



IT Systems is a magazine for:

- IT managers who want to see IT from the business point of view
- IT professionals who want to manage and develop IT infrastructure effectively
- all managers who want to have an overview of enterprise IT solutions

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Insight of Enterprise Information Technologies

Issue	Branch Coverage	Main Topics – for more information, please contact us	Hardware and Infrastructure
IT Systems 1-2/2012 Issue Date: February 2 Space/Material Closing: January 16	Food and Beverage, Manufacturing Industry, Logistics	Production Planning & Control, ERP, IT Projects Subsidies, Warehouse Management, RFID, Traceability, CRM – Marketing and Sales Promotion, IT Support of Quality Management, Document Management Systems	Business Laptops, Document Scanners, Entry-level Servers, Firewalls and VPN Gates
Special Issue IT security 2012 , Issue Date: February 13, Space/Material Closing: January 23, IT Security Policy, Data/System Backup and Recovery, Antimalware, IDS/IPS, Identity Management, Authentication, Encryption, Antispan			
Special Issue IT Solutions for Logistics , Issue Date: February 27, Space/Material Closing: February 6, Logistics and Warehouse Management Systems, SCM, Bar Codes vs. RFID, Traceability, EDI, VMI, Lean Six Sigma, Fleet Management, Bar Code Printers, Mobile Printing Solutions, Terminals, Scanners			
IT Systems 3/2012 Issue Date: March 5 Space/Material Closing: February 13	Banking and Finance, Public Sector, Services – Tourism	Business Intelligence, Data Mining, Fraud Management, Contact Centres, CRM – Customer Intelligence, Data Quality Management, Web Applications and Enterprise Portals, BPM, Video-conferences, Attendance and Identification Systems, Data Centres, IT Virtualization	Enterprise and Production Printers, UPS – Power Supply – Central Backup, NAS Servers
Special Issue ERP Systems 1/2012 , Issue Date: March 12, Space/Material Closing: February 20, ERP Systems, Market Analysis, ERP Trends, ERP Projects Preparation and Realization, Critical Points of ERP Projects, ROI, ERP Systems Integration, Operating, Servicing and Development of ERP, Branch Specializations, Pre-configured Systems, ERP Systems Summary List, Hardware for Mobile Technologies in ERP Systems			
Special Issue InGIS 1/2012 , Issue Date: April 9, Space/Material Closing: March 19, Geographic Information Systems, Spatial Data in Logistic Systems, EAM – Asset Management, Management of Industry Compounds and Utility Networks, GIS in Government and Self-government, Geographical Data Collecting, Line Constructions, Geospatial BI, GIS Integration With Other Enterprise Information Systems, HW for GeoData Collecting, Processing and Presentation			
IT Systems 4/2012 Issue Date: April 9 Space/Material Closing: March 19	Building Industry, Transport, Agency Services	ERP Systems, IT Support to Project Management and Workflow, Operating and Technical Information Systems, EAM Systems, GIS, Transport Planning and Optimization, Data Warehousing – Data Management, IT Services Outsourcing, Managed Services, IaaS, SaaS, Cloud Computing	Enterprise Tablets, Print Solutions, Document Digitalization, Midrange Servers
Special Issue Small Business Solutions 1/2012 , Issue Date: April 16, Space/Material Closing: March 26, Economic and Earnings Software, Groupware, CRM Solutions for Small Businesses, IT Outsourcing, Telecommunication Business Solutions			
Special Issue IT Solutions for Manufacturing Companies 1/2012 , Issue Date: April 23, Space/Material Closing: April 2, Manufacturing Companies, Manufacturing Planning and Control Systems (MRP, APS, TOC, ...), Manufacturing Execution Systems (MES), Lean Manufacturing (Lean Six Sigma, JIT), Product Life Cycle Management (CAD/CAM, TPV), Automated Data Collection From Manufacture, Manufacturing Company Logistics, SCM, EDI, Industrial Automation Systems			
IT Systems 5/2012 Issue Date: May 7 Space/Material Closing: April 16	Automotive Industry, Hi-tech and Electroindustry, Media	Manufacture Planning and Control, Production Logistics, SCM, JIT, Advanced Planning and Scheduling (APS), TOC, SPC Systems, Manufacturing Quality Management Software, B2B Portal Solutions, Document Management in Manufacturing Process, Workflow Automation, IT Services Management, IT Virtualization, Data Centres	Business Projectors, NAS Servers, Robust Enterprise Laptops, Active Network Elements
Special Issue Data Warehousing and Business Intelligence 2012 , Issue Date: May 14, Space/Material Closing: April 30, Database Systems, ETL, Online Analytical Processing (OLAP), Data mining, Data Quality, MIS, Balanced Scorecard, BPM, Controlling, Reporting			
IT Systems 6/2012 Issue Date: June 11 Space/Material Closing: May 23	Utility, Telecommunications, Business and Distributive Enterprises	ERP Systems, Operational and Technical Information Systems, Enterprise Asset Management (EAM) and Maintenance Management (CMMS), Facility management, CRM – Customer Identification and Segmentation, GIS, Mobile Solutions – Field Service, Workforce Management, Warehouse Management, Human Resource Management (HRM)	Monitors, IP Telephony, Enterprise Tablets, Firewalls and VPN gates
Special Issue IT Virtualization 2012 , Issue Date: June 18, Space/Material Closing: May 28, Server Virtualization and Consolidation, Application and Desktop Virtualization, Virtual Environment Management, ROI, Savings, IT Trends			
IT Systems 7-8/2012 Issue Date: August 13 Space/Material Closing: July 23	Managerial Engineering, Textile Industry, Logistics	Managerial Systems for Manufacturing Companies, Product Management, IT in the Pre-production Phases (CAD/CAM/TPV/PLM), Production Planning and Control, Logistic Processes Automation, SCM, IT Support to Project Management and Workflow, IT Projects Subsidies	Print Solutions, Active Network Elements, IP Telephony
Special Issue IT Solutions for Mechanical Engineering 2012 , Issue Date: August 27, Space/Material Closing: August 6, Production Planning and Control Systems, Manufacturing Execution Systems (MES), Lean Manufacturing (Lean Six Sigma, JIT), Product Lifecycle Support (CAD/CAM, TPV, PDM/PLM), Automated Data Collection From Manufacture, Manufacturing Company Logistics, SCM, EDI, Industry Automation Systems, CAD Peripherals, Large Format Printers			
IT Systems 9/2012 Date: August 14 Space/Material Closing: August 24	Light Industry, Services – Real Estate Building Industry	ERP Systems, Serial and Mass Production Control, Project Management IT Support, IT Support for Teamwork, Transport Planning and Optimization, Facility Management, CMMI, EAM, Mobile IT	Business Laptops, Business Projectors, Production Printers, NAS Servers
Special Issue ERP Systems 2/2012 , Issue Date: September 17, Space/Material Closing: August 27, Market Analysis, ERP Trends, Preparation and Realization of ERP Projects, Critical points of ERP projects, ROI, ERP Integration, Operating, Servicing and Development of ERP, Branch Specializations, Pre-configured Systems, ERP Systems Summary list, Data Backup and Archiving, Hardware for mobile technologies in ERP			
Special Issue IT Solutions for Business and Distributive Enterprises 2012 , Issue Date: September 24, Space/Material Closing: September 3, POS Terminals, CRM – Marketing and Sales Promotion, Warehouse Management, ERP Integration with E-Shop, EDI, Logistic Processes Control, RFID, Bar Code Technologies, Mobile Technologies, Transport Optimization, Bar Code Printers, Mobile Printing Solutions, Scanners			
IT Systems 10/2012 Issue Date: October 12 Space/Material Closing: September 21	Chemical Industry, Pharmacy, Business and Distributive Enterprises	Process Manufacturing Management, Manufacture Optimization and Visualization, Tangible Flow Management, Traceability, Mobile Technologies in Marketing and Sale, POS – Point of Sale Technologies, E-Business, Management of IT Infrastructure and IT Services, IT Virtualization, Data Centres	Multifunctional Printers, Midrange Servers, UPS, Central Backup
Special Issue IT Solutions for Manufacturing Companies 2/2012 , Issue Date: October 22, Space/Material Closing: October 1, Manufacture Planning and Control Systems (MRP, APS, TOC, ...), Manufacturing Execution Systems (MES), Lean Manufacturing (Lean Six Sigma, JIT), Product Life Cycle Management (CAD/CAM, TPV, PDM/PLM), Automated Data Collection From Manufacture, Manufacturing Company Logistics SCM, EDI, Industrial Automation Systems			
Special Issue Small Business Solutions 2/2012 , Issue Date: October 22, Space/Material Closing: October 1, Economic and Earnings Software, Groupware, CRM Solutions for Small Businesses, IT Outsourcing, Telecommunication Business Solutions			
IT Systems 11/2012 Issue Date: November 12 Space/Material Closing: October 22	Banking and Finance, Automotive Industry, Electroindustry, HoReCa	CRM – Customer Identification and Segmentation, E-Learning, BPM, Data Management – Storing, Archiving, Backup, Data Warehousing – Data Mining, Business Intelligence, Videoconferences, Hotel, Booking and POS Systems	Thin Clients and Desktop Virtualization, High-end Servers, Data Backup and Archiving
Special Issue InGIS 2/2012 , Issue Date: November 12, Space/Material Closing: October 22, Geographic Information Systems, Spatial Data in Logistic Systems, EAM – Asset Management, Management of Industry Compounds and Utility Networks, GIS in Government and Self-government, Geographical Data Collecting, Line Constructions, Geospatial BI, GIS Integration With Other Enterprise Information Systems, HW for GeoData Collecting, Processing and Presentation			
Special Issue IT Solutions for Public Sector 2012 , Issue Date: November 19, Space/Material Closing: October 29, Information Systems for Public Service, IS for Budgetary and Semi-budgetary Organizations, e-Government, e-Health, e-Justice, Data Digitalization, Document Management, Record Management System Solutions, e-Registry, Web Applications and Portals, Data Boxes, Chip Card Systems, Information Security			
IT Systems 12/2012 Issue Date: December 10 Space/Material Closing: November 19	Public Sector, Health Care, Agriculture	Human Resource Management, Attendance and Identification Systems, GIS, Portal Solutions, Document Management and Web Content, Mobile Business Applications, IT Support to Project Management and Workflow, IT Outsourcing, IaaS, SaaS, Managed Services, Cloud Computing	Smartphones, Office Monitors, Business Projectors, Active Network Elements



IT Systems special issues follow in regular issues. IT Systems special issues are distributed at conferences, seminars, by direct mail to selected interest groups and through direct sell (e-shop). Distribution is not done all at one moment.

IT Systems Advertising Price List

Position – size	Size of advertisement after cropping (w×h) in mm		
	Price	Mirror	Bleed
1/1 – A4 inner page	84 000 CZK		210 × 297
2 nd page of cover	99 000 CZK		210 × 297
3 rd page of cover	89 000 CZK		210 × 297
4 th page of cover	109 000 CZK		210 × 297
Vertical magazine belt	94 000 CZK		40 × 630
PR article 1 print page	54 000 CZK	4000 ch., pictures, contact	
PR article 2 print pages	74 000 CZK	8000 ch., pictures, contact	
PR article 1/2 print page	34 000 CZK	2000 ch., pictures, contact	
PR article 1/4 print page	23 000 CZK	1000 ch., pictures, contact	
PR article 1/6 print page	17 000 CZK	700 ch., pictures, contact	
Advertorial 1 print page	64 000 CZK	172 × 253 210 × 297	
1/2 (lands)	57 000 CZK	172 × 124	
1/2 (portrait)	57 000 CZK	83 × 253 103 × 297	
Junior page (4/9)	52 000 CZK	113 × 167	
1/3 (lands)	47 000 CZK	172 × 81	
1/3 (portrait)	47 000 CZK	54 × 253 74 × 297	
1/4 (lands)	37 000 CZK	172 × 60	
1/4	37 000 CZK	83 × 124	
Rafter	27 000 CZK		210 × 44
1/6	21 000 CZK	54 × 124	
1/9	16 000 CZK	54 × 81	
Banner (strip)	16 000 CZK	172 × 22	
Section sponsor	13 000 CZK	58 × 30 (logo, slogan, www)	
Enclosed advertising (whole edition)	5 CZK/piece	up to size A4 and 100 g/piece	

Note: The prices are quoted excluding VAT (20% at the moment)

IT Systems Special Issues Price List

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

* For InGIS please request special price list

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 %

Distribution

Magazine Distribution		
Direct – VIP		41,9%
Subscribers		32,3%
Seminars, exhibitions, conferences		10,5%
PNS		8,2%
Direct sale		7,1%

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Online Media

Combination of printed and online media content and advertising is an unique communication channel to introducing enterprise IT solutions.

- SystemOnLine.cz
- SystemNEWS
- SystemNEWS Professional
- ERPforum.cz
- ERPnews
- CRMforum.cz
- HWforum.cz

For actual information about online media, web attendance and newsletters subscribers, please contact editorial office and ask for individual information materials.

