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# MEDIAKIT 2026

**NEXTECH**

## A Few Words About Us

DIGITAL VISIONS is the leading Slovak publishing company for magazines in the field of digital technologies. Founded in 1993, the company has been positioned from the beginning as a publishing house focused on digital technology. It is engaged in publishing print and online media, as well as organizing professional conferences and social events.

The average monthly print circulation is 12,500 copies, with each copy read by an average of 3.8 readers. The PDF digital version is downloaded every month by more than 36,000 readers, more than 27,000 have access to the paid web content, and approximately 23,000 readers use the tablet app. The portal nextech.sk reaches about 159,000 unique visitors per month, and more than 11,000 subscribers receive the daily news summary. The total audience reach is approximately 280,000 readers.

Each year, we provide media support for around 70 professional conferences attended by approximately 9,000 IT professionals.

## CHARACTERISTICS

The technology magazine NEXTECH is intended for the general public. It has been published for 32 years and during this time it has built a leading position on the media market focused on digital technologies. It covers topics such as information technology, consumer electronics, audio/photo/video, the Internet of Things, virtual/augmented reality, artificial intelligence, personalized medicine, robotics, electromobility, smart cities, cybersecurity, and more.

## READERS

Technically oriented consumers, high-tech enthusiasts, students, professional users, managers, entrepreneurs, startups, and the IT Pro community.

Sectors: Corporate, Public Administration, SMEs, Households, Education

## READER DEMOGRAPHICS

- 85% are men, aged 18–45
- 42% have a university education
- 50% are men aged 20–39
- 57% are employees, 15% are company owners

## CONTENT TOPICS

Notebooks & PCs, Smartphones, Consumer Electronics, Photo/Video, Smart Home, Artificial Intelligence, Virtual Reality, Smart Banking, Autonomous Transport, Electromobility, Smart Health, Startups, Internet of Things, Digital Skills, IT in Business

## FORMATS

News, Product Reviews, Tech Articles, Overviews, Comparative Tests, Product & Solution Presentations, Tips & Tricks, Advisory Columns, Reports, Interviews, and Success Stories

## TECHNICAL DATA

Periodicity: Monthly (10× per year)

Format: 220 × 285 mm

Length: 84–108 pages

Distribution: Newsstands, Direct Mail, Subscribers

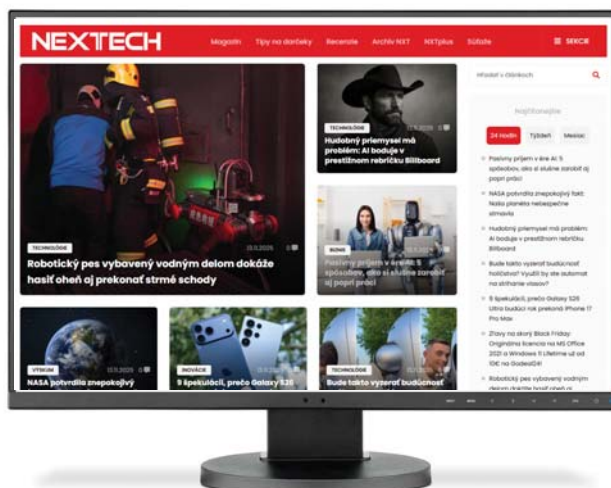
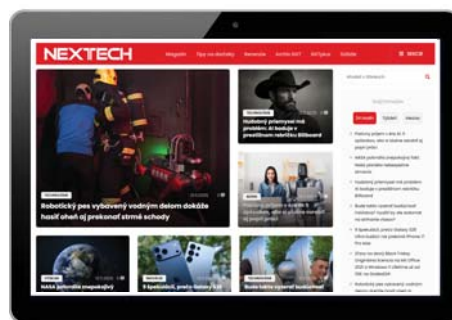
Circulation: 12,500 copies

Price per copy: €3.99

Binding: Perfect Bound (V2)

## DIGITAL VERSIONS

NEXTECH magazine is also available digitally (PDF, HTML) for tablets, smartphones, and desktops. Supported platforms: Windows, iOS, Android.



# ADVERTISING 2026

## PRINT: DISPLAY ADVERTISING

### 1/1 ADVERTISEMENT

220 × 285 mm

€2 940

2nd Cover Page (220 × 285 mm)

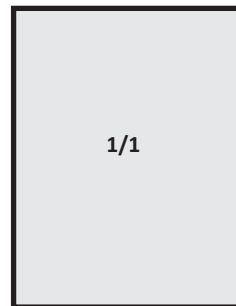
€3 820

3rd Cover Page (220 × 285 mm)

€3 520

4th Cover Page (220 × 285 mm)

€4 380



### 1/2 ADVERTISEMENT

100 × 285 mm (vertical)

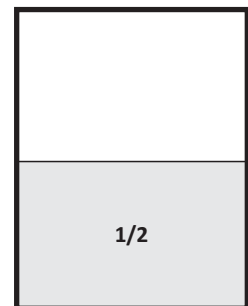
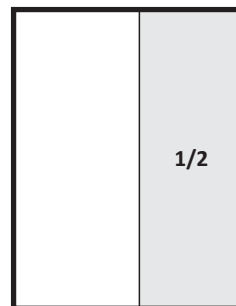
220 × 140 mm (horizontal)

€1 560

In layout:

90 × 260 mm (vertical)

185 × 125 mm (horizontal)



### 1/3 ADVERTISEMENT

68 × 285 mm (vertical)

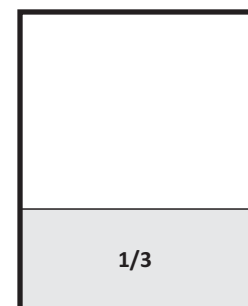
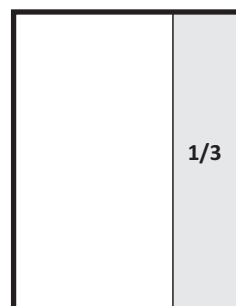
220 × 97 mm (horizontal)

€1 090

In layout:

58 × 260 mm (vertical)

185 × 82 mm (horizontal)



### 1/4 ADVERTISEMENT

52 × 285 mm (vertical)

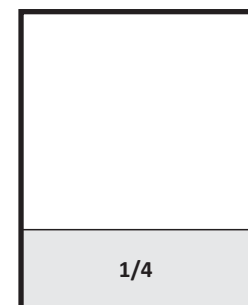
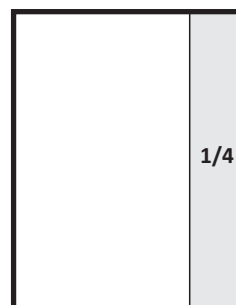
220 × 77 mm (horizontal)

€850

In layout:

42 × 260 mm (vertical)

185 × 62 mm, 90 × 125 mm (horizontal)



## PRINT: PR FORMATS

ZOOM (2/1)

€2 000

PR ARTICLE (1/1)

€1 000

PR ARTICLE (1/2)

€500

PRODUCT PRESENTATION (1/4)

€250

SPONSORED ARTICLE LABEL (58 × 60 mm)

€250

CONTACT IN REVIEW (58 × 32 mm)

€200

PUBLISHED REVIEW

€150

### Technical Advertising Specifications:

Files must be submitted in PDF format

(CMYK/300 dpi, print quality),

all text converted to curves,

with +5 mm bleed on all sides

and crop marks included.



# ADVERTISING 2026 EXAMPLES

ZOOM (2/1)  
€2 000



PR ARTICLE (1/1)  
€1 000



PRODUCT  
PRESENTATION  
(1/4)  
€250



INTERVIEW (2/1)  
€2 000

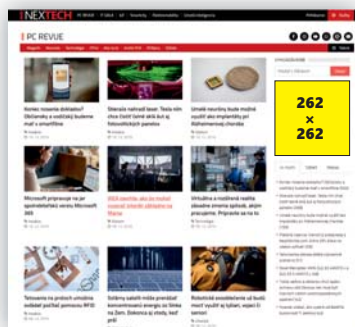


# ONLINE ADVERTISING 2026

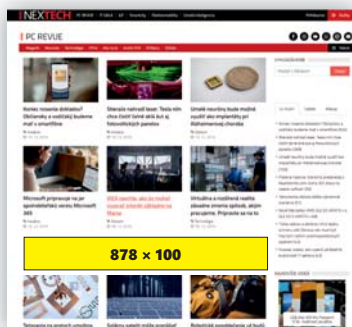
## WEB BANERS

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

SQUARE



HOMEPAGE BANNER



BRANDING/GATE



## WEB PR FORMATS

### PR ARTICLE: €450

Displayed among the main homepage news. Length: up to 5000 characters (without spaces). The article is marked as a Special Project.

### BACKLINK WEB: €150

Backlinks within the article to the advertiser's website.

### NEWSLETTER: €400

Text: up to 1000 characters (without spaces) + JPEG image (200 × 200 px) or banner (728 × 200 px JPG).

### PUBLISHED REVIEW: €150

Displayed among the main homepage news on [www.nextech.sk](http://www.nextech.sk).

## SOCIAL MEDIA

### FACEBOOK: €500

Post reaching approx. 12,000 users, including a 1-day boosted post reaching up to 50,000 additional users.

### INSTAGRAM: €300

Post reaching approx. 7,000 users.

# ADVERTISING 2026

## WEB PRESS RELEASES

- Single publication on website: **€50**
- Annual package (30 press releases): **€500**
- Conversion of press release into an editorial article: Print 1/4A4 + Web: **€450**, Web only: **€350**
- Comprehensive PR Support Package (quarterly or yearly): Includes publication of press releases on web and in print, conversion of selected press releases into editorial articles, inclusion in daily newsletter, Facebook promotion, video reports and video interviews — individual pricing.

## DIRECT MAIL

Advertorial 1/1 (case study, interview, etc.) + Post-It note on the cover linking to the article.  
Mailing to CxO addresses with filtering by company revenue, EBITDA, industry, number of employees, etc.

TOP CxO Database (1,000 contacts): **€2500**

## VIDEO

Interview, report, or presentation: recording, editing, and post-production in 4K quality, published on website, YouTube, and Facebook.  
Price: individual quote.

## CONTACT

### MARKETING & SALES

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### NEXTECH

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