logistics	Mass production control, SPC and MES systems, Warehouse management, transport planning and optimization, Fleet management, RFID  Supplement ERP Systems, date of issue 20. 9.
10 date of issue 6. 10. closing date 15. 9.	Chemical industry Pharmaceuticals Retail	Operating, optimization and visualisation of production, Mobile technologies in sales and marketing, E-business and E-procurement, IT infrastructure control, Traceability, POS + Separate supplement: InGIS  Supplement IT Professional - IT Security, date of issue 22. 10. Supplement Small Business Solutions, date of issue 22. 10.
11 date of issue 7. 11. closing date 17. 10.	Banking and finances Services	CRM, Contact centre, identification and segmentation customers, E-learning, Business process management - BPM, Data warehouse, Business intelligence, Mission critical solutions  Supplement CRM, date of issue 20. 11.
12 date of issue 8. 12. closing date 18. 11.	Public sector State administration Public health	HRM, Attendance and identification systems, Portal solutions, Content management (Document management a and web content), Enterprise applications on mobile computers  Supplement Outsourcing IT, date of issue 19. 12.

Is at the magazine Editor's office discretion to change any piece of information provided during the year

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## Advertising price list IT Systems

Position - size	Size of advertisement after cropping (w x h) in mm		
	Price	Mirror	Bleed
1/1 A4 inner page	84 000 CZK		210 x 297
2. page of cover	99 000 CZK		210 x 297
3. page of cover	89 000 CZK		210 x 297
4. page of cover	109 000 CZK		210 x 297
1. inner print page	94 000 CZK		210 x 297
2/1 inner double page spread A3	99 000 CZK		420 x 297
2. cover + 1. print page	109 000 CZK		420 x 297
PR article 1 print p.	54 000 CZK	4000 ch., pictures, contact	
PR article 1 print p.	74 000 CZK	8000 ch., pictures, contact	
2/3 (portrait)	68 000 CZK	113 x 253	133 x 297
1/2 (lands)	57 000 CZK	172 x 124	
1/2 (portrait)	57 000 CZK	83 x 253	103 x 297
Junior page (4/9)	52 000 CZK	113 x 167	
1/3 (lands)	47 000 CZK	172 x 81	
1/3 (portrait)	47 000 CZK	54 x 253	74 x 297
1/4 (lands)	37 000 CZK	172 x 60	
1/4	37 000 CZK	83 x 124	
Square	27 000 CZK	83 x 83	
Rafter	27 000 CZK	210 x 44	
1/6	21 000 CZK	54 x 124	
1/9	16 000 CZK	54 x 81	
Banner (strip)	16 000 CZK	172 x 22	
Section sponsor	15 000 CZK	logo, catchword, www	
Enclosed advertising (whole Edition)	5 CZK/piece	up to size A4 and 100 g/piece	

## Advertising price list Specials

Position - size	Size of advertisement after cropping (w x h) in mm		
	Price	Mirror	Bleed
1/1 A4 page	42 000 CZK		210 x 297
1/1 2. page of cover	49 000 CZK		210 x 297
1/1 3. page of cover	44 000 CZK		210 x 297
1/1 4. page of cover	59 000 CZK		210 x 297
PR article 1 print p.	27 000 CZK	4000 ch., pictures, contact	
PR article 1 print p.	37 000 CZK	8000 ch., pictures, contact	
1/2	29 000 CZK	172 x 124	
Junior page	26 000 CZK	113 x 167	103 x 297
1/3	24 000 CZK	172 x 81	
1/4	19 000 CZK	172 x 60	
Square	14 000 CZK	83 x 83	
1/6	10 000 CZK	54 x 124	
Banner (strip)	8 000 CZK	172 x 22	

  

Discount	
2 repetitions	3 %
3 repetitions	6 %
4 repetitions	9 %
5 and more repetitions	12 %

  

Cancellation	
More than 15 days before closing date	40 %
15 and less days before closing date	60 %
after the closing date	100 %



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For further information see [www.SystemOnLine.cz](http://www.SystemOnLine.cz)

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