



Ind Media d.o.o.
Publishing and marketing
company
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časopis **industrija**

Magazine "**Industrija**" exist **fourteen years**, and this is the **first and the only magazine, so far, dedicated to all industrial branches in Serbia**, like: automation, electronics, industrial automation, mechatronics, machine tools, renewable energy, water technology, process industry, mechanical industry, new technologies, packaging industry, logistics, etc...

We also **participate in all trade fairs at home and abroad in these areas**, where all participants and professional visitors receive a copy of the magazine (Fair IFAM - Celje, Technical Fair - Belgrade, International Energy fair – Belgrade, Building Fair – Belgrade , RENEXPO Western Balkans... and many more fairs in Serbia and Balkan), and in this way we promote our magazine and companies within the magazine.

Our magazine is read in scientific research and in educational institutions, faculties (for industrial branches) **and ministries of the Serbian government as well as in the local officials**. Also our readers are first and foremost top managers of the industrial companies in Serbia, both domestic and foreign, also representatives of the foreign business associations and economy chambers.

Our idea is to expand our business beyond the borders of Serbia, initiating cooperation with foreign companies that are not on the Serbian market.

We can proudly say that we have successful cooperation with all foreign companies which work in Serbia, like: ABB, Festo, Siemens, INEA, Bosch, Schneider electric, Fanuc, Alfa laval, Wago, Hexagon metrology, Yaskawa, Mitsubishi electric, Danfoss, Grundfos, Teximp, Walter Austria, Daihen Varstroj, RLS Merilna tehnika, Schenker, Parker, Henkel, HORN, Gebruder Weiss, Intehna, KISTLER, IB-caddy, Rais Bulgaria, Teol and many other.

Magazine "**Industrija**" is printed every two months, and advertising in our magazine on the best way to introduce yourself in the Serbian market as well as the Balkan market, because the magazine has circulation of 5.000 copies and is sent free of charge to 3.500 companies in Serbia.

*** We are here to connect you with other companies...**



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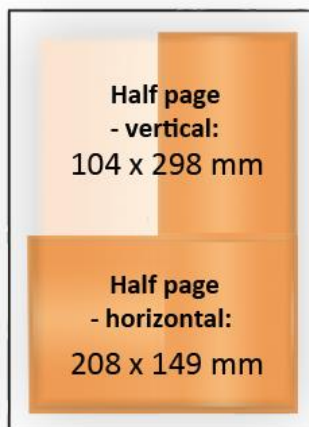
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časopis **industrija**



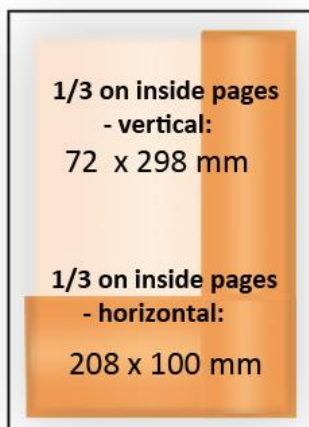
Full inside page:

208 x 298 mm



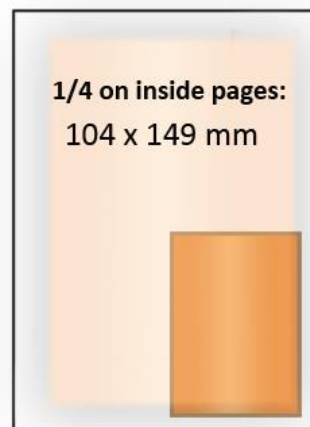
Half page
- vertical:
104 x 298 mm

Half page
- horizontal:
208 x 149 mm



1/3 on inside pages
- vertical:
72 x 298 mm

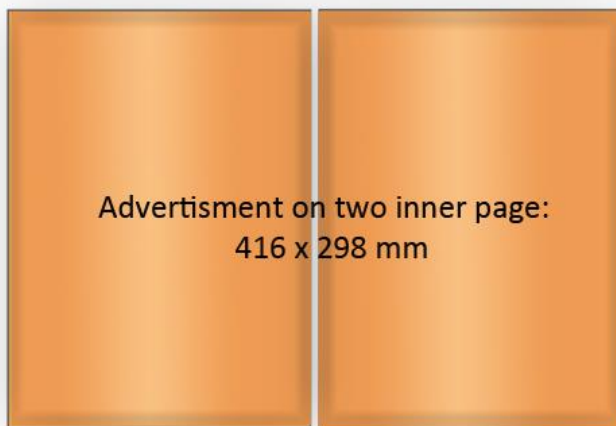
1/3 on inside pages
- horizontal:
208 x 100 mm



1/4 on inside pages:
104 x 149 mm



Front page ad



Advertisement on two inner page:
416 x 298 mm



Magazine advertising price list

<i>A. Ad space</i>		€
1	Front cover page – K1	1050
2	Advertisement on two page	650
3	Logo on the front cover page	210
4	Front inner cover – K2	620
5	Advertisement on first page	540
6	Back inner cover – K3	500
7	Back cover page – K4	660
8	Reportage on one page	290
9	Reportage on two pages	450
10	Ad 1/1 on inner page	320
11	Ad 1/2 on inner page	200
12	Ad 1/3 on inner page	145
13	Ad 1/4 on inner page	120

<i>B. Leaflet (catalog) distribution in full printing</i>		€
1	Up to 2 pages (A4 format)	500
2	Over 2 pages (A4 format)	650
3	Insertion and distribution of promotional material in full printing (pencil, lighter, pendant, etc.)	negotiation

<i>C. Printing and production of catalogs, leaflets and advertising material</i>		negotiation
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RULES FOR ALL BANNERS

Acceptable formats are: JPG, GIF, PNG i SWF (flash)

Animated flash banners can not have auto link at the end of the animation.

Banners should not be over 80kb.

ADJUSTING BANNERS FOR MOBILES AND TABLETS

Our website has responsive web design, which means it is adaptable for mobiles and tablets. Only branding banners cannot be resized in smaller resolutions. For them there has to be prepared an extra banner which will be displayed as fixed (it stays visible even when scrolling the content) in footer of the website.

The image shows a screenshot of the 'časopis industrija' website. The website has a blue header with navigation links: 'O nama', 'Marketing', 'Arhiva', 'Kontakt', 'Pretplata', and 'ENG'. Below the header is a search bar and a main navigation menu with items like 'Početna', 'Novi broj', 'Oblasti industrije', 'Promo tekstovi', 'Kompanije u industriji', and 'Najčitaniji članci'. The main content area features a 'NAJNOVIJE VESTI' section with an article about ABB's 125th anniversary, a 'Promo tekstovi' section with a list of articles, and an 'ENERGETIKA' section with an article from Institut Vinča. The website is surrounded by orange overlays representing different banner positions: 'BRANDING (480x1080px)' on the left and right sides, 'TOP BANNER (728x90px)' at the top, 'POSITION A1 (650x90px)' below the main navigation, and 'POSITION B1 (300x250px)' and 'POSITION B2 (300x250px)' on the right side. Text on the left and right sides explains that branding banners are fixed in the footer for desktop and laptop visibility, while other positions are for desktop and laptop visibility with a width of 170px.

BRANDING
(480x1080px)

for most desktop computers and laptops visibility width across is 170px

BRANDING
(480x1080px)

for most desktop computers and laptops visibility width across is 170px

TOP BANNER (728x90px)

POSITION A1 (650x90px)

POSITION B1 (300x250px)

POSITION B2 (300x250px)

Jedan od najznačajnijih instituta u Srbiji – Institut za nuklearne nauke Vinča i dr. Dejana Đurovića

POSITION A2 (650X315px)

BRANDING

Branding banners remain visible while scrolling page.

POPULARNE TEME >>



Hannover messe 2016
24.06.2016



Automatizacija
24.04.2016



Virtuelizacija
24.04.2016

ABB - 125 godina uspešnog poslovanja

24.06.2016
Na poziv kompanije ABB, krajem maja organizovano je putovanje za novinare koje je za cilj imalo obilazak dela Švajcarske

ARHIVA 2015 >>



BRANDING

Includes branding of all pages of the site.

NEWSLETTER

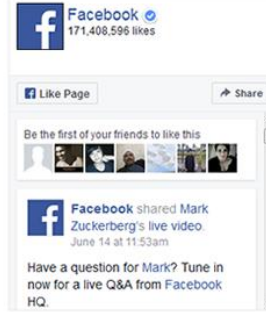
Upišite svoju email adresu na koju želite da Vas obavestavamo o novim sadržajima u našem časopisu.

Email:
Unesite kod:
PRIJAVI SE

KLIJENTI >>



POSITION A3 (650X90px)



POSITION B3 (300X250px)



B4

B4

B4

145X145px

B4

B4

B5 (300X60px)

POSITION B6 (300X600px)

BRENDING

Branding banners remain visible while scrolling page.

BRANDING

Includes branding of all pages of the site.



Ind Media d.o.o. je preduzeće za izdavaštvo i marketing koje čini mlad, profesionalan tim stručnjaka iz oblasti...

BRZO PRONADJI

Energetika
IT
Građevinska industrija
Obrt i uslužni sektor

INFO

Marketing
Arhiva
Pretpлата

KONTAKT

IND MEDIA d.o.o.
Lazara Kujundžića 88
11000 Beograd, Srbija



WEB PORTAL ADWERTISING PRICE LIST FOR WWW.INDUSTRIJA.RS

Position	1 month	3 months	6 months	12 months
Website branding	350	900	1500	2000
Top Banner	280	450	600	750
A1	200	375	440	590
A2 (possibility for a video)	220	390	450	600
A3	180	270	360	450
B1 (possibility for a video)	200	375	440	590
B2	200	375	440	590
B3	200	375	440	590
B4	150	250	350	500
B5	120	220	300	390
B6	220	390	450	600

VIDEO BANNERS

Banners with possibility of video or animated projection playing are called video banners. For posting a video banner, optional positions for posting are A2 and B1. Video banner must have a play and a pause button and it has a static picture until clicking on it. Maximum duration of the banner is 30 seconds. The price of the video banner is the price of the position multiplied by 1.5.

SPECIAL DISCOUNT

In any position you chose, when you are advertising in a magazine and on a web portal you will

GET A DISCOUNT