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MEDIAKIT 2024

NEXTECH

A few words about us

DIGITAL VISIONS is the most important Slovak publishing house of digital technology magazines. Company was founded in 1993 and from the beginning it has been profiled as a publishing house with an orientation on digital technologies. It deals with publishing print and online publications media, organization of professional conferences and social events.

NEXTECH as a successor of PC REVUE is generally the most widespread technological magazine.

The monthly circulation of the print edition is in approximately 12,500 copies and each copy of is read by an average of 3.8 readers, the electronic version in PDF format is read by every more than 36,000 readers download the PDF version each month, the paid-for content in the protected zone on the web is accessed by over 27,000 readers and the tablet app is downloaded by approx. 23 000 readers. Portal nextech.sk has a monthly traffic of around 159 000 UV and the daily news summary is subscribed to by more than 11 000 visitors. The total reach is approximately 280 000 readers.

We regularly provide media support to around 70 professional conferences per year, which are attended by around 9,000 IT professionals.

CHARACTERISTICS

Technology magazine NEXTECH is designed for general public. As a successor to PC REVUE, it is published has been published for 2 years and during that time it has built a leading position 8 in the market of media focused on digital technologies. It covers topics such as information technology, consumer electronics, audio/photo/video, internet of things, virtual/augmented reality, artificial intelligence, personalised medicine, robotics, electromobility, smartcity, cyber security, etc.

READERS

Tech-oriented consumers, high-tech enthusiasts, students, professional users, executives, entrepreneurs, startups, IT Pro community. Industries: corporate sector, public administration, small and medium businesses, households, education

READER DEMOGRAPHICS

- 85% are male, average age is 18-45
- 42% are college educated
- 50% are male, age 20-39
- 57% are employees, 15% are business owners

CONTENT TOPICS

Laptops and PCs, smartphones, consumer electronics, photo/video, smarthome, artificial intelligence, virtual reality, smart banking, autonomous transport, electromobility, smart health, startups, internet of things, digital skills, enterprise IT

FORMAT

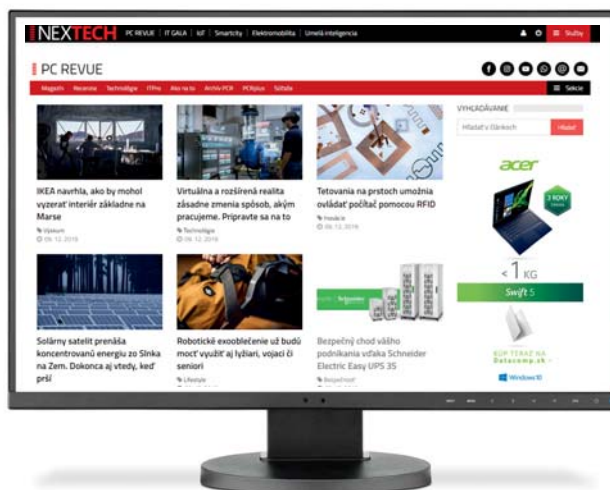
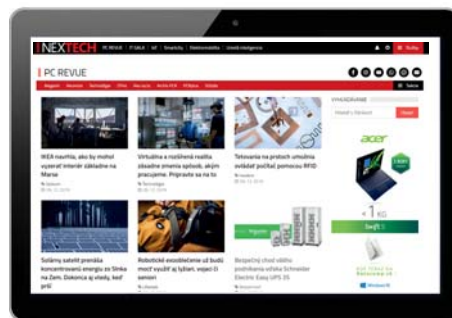
News, product reviews, technology articles, reviews, benchmarking, technical product and solution introductions, tips and tricks, advice, reports, interviews, success stories

TECHNICAL DATA

MMonthly magazine, published 10 times a year, format: 220 × 285 mm, size: 84-108 pages, distribution through newsstands, direct mail and directly to subscribers, circulation: 12 500 copies, price per copy: EUR 3,99, Binding: glued (V2)

ELECTRONIC VERSIONS

NEXTECH magazine is also available in digital form (PDF, HTML) for different types of devices: tablets, smartphones or desktops. All Windows operating system platforms, iOS and Android.



ADVERTISEMENT 2024

PRINT: FLAT ADVERTISING

1/1 CLASSIFIEDS

220 × 285 mm

2nd envelope (220 × 285 mm)

3rd envelope (220 × 285 mm)

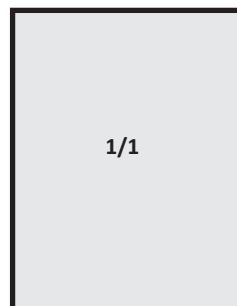
4th envelope (220 × 285 mm)

2 940 EUR

3 820 EUR

3 520 EUR

4 380 EUR



1/2 CLASSIFIEDS

100 × 285 mm (portrait)

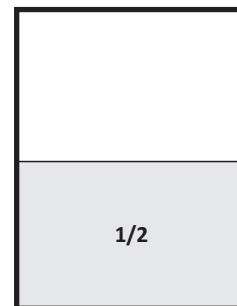
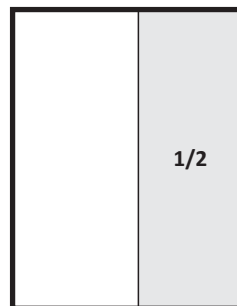
220 × 140 mm (landscape)

at rate:

90 × 260 mm (portrait)

185 × 125 mm (landscape)

1 560 EUR



1/3 CLASSIFIEDS

68 × 285 mm (portrait)

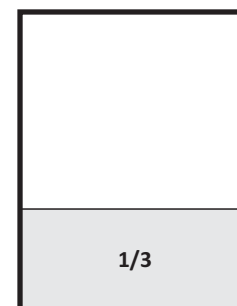
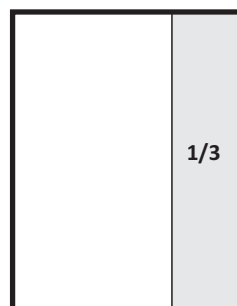
220 × 97 mm (landscape)

at rate:

58 × 260 mm (portrait)

185 × 82 mm (landscape)

1 090 EUR



1/4 CLASSIFIEDS

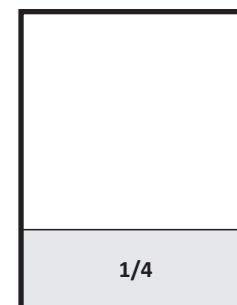
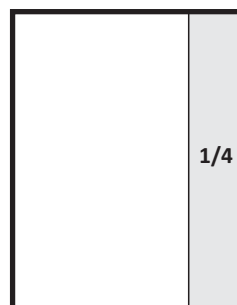
52 × 285 mm (portrait)

220 × 77 mm (landscape)

42 × 260 mm (portrait)

185 × 62 mm, 90 × 125 mm (landscape)

850 EUR



PR FORMATS

ZOOM (2/1)

2 000 EUR

PR ARTICLE (1/1)

1 000 EUR

PR ARTICLE (1/2)

500 EUR

PRESENTATION OF THE PRODUCT (1/4)

250 EUR

ARTICLE SPONSOR (58 × 60 mm)

250 EUR

REVIEW CONTACT (58 × 32 mm)

200 EUR

PUBLISHING THE REVIEW

150 EUR

Technical parameters of advertising:

PDF files (CMYK / 300dpi, print quality),

all text in curves, +5 mm bleed from

all sides + cropped crosses.

**ADVERTISEMENT
2024
PREVIEW**

**ZOOM (2/1) →
2 000 EUR**



**PR ARTICLE (1/1) →
1 000 EUR**



**PRESENTATION
OF THE
PRODUCT (1/4) →
250 EUR**



**INTERVIEW (2/1) →
2 000 EUR**

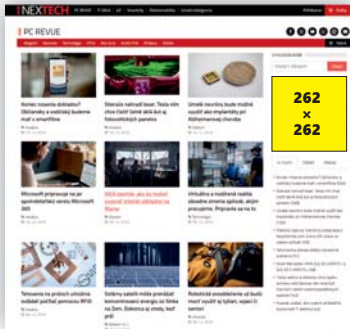


ONLINE ADVERTISING 2024

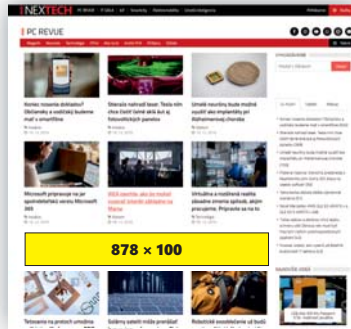
WEB BANERS

Format:	Dimensions (px):	CPT Base (EUR)	Views > 100,000 CPT (EUR)	Views > 500,000 CPT (EUR)
SQUARE	262 × 262	15 EUR	13 EUR	11 EUR
TITULKA	878 × 100	25 EUR	23 EUR	21 EUR
BRANDING / GATE	1170 × 150, 200 × 1500	50 EUR	48 EUR	44 EUR

SQUARE



TITULKA



BRANDING/GATE



WEB PR FORMATS

PR ARTICLE: 450 EUR

It appears among the main messages on the headline. Range max. 5000 characters without spaces. The article is marked as Special Project.

BACKLINK WEB: 150 EUR

Backlinks in the article to the sponsor's website

NEWSLETTER: 400 EUR

Text: 1000 characters without spaces + JPEG image 200 × 200 pxl, or a banner JPG 728 × 200 pxl.

PUBLISHING THE REVIEW: 150 EUR

The review is displayed among the main news on the headline www.nextech.sk.

SOCIAL NETWORKS

FACEBOOK: 500 EUR

Post reaches 12,000 users, including 1 day boost to reach 50,000 more users.

INSTAGRAM: 300 EUR

Post with reach to 7,000 users.

ADVERTISEMENT 2024

WEB PRESS RELEASES (PR)

- One-time web: **50 EUR**
- Year-round Web Publishing Package 30 PR: **500 EUR**
- Processing PR into editorial paper: print 1/4A4 **350 EUR**, web **450 EUR**
- Communication PR support package on a quarterly or yearly basis (publishing PR on the web and in principle, processing of selected PR into editorial articles, inclusion in daily newletter, support via FB, video and video interviews) individually

DIRECT MAIL

Advertorial 1/1 (case study, interview, ...) + Post-IT on cover with article link.
Send your edition to CxO with the ability to filter your business by revenue, EBITDA, industry, number of employees, etc.

TOP CxO Database: **2500 EUR** per 1000 pcs

VIDEO

Interview, reportage, performance: recording, editing, post-production in 4K quality, web publishing, YTB, FB.
Price: individual

CONTACT

MARKETING AND TRADE

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