

# noviny

## PRO GRAFICKÝ PRŮMYSL

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2022

[www.novinygp.cz](http://www.novinygp.cz)

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- Digital newspaper printing with personalized contents
- Facebook NGP – enhancing printed contents of newspapers with photos, videos, interviews, tutorials, etc.
- New products and presentation options
- Company and product supplements
- Educative double spread in the size of A2 poster
- Educative puzzles
- Addressing a target group or groups administered in CRM
- Feedback and evaluation of DM campaigns
- Marketing projects according to customer needs
- Perforated area with a unique code for selling campaigns
- Company magazines
- Special projects





## Introduction

Noviny pro grafický průmysl (NGP) is a fortnightly aimed at specialist and non-specialist public interested in graphic, prepress and polygraphic industry. An indispensable target group are also companies dealing with polygraphic products production and last but not least technology suppliers.

The newspapers suitably combines technical information with general newscast from the field and due to its periodicity it can offer last minute information by which it gains a significant advantage in comparison with other periodic press in this field.

Noviny pro grafický průmysl is issued by GRAFIE CZ, s. r. o. which is based in Koněvova 2660/141, 130 00 Praha 3.

## Contents

The content is prepared to fully satisfy the widest group of readers. Technical articles in the newspapers can be divided into four thematic groups.

Crucial topics of the newspaper contents are information on innovations from the polygraphic market which improve technological processes of printing orders both from the area of offset printing and digital production printing. Another significant part is software testing mainly for controlling orders or for checking qualitative standards set in printing service. Other tested products are for instance monitors for DTP or measuring devices for colour check.

**The general reporting** field is covered mainly by interviews which survey opinions on current problems of the graphic industry and articles from the area of the theory of text and picture processing. These media serve to gene-

rally educate the „polygraphic” public.

**Smaller press units** are short news and information about personal changes in companies, moving companies, their appearance and disappearance and of course about exhibitions, trade fairs and workshops.

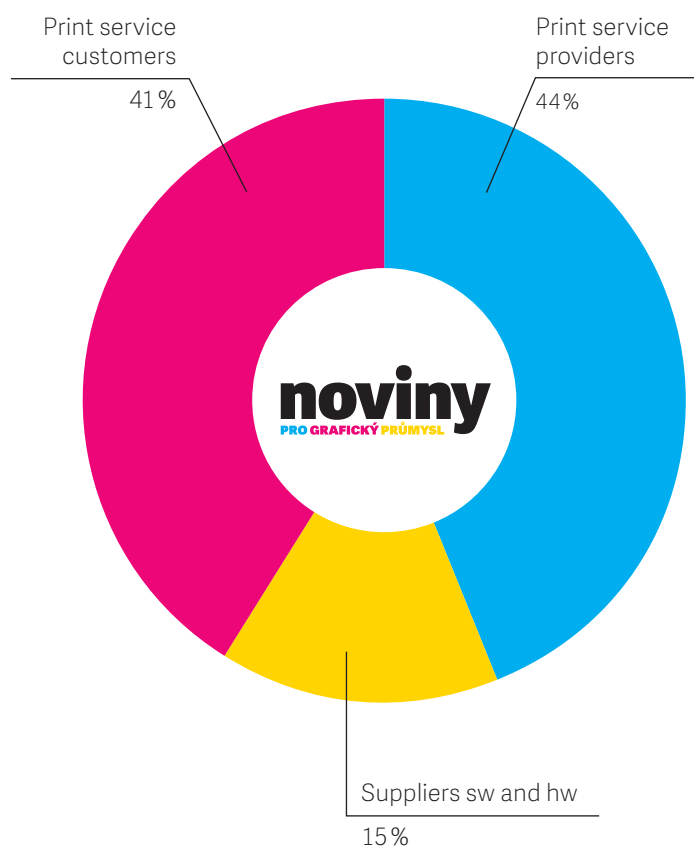
As a part of NGP there are **thematic concepts which survey particular topics and serve as an introduction to a specialised problematic**. Another specialised supplement is Company (product) supplement which is created to

a technology supplier's order and which comprehensively introduces a company and its products.

## Print run

NGP is issued fortnightly in 1 500 pieces print run. 1 300 issues are sent by post to subscribers, remaining issues are distributed to exquisite in-field companies, to partners' stalls within the framework of professional exhibitions, to vocational schools and to educational and similar events arranged by the publisher.

## Structure of readers



# Advertising price list

## Space advertising

	Name	size in mm (w × h)	Cena
PIBZ	Banner header	44 × 56	160 EUR
PIPT	Front page rafter	284 × 76	1 300 EUR
PIP	Rafter	284 × 76	950 EUR
PI1	1/1 A3	284 × 446 / 599 × 220	2 250 EUR
PI2	1/2 A3 in width	284 × 220,5	1 300 EUR
PIJP	Junior Page	187 × 265	1 200 EUR
PI3V (S)	1/3 A3 in height / in width	91,5 × 446 / 284 × 148	1 000 EUR
PI4	1/4 A3 in height	139,4 × 220,5	800 EUR
PI6	1/6 A3 in height	91,2 × 220,5	650 EUR
PI8	1/8 A3 in width	139,4 × 107,8	500 EUR
PI12	1/12 A3 in height	91,2 × 107,8	350 EUR
PI11	A double-page spread in the size of A2 poster	600 × 446	3 600 EUR

## Columnar – line advertising

	Name	size in mm (w × h)	Cena
RBT	Front page banner	91,2 × 45	250 EUR
RI4	1/4 Columns	43 × 107,8	200 EUR
RAZ	Stamp	of 50 mm diameter (50 × 50)	200 EUR
RIVB	big banner	139,4 × 30	250 EUR
RIMB	small banner	91,2 × 25	150 EUR
RIT	line advertising	100 signs	20 EUR

## Special advertising

	Name	Print run; specifications	Cena
DESK	Folder for newspapers insertion	1 500 pcs; format after binding 285 × 175 mm, w × h	5 700 EUR
PPON	Newspapers cover, Company supplement	1 500 pcs; format 630 × 470 mm, w × h	4 500 EUR
VLEP	Glued card, CD, sample	1 500 pcs; max. format 284 × 150 mm, w × h	1 200 EUR
DO	Envelope	1 500 pcs; format 325 × 245 mm, w × h	4 500 EUR
PP	Tape over newspaper	1 500 pcs; format after binding 323 × 100 mm, w × h	1 500 EUR
PR	PR article	1 500 pcs; extent of 3 700 characters incl. space	500 EUR
PR	Case study	1 500 pcs; extent of 7 000 characters incl. space	1 500 EUR
PR	Report, test	1 500 pcs; extent of 5 500 characters incl. space	1 200 EUR
PR	Interview	1 500 pcs; extent of 4 500 characters incl. space	1 000 EUR

## Supplements

	Name	size in mm (w × h)	Cena
FPL	Company product sheet	2 pages A3	1 900 EUR
NL	Offer leaflet	4 pages A4	1 150 EUR

## Inserted supplements

Name		Extent	Cena
PV8	Company or product supplement	8 pages A4 (4/4) – V1 binding, 2 × clamp	3 400EUR
PV4	Company or product supplement	4 pages A4 (4/4) – leaflet 2 × A4	1 900EUR
PVL	Company or product sheet	2 pages A4 (4/4) – sheet A4	1 350EUR
SPV	Special project	Special project general partner	3 000EUR
		Special project partner	1 200EUR
Processed supplement is inserted into the print run which is sent by post, i.e. 1 500 pieces. The price is calculated for 1500pcs print run including the text of the supplement, word wrapping, offset printing (glossy paper 115g/m²) and binder processing.			

## Inserted advertising

	Name	Note	Cena
VI	Insert, maximum weight of 250 g	1 500 pcs	600 EUR

All prices are without VAT. Other formats are possible.

Advertising: Arnošt Nečas, arnost.necas@grafie.cz, tel.: +420 222 714 580

# Advertising formats

Banner header  
PIBZ

Rafter  
PIPT

Stamp  
RAZ

1/2 in width  
PI2

1/3 of page  
in height  
PI3

1/12 A3  
in height  
PI12

1/3 in width  
PI3S

# Dynamic and favourable advertising price list 2022

Dynamic space advertising			Price/number of pieces			
	Name	size in mm (w × h)	Up 100	101–500	501–1000	nad 1001
<b>DPIPT</b>	Front page rafter	284 × 76	200 EUR	400 EUR	600 EUR	1000 EUR
<b>DPI1</b>	1/1 A3	284 × 446	800 EUR	1000 EUR	1200 EUR	2400 EUR
<b>DPI2</b>	1/2 A3 in width	284 × 220,5	400 EUR	600 EUR	800 EUR	1400 EUR
<b>DPI3S</b>	1/3 A3 in width	284 × 148	300 EUR	500 EUR	700 EUR	1100 EUR

Special advertising			Cena/počet kusů			
	Název		do 100	101–500	501–1000	nad 1001
<b>DDESK</b>	Folder		400 EUR	1400 EUR	2400 EUR	4000 EUR
<b>DPPON</b>	Cover		600 EUR	1800 EUR	2800 EUR	4800 EUR
<b>DVLEP</b>	Tip-in		200 EUR	400 EUR	600 EUR	1200 EUR

Favourable space advertising – floating			Price/half-year	
	Název	rozměr v mm (š × v)	3 zveřejnění	5 zveřejnění
<b>VPIPT</b>	Front page rafter	284 × 76	1200 EUR	1800 EUR
<b>VPI2</b>	1/2 A3 in width	284 × 220,5	1400 EUR	2000 EUR
<b>VPI3S</b>	1/3 A3 in width	284 × 148	1100 EUR	1600 EUR

All prices are without VAT.

## Dynamic space advertising

### Code: DP...

Dynamic space advertising offers a possibility of personalised addressing a targeted group of readers-customers. According to the NGP database it is possible to divide the

target groups by their specialization, i.e. advertising agencies and graphic studios, technology suppliers, marketing departments and publishers, providers of printing services and photographers, or by

the postal codes for a particular area in ČR. The prices of dynamic advertising are calculated on the basis of numbers of addressing and no discounts can be provided.

## Favourable space advertising

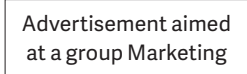
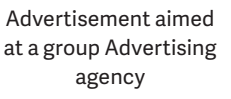
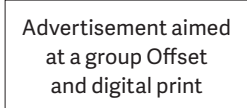
### Code: VP...

Favourable space advertising offers the NGP clients to present their products, services or the company brand for exceptionally

favourable prices set by the stated number of the same format advertising in a specified period of time (half-year). The publisher of NGP guarantees the client the adverti-

sing release (3× or 5×) in a specified period of time (half-year) without any possibility to place the advertising to a certain issue of NGP.

**ADVERTISING VERSION 01**



# Advertising price list

## Inserted supplements – format 225 × 305 mm, w × h

	Name	extent	Price
<b>PV8</b>	Company or product supplement	8 pages A4 (4/4) – V1 binding, 2 × clamp	3 400 EUR
<b>PV4</b>	Company or product supplement	4 pages A4 (4/4) – leaflet 2 × A4	1 900 EUR
<b>PVL</b>	Company or product sheet	2 pages A4 (4/4) – sheet A4	1 350 EUR
<b>SPV</b>	Special project	Special project general partner	3 000 EUR
		Special project partner	1 000 EUR
<b>PIV1</b>	1/1 A4 in height	225 × 305 mm, w × h plus 3 mm left fall-out, up and down	1 500 EUR
<b>PIV2</b>	1/2 A4 in width	195 × 120 mm, w × h on mirror	1 000 EUR
<b>PIV3</b>	1/3 A4 in height	75 × 305 mm, w × h plus 3 mm left fall-out, up and down	450 EUR
<b>PIVPO</b>	Last cover	225 × 305 mm, w × h plus 3 mm left fall-out, up and down	1 900 EUR
Processed supplement is inserted to 1500 pcs print run which is sent by post. The price is calculated to 1500 pcs including print run including the text of the supplement, word wrapping, offset printing (glossy paper 115g/m <sup>2</sup> ) and binder processing.			

All prices are without VAT. Other formats are possible.

Advertising: Arnošt Nečas, [necas@grafie.cz](mailto:necas@grafie.cz), tel.: +420 222 714 580




# Advertising formats

1/1 A4  
in height  
PIV1

## FAST & EASY

**DuPont™ Cyrel® FAST Thermal Workflow**

- Rychlejší zpracování**  
Cyrel® FAST workflow ušetří až 75 % času standardní výroby.
- Menší ekologická stopa**  
Cyrel® FAST termální workflow zanechává nejmenší možnou ekologickou stopu. Jednotky **Cyrel® FAST 2000 TD** zachytí více než 98 % emisí.
- Níže náklady**  
Cyrel® FAST termální workflow může pomoci ušetřit peníze a materiál, snížit spotřebu desek až o 15 % oproti konvenčním metodám a snížit náklady na zpracování a likvidaci odpadu, díky bezzpracovatelnému procesu.
- Vyšší výkon**  
Cyrel® FAST termální workflow zvyšuje produktivitu tím, že umožňuje rychlejší nastavení, vyšší rychlosti vyvolávání a delší životnost tiskové formy.



**Cyrel® EASY FAST EFX**

**Použití:**

- Flexibilní obaly
- Etikety
- Odnosné tašky
- Skládací krabice
- Obálky
- Nápojové kartony

**DuPont™ Cyrel® EASY FAST EFX** jsou desky pro tepelné zpracování se zabudovanou technologií flat top dot, speciálně navržené pro nejvyšší kvalitu tisku polotónů, přerůvek a plyných ploch. Cyrel® EASY FAST EFX má hladký povrch, který je ideální pro micro-screening plyných ploch a umožňuje výjimečně vysokou hustotu tisku plyných ploch a nízký nárůst tiskových bodů.

**PANFLEX** Pro více informací kontaktujte svého distributora Cyrel®: **PANFLEX s.r.o.** • Ve Věžecku 277/250 62 Státnice – Černý Věh • Tel.: +420 220 190 050 • [www.panflex.cz](http://www.panflex.cz) • [obchod@panflex.cz](mailto:obchod@panflex.cz)

DuPont™ a Cyrel® jsou ochranné známky nebo registrované ochranné známky společnosti E.I. du Pont de Nemours and Company nebo jejích přidružených společností. © 2010 DuPont.

**7/2007**

**TESTOVACÍ PŘÍLOHA**

**Certifikovaný digitální nátlak**

**Autor: Jan Štor**

**1. Nový simulací profil ISO Coated v2 (ECI)**

**2. Certifikovaný digitální nátlak v praxi**

**Digitální nátlak? Samozřejmě!**

**Kvalita**  
Přesnost simulací se s každou novou verzí typu zvyšuje v souladu s tím, jak se zvyšují kvality simulace desek. Všechny simulace jsou založeny na vysoce kvalitních transformacích v systému Desktop UVink a optimalizace.

**Cena**  
Kvalitní simulace všech výtisků mají velice příznivé náklady na tisk. Při tisku A3 strana v 100% barevnosti neobstane více jak 30 Kč. Cena kvalitního nátlaku (včetně materiálu) je 40 Kč. Celková cena A3 nátlaku nepřesahuje 100 Kč bez provozních nákladů.

**Stabilita**  
Všechny simulace nátlaku jsou založeny na stabilní kvalitě tisku. Všechny simulace jsou založeny na stabilní kvalitě tisku. Všechny simulace jsou založeny na stabilní kvalitě tisku.

**Důvěryhodnost**  
Simulace nátlaku jsou založeny na skutečných datech. Simulace nátlaku jsou založeny na skutečných datech. Simulace nátlaku jsou založeny na skutečných datech.

**Rychlost**  
Všechny simulace jsou založeny na skutečných datech. Simulace nátlaku jsou založeny na skutečných datech. Simulace nátlaku jsou založeny na skutečných datech.

**Certifikovaný nátlak gms**

**High-end barevné transformace dat CMYK > CMYK a RGB > CMYK**

**Kontrastní nátlak s certifikací na tiskové standardy**

**Snížení spotřeby barev tiskových strojů**

**1/3 A4 in height PIV3**

1/2 A4  
na šířku  
PIV2

**18**

**TRENDY:**

## Labelexpo Europe 2019

**Trend v nárůstu průmyslu výroby etiket potvrdil i veletrh Labelexpo Europe 2019.**

Dlouhodobě sledování oboru etiket obecně a aktuální poznání v veletrhu Labelexpo nám umožňuje naznačit hlavní trendy, jímž se segment v současné době ubírá. Výroba a správa etiket pokračuje v růstu, což vyplývá ze známého faktu, že obaly a etikety představují zisk.

V technologické se na veletrhu Labelexpo výrazně projevil vliv nových kombinací a uchopení všech možností v konfiguracích. Výroba přehledně ve svých expozicích spíše prozradila existující stávající, technologie a materiály.

**Konvergence Maskey, digitální hybridy**  
Dříve zřetelné hranice mezi klasickými, hybridními a digitálními stroji se stávají. Hybridní a digitální stroje jsou stále více kombinovány. Výroba přehledně ve svých expozicích spíše prozradila existující stávající, technologie a materiály.

ho a dokonalého zpracování. Při natáčení nátlaků v tiskových strojích se portfolio nabízených technologií pro výrobu etiket posouvá do oblastí flexografických a dookružujících zařízení. Stroje a technologie na výrobu etiket jsou součástí digitální transformace celého odvětví tisku a packagingu.

Udržitelný trend v posunu technologií směřuje k segmentu tisku etiket namázané také fakt, že veletřní přehlídka výroby flexografických strojů a centrálním cylindrem. Zatímco například v roce 2015 vystavila společnost Soma Engineering tiskový stroj Optima, o dva roky později měla už jenom informační stánek, a letos v seznamu vystavovatelů chyběla.

Nicméně zákazníci z Česka a zástupci českých distributorských firem se na Labelexpo stali nepřehlédnutelnou součástí veletřního handbiller. Mnohem častěji než na stroje vystavili v letech 2015 a 2017 byla v expozicích v prostorách stánek a v holoobcích nátlaků, nátlaků, nátlaků.

**Realita tak etiket včetně subzoborů je dnes samostatnou.**

**gallus**

**Gallus Labelmaster**

**Elektronická výroba etiket**

**Ing. David Měsíček**  
Key account manager flexa  
tel.: +420 778 433 711  
E-mail: [david.mesi@miracolon.com](mailto:david.mesi@miracolon.com)

**PŘÍLOHA** Novin pro grafické přímky

**KODAK FLEXCEL SOLUTIONS** | Brought to life by Miracolon

## Drive pressroom efficiencies.

Deliver both gold standard print quality and compelling production efficiency with the FLEXCEL NX System.

**Unparalleled consistency | Fastest imaging | Simple plate portfolio**

[WWW.MIRACOLON.COM/GOFLEXCELNX](http://WWW.MIRACOLON.COM/GOFLEXCELNX)

**KODAK**

**Last cover PIVPO**

## Special advertising

### Code: DESK

Folder or envelope to which NGP is inserted is a very interesting type of advertising. Clients present them-

ves on two pages of A4 format and all readers are addressed by such a non-traditional type of advertising. Suitable for product or company pre-

sentation. Our publishing house will provide you with detailed information on making a graphic design.



### Code: PPON

NGP cover or NGP inserted supplements are a prestigious matter with high effect. This presentation offers four colour pages of A3+ or A4+ where the current NGP issue or an inserted thematic or test supplement is. The first page is processed in the NGP graphic design or as the first page of an inserted supplement and other pages can contain a targeted or company presentation..



### Code: VLEP, PP

Sticking cards, CD or advertising samples are nowadays one of the most effective types of presentation

with high degree of clients' reactions, similar to direct mail communication. Maximum size of a glued card or a sample is 150 × 210 mm (h × w).

Our publishing house will provide further information for you including for the graphical layout processing and successful sticking implementation.



# Special advertising and supplements

## Code: PI11

A double-page spread of the A3 format which enables a presentation of a solution or problem in a clear and well-arranged form in the size of a leaflet. For this reason it provides both the space for schemes or graphs and for product or efficiency parameters of a certain solution. A successive component is a multimedia PDF which is an upgrade of the printed version and thanks to current possibilities it can provide a more detailed extension of information and data at certain parts of a poster printed version. For instance, concerning a description of a printer, in PDF version it is possible to run a video, e.g. with feeding paper in the machine, or while calculating expenses for a printed product input, the PDF form will offer an automatic calculator of production costs of a certain product displayed on the mentioned machine.

We offer the multimedia PDF as an upgrade of the implemented double-page spread for the price listed in the current price list..

## Code: PI3PERF

New options are brought by the new perforated area for product or service promotion or invitations to

various professional meetings. It is possible to place a personalized voucher as a unique code with a clear identification of the deliverer on this area of the size of 91.2 × 446 mm of height. Because of the perforation the voucher or the whole area are easily separable from the newspaper contents. This type of presentation can obviously be used on previously defined target groups from one respondent to the whole load of a specific issue. Another possibility of the unique code usage is the connection to on-line registration through web interface.

## Code: PPON

Company supplements of both kinds survey the activity of a certain company in the graphic field. They describe both company philosophy or human background, and mainly particular products significant for the graphic and print reproduction field. This information is often accompanied by interviews with company representatives or a chosen customer who is successfully engaged in using a certain technology. Some applications and ways of setting product are stressed to make their operation and quality optimal. Financial analysis or busi-

ness opportunities definitions can be found there.

Company supplement is an integral part of NGP, it is printed in the newspapers design and format (A3+), in 4/4 colouring, on LWC paper. In the place of „eyelet” there is a company logotype and the company name. The supplement is issued in 8 page (PN8) or 6 page extent (PN6) and it is placed as the second part of the newspapers.

## Code: FPL

Company or more often product sheet is a short version of a company supplement which surveys one product or one range of technologies in limited area. It is intended for targeted marketing of a certain product or service whose parameters, advantages, quality and obviously putting into practice are described better and in details.

This sheet is also an integral part of NGP, printed in NGP design and format (A3+), in 4/4 colouring on LWC paper. In the place of “eyelet” there is the company logotype and name. The sheet is issued in 2 pages extent and is placed into the middle of the second press part (mostly as pages 9 and 10).





# Company supplement – inserted

## Code: PV8/PV4

Inserted company supplements on glossy paper by their contents copy the newspapers company supplements. The aim of this supplement is to introduce a certain company as an erudite partner who does not offer only products to their customer but coherent solutions which will bring back the client's invested money and which will guarantee their own tech-

nology quality as well as the support quality and the supplier's service. By means of the company supplement the company prestige is increasing, closer contacts with customers are established and the sale of described products is supported. This company supplement is inserted into NGP and it is printed in „Special project” design of A4+ format, 4/4 colouring on glossy paper (with V1 binding at

PV8 type) on sheet offset. In the place of „eyelet” there is the company logotype and name. The supplement is issued in 8 page (PV8) or 6 page extent (PV4). It is possible to order even an additional cost which afterwards serves for other marketing purposes of a company, e.g. exhibitions or direct mail (it is not included in price).

## Code: PVL

Inserted, company or more often product sheet printed on glossy paper by its content copy the newspapers company sheet. It is therefore intended for targeted marketing of a certain product or a service whose parameters, advantages, quality and

obviously putting into practice are described better and in details.

This sheet is inserted into NGP and it is printed in „Special project” design of A4+ format, 4/4 colouring on glossy paper on sheet offset. In the place of „eyelet” there is the company logotype and name. The sheet

is issued in 2 page extent. It is possible to order even an additional cost which afterwards serves for other marketing purposes of a company, e.g. exhibitions or direct mail (it is not included in price).



# Special supplement – inserted

## Code: SPV

Special inserted supplement or in other words research project shows by its name that this is an exceptional publisher's act, very often technically and content demanding, with a several weeks or months preparation. The special supplement realizes demanding DTP, prepress or print products tests. An interesting topic is chosen and it is processed into a series of tests to their evaluation. Typical and already realized topics are the following supplements: Printing screens on CTP facilities and their influence on colouring, Ways of focusing of professional digital cameras lenses and their influence on the picture, Flex print and its typical products with practical demonstrations, or Laser print and its comparison with offset. The special supplement is financed with the help of the so-called partnership where the concerned companies present their willingness to test their products and technologies, look for their best parameters and ways of use and by this to contribute to the customer support and broaden his knowledge of the problems and ways of using the tested technology. This special supplement is inserted to NGP and it is printed in its own design of A4+ format, in 4/4 colouring on glossy paper, completed with test print sheets or with pasting essential products samples. The supplement is issued in 8 to 16 page extent. Each partner gains several tens of this demanding supplement for their free use.



## Example of a research

## 1. Aim

Finding out the requirement for poster printing by the number of printed pieces and material used.

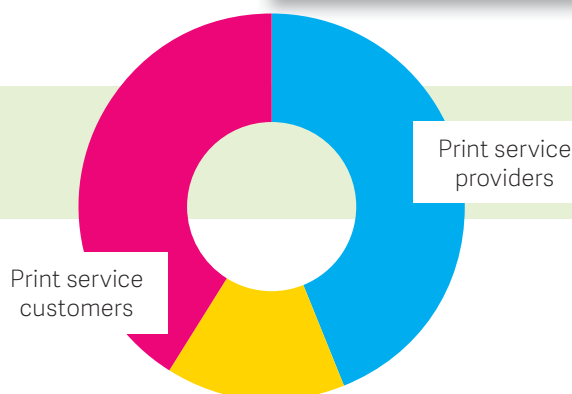
## 2. Setting the communication form

Front page tip-in  
Noviny pro grafický průmysl.




### 3. Target groups

Selection.



## 4. Data collection

Web form,  
[www.novinygp.cz/research](http://www.novinygp.cz/research).



Mus na perlas mi, toremp a perlas mi,  
toremp. As sin perlas mi, toremposare.

☐ As sin perlas mi, toremposare  
☐ As sin perlas mi, toremposare. Mus na  
☐ As sin perlas mi, toremposare.

As sin perlas mi, toremposare

<p><u>As sin perlas mi,</u></p> <p>_____</p> <p><u>As sin perlas mi,</u></p> <p>_____</p> <p><u>As sin perlas mi,</u></p> <p>_____</p> <p><u>As sin perlas mi,</u></p> <p>_____</p>	<p><u>As sin perlas mi,</u></p> <p>_____</p> <p><u>As sin perlas mi,</u></p> <p>_____</p> <p><u>As sin perlas mi,</u></p> <p>_____</p> <p><u>As sin perlas mi,</u></p> <p>_____</p>
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ODESLAT

## 5. Data extraction

Chart (\*.xls).

The screenshot shows the Microsoft Excel 2010 interface. The title bar indicates the file is 'spreadsheet.xlsx - Microsoft Excel'. The ribbon is set to 'Formulas', with the 'What-If-Analysis' group selected. The 'Data Table' button is highlighted. The spreadsheet contains a table with the following data:

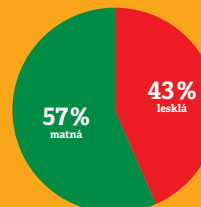
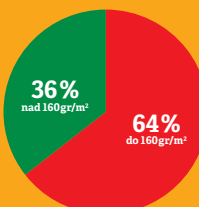
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2012-01-01 19:00:00	19:00	Yes	Yes
2012-01-01 20:00:00	20:00	Yes	Yes
2012-01-01 21:00:00	21:00	Yes	Yes
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2012-01-10 06:00:00	06:00	Yes	Yes
2012-01-10 07:00:00	07:00	Yes	Yes

## 6. Research evaluation

## Overview.



poskytovatelů tiskových služeb je ochotno realizovat produkci plakátu již v řádu kusů.



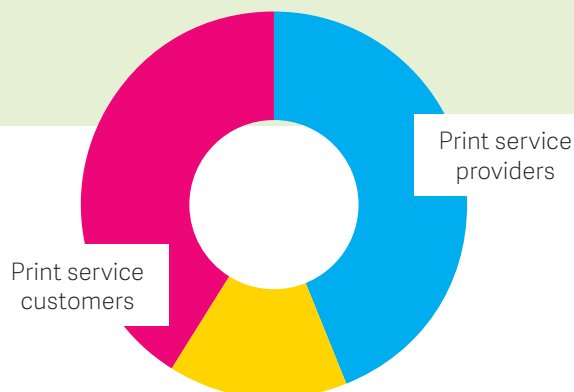
# Dynamic advertising order

## Aim

Addressing different target groups according to a product setting in one NGP issue by one advertising format in various versions.

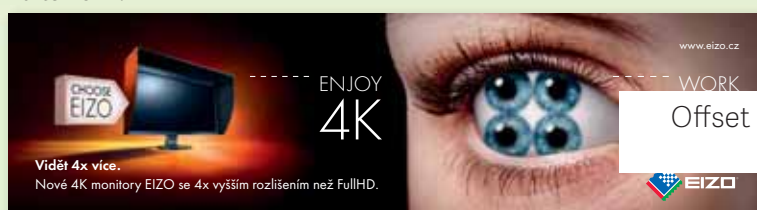
## Target groups

Target groups setting.



## Advertising

Rafter form.



Offset and digital print houses  
– 690 contacts



Advertising agencies  
and graphic studios – 320 contacts

## Price

Price calculation for one advertising format in two versions for chosen target groups in one NGP issue.

**690 + 320 = 1010 addressed contacts**

Dynamic advertising price list.

### Dynamic space advertising

			Price/number of pieces			
	Name	size in mm (w × h)	Up 100	101–500	501–1000	nad 1001
DPIPT	Front page rafter	284 × 76	200 EUR	400 EUR	600 EUR	1000 EUR
DPI1	1/1 A3	284 × 446	800 EUR	1000 EUR	1200 EUR	2400 EUR
DPI2	1/2 A3 in width	284 × 220,5	400 EUR	600 EUR	800 EUR	1400 EUR
DPI3S	1/3 A3 in width	284 × 148	300 EUR	500 EUR	700 EUR	1100 EUR



# Reference

## EPSON (Product supplement)

Epson company is a world-leading producer of innovative imaging product and its portfolio ranges from ink printers and 3LCD projectors to sensors and micro devices. The aim of the company is overcome customer expectations by high-quality products that use compact, economical and highly effective technologies which are appreciated not only by home users but also company, business and industry customers. Current printing solutions were introduced in the product supplement of Noviny pro grafický průmysl, issue NGP no. 19/2014.

## Konica Minolta (Product supplement)

Konica Minolta Business Solutions Czech spol. s r. o. is part of world-wide network, satisfies needs emerging from the Czech market. Current product portfolio and printing solutions were introduced in the product supplement of Noviny pro grafický průmysl, issue NGP no. 17/2015.

A significant marketing tool was the realization of envelope with special effects printed on Konica Minolta solutions in NGP no. 15/2017 which served as an invitation to Polygraphic PitStop event.

## H.R.G.

H.R.G. is an offset and digital printer that has a vision and is one of the top printing provider in the Czech Republic. H.R.G. it sells not only a printed sheet, but a smelling and beautiful print in various forms: a book, a magazine, a calendar, a poster or a cover. Within the campaign for existing and new customers, the H.R.G. special cover of NGP No. 17/2019, where she used the possibility to direct individual content according to the needs of a particular client.

## X-RITE (Educative poster)

X-Rite Inc. was founded in 1958 and is the world leader in the area of colour trends. X-Rite offers complete services and solutions for producers and suppliers for whom colourfulness of their visual communication is important. In cooperation with the publisher of NGP an educative poster in the form of a puzzle was created and distributed within NGP no. 18/2015.

## EIZO (Product supplement + Educative leaflets)

EIZO Europe GmbH was established in 2012 and is a filial company of EIZO Corporation, the world-wide Japanese leader in production of top-class imaging devices. EIZO Europe GmbH provides within production of EIZO visual display units all distribution and marketing activities in Europe.

EIZO and the NGP publisher realized educative leaflets in NGP No. 13 and 17/2015 within distribution of NGP. Another successful realization was the EIZO Product supplement in NGP No. 16/2016 which clearly defines targeting individual product ranges, and it is a great helping tool while choosing a suitable computer screen. A non-traditional educational puzzle in an extended format for introducing EIZO ColorNavigator 7 software, was part of NGP No. 4/2019.





# Reference

## Heidelberg (Front-cover tapes)

Heidelberg machines have always belonged to the absolute elite in world markets, mostly due to perfect manufacturing and technical innovations that altogether with perfect service background bring high productivity and reliability to customers. Special front-cover tapes within the finishing devices campaign were realized in NGP no. 13, 15, 16/2015. and no. 3/2016.



## KBA (Product double-page + advertising)

Koenig & Bauer AG is a German multinational concern, the second largest producer of printing devices in the world. The product double-page in NGP no. 7/2013 was realized by KBA while introducing the new digital printing device RotaJET 76 that was first presented at drupa 2012.

Advertising campaign in 2017 went along the lines of graphic designs adjusted to size and possibilities of KBA printing machines (format 599 × 220 mm, w × h).



## TECNAU/XERTEC (Product double-page)

XERTEC a.s. was founded in 1991. The mission of this genuine Czech company is providing solutions in the area of office technique and technologies for processing documents and correspondence. Since 2019, XERTEC as is a partner of TECNAU, which offers TECNAU technology for finishing book processing. TECNAU Libra One solution was introduced in NGP Issue No. 16/2019, which focused on automating finishing processes in book manufacturing.



## Copy General/HP (Product double-page)

Copy General is the exclusive partner for HP PageWide XL technologies in the Czech and Slovak Republic and the approved HP partner for large-format HP DesignJet plotters.

Product double-page for HP PageWide XL printing solutions was realized in NGP no. 15/2017 focusing on print applications both from the project offices area, and polygraphy, mostly on personalized posters printing.



## HP (Product supplement)

Special product supplement about the PageWide technology designated mainly for regular office print. Realized for markets in the Czech and Slovak Republic, Poland and Hungary. The product supplement was distributed to HP partners in specific countries in specific language mutations. Chosen articles were varied according to the needs of specific markets and customs.



# Reference

## O<sub>2</sub> (Printed direct mail)

We realized a printed personalized direct mail for Economia publishing house (O<sub>2</sub> client) which was distributed within regular distribution of Hospodářské noviny (Economic Newspaper) from Economia portfolio.

The direct mail consisted of:

- personalized letter
- personalized cover
- issue of Hospodářské noviny (Economic Newspaper)



## Hospodářské noviny (KPMG cover)

Addressing chosen clients with the international KPMG company's offer.

The consignment consisted of:

- folder with KPMG cover
- issue of Hospodářské noviny (Economic newspaper)



## Hospodářské noviny (Supplement)

Realization of Hospodářské noviny supplement reprint dedicated to the International Documentary Film Festival Ji.hlava 2016.



# Facebook @novinygp

Noviny pro grafický průmysl has had its own Facebook profile since February 2017 which you can find as Noviny pro grafický průmysl or @novinygp. After approximate half-year operation of the Facebook

profile we managed to gain more than 500 regular fans and there are more to go. Our posts are usually viewed 3000 to 6500 times. The aim of the NGP Facebook profile is to address a wider group of audi-

ence who prefer the Facebook online world. We would like to create an online specialized community.



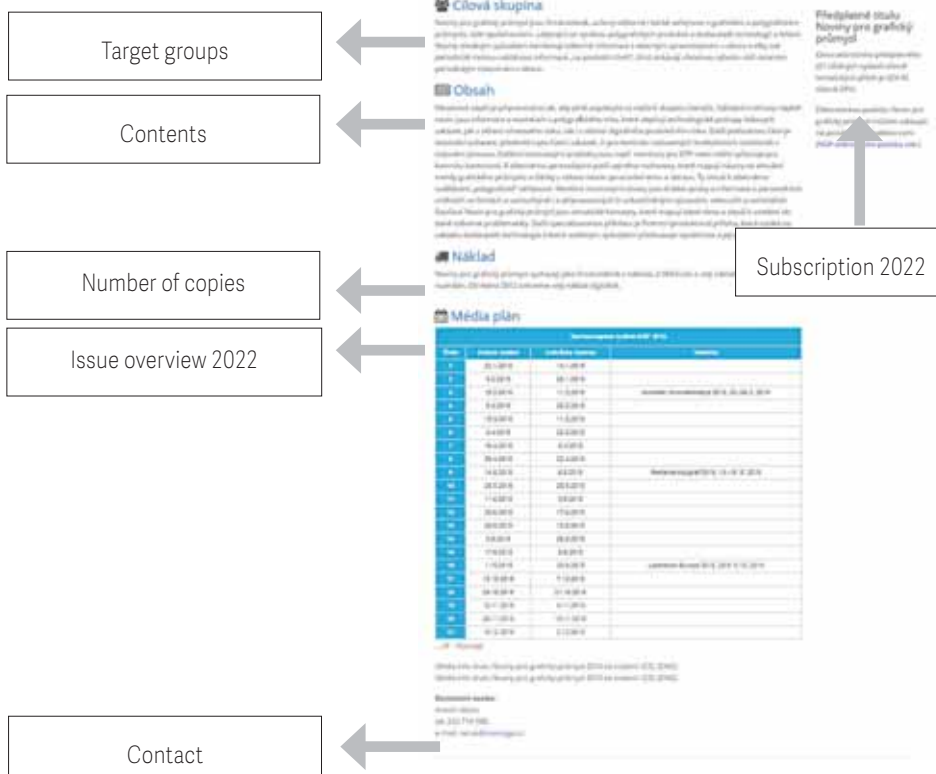
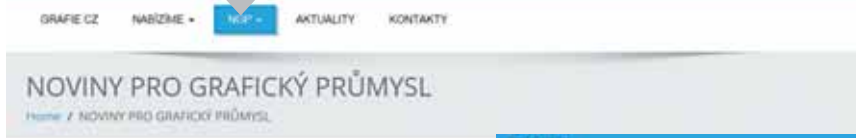
With NGP facebook fans we share polygraphic observations and news which cannot be included in printed NGP. Besides, we publish even more interesting photographs, videos and links from various specialized trade fairs, exhibitions and other events, from editorial work and current specialized events. Our fans also appreciate our series „How to” focused on specialized

topics. This concept of sharing information has become very popular, and the NGP Facebook fans share individual episodes and comment on them. Besides, we are trying to share various competitions (our own or partners) where they can participate. The NGP Facebook profile has been developing and offering wide possibilities of sharing information with

a slightly different group of readers who react promptly. It is a suitable place for communication, sharing experience, opinions and observations not only from the polygraphic field. We will be happy if you join us and LIKE our profile.

# www.grafie.cz

home page grafie.cz



# noviny

PRO GRAFICKÝ PRŮMYSL

## Partners of Noviny pro grafický průmysl:



# Time schedule of NGP 2022 issues

Number	Date of issue	Closure of advertising	Topic	Comment
1	20.01.2022	11.01.2022	Sheet offset printing	
2	03.02.2022	25.01.2022		
3	17.02.2022	08.02.2022	Computer to Plate	
4	03.03.2022	22.02.2022	Management Information System / Enterprise Resource Planning	
5	17.03.2022	08.03.2022		
6	31.03.2022	22.03.2022		
7	14.04.2022	05.04.2022		
8	28.04.2022	19.04.2022	Finishing (bookbinding, production automation, etc.)	
9	12.05.2022	03.05.2022		
10	26.05.2022	17.05.2022		
11	09.06.2022	31.05.2022		
12	23.06.2022	14.06.2022	Automation in the printing industry	
13	21.07.2022	12.07.2022		
14	25.08.2022	16.08.2022		
15	08.09.2022	30.08.2022		
16	22.09.2022	13.09.2022	Packaging	
17	06.10.2022	27.09.2022		
18	20.10.2022	11.10.2022		
19	03.11.2022	25.10.2022	Labels	
20	17.11.2022	08.11.2022		
21	01.12.2022	22.11.2022		
22	15.12.2022	06.12.2022		

**noviny**

PRO GRAFICKÝ PRŮMYSL

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