dcd
publishing

www.dcd.cz

ABOUT US

DCD Publishing is publisher of independent technology magazines and the company is widely respected in the IT sales channel community on Czech and Slovak market. We offer printed magazines and wide portfolio of digital titles. Our firm is also recognized for the semminars and daily updated web portals. We provide marketing services in B2B – internet marketing and content marketing. We organize e-learning courses, conferences and meetings for partners.

CONTENT

- Analyzes
- Interviews
- Women in IT
- Manufacturer profile
- Opportunity
- Gaming Ready
- Partner Program
- Store
- Marketing
- Case study
- Personals

PUBLISHER

Reseller Magazine

B2B magazine for IT vendors, manufacturers and distributors in the Czech Republic and Slovakia.

ON THE MARKET FOR 19 YEARS!
Now also on the platform ⊙ issuu

INTERVIEWS
We interview Czech and foreign IT personalities.

COVERAGE
We write about what's going on in IT right now.

OPPORTUNITIES
Tips on the products to be sell.

MARKETING
Guides to social networks and other pitfalls of marketing.

ANALYSIS
Every month market analysis.

REPORTAGE
We report on meetings, seminars and trainings.
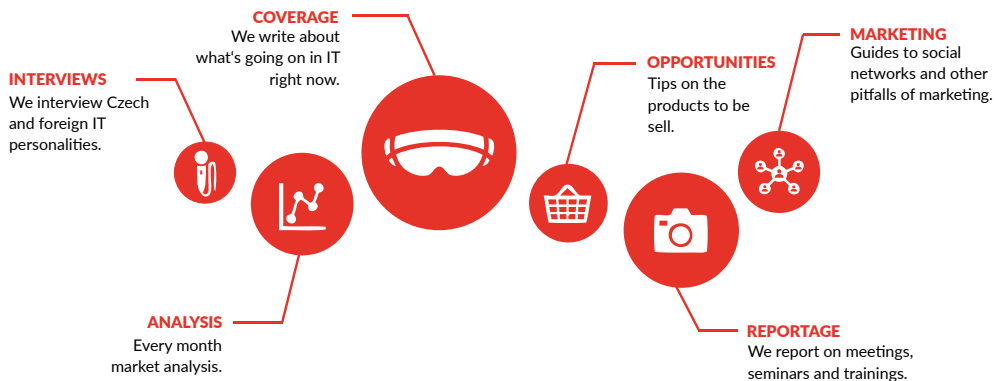
INFORMS about news and products
PROVIDES useful IT information
BRINGS INTERVIEWS with interesting personalities from IT industry

RESELLER MAGAZINE SUBSCRIBERS

SELLERS	DISTRIBUTORS	MANUFACTURERS
5 300+ CONTACTS	440+ CONTACTS	800+ CONTACTS
4 000+ COMPANIES	110+ COMPANIES	340+ COMPANIES

Resellers draw information not only from the pages of the printed edition, they can also browse our magazine on their PC or mobile device >> https://www.rmol.cz/casopis.

EDITORIAL SERVICE
..because who has the time to write it?

The Editorial Service offers the opportunity to have media materials such as interviews, company profile, case studies or reports prepared - all professionally and according to the client's wishes. Our editors will prepare tailored text materials that you can freely use across your communication channels and media. We will consult with you at all stages of the creation so that the result is exactly what you want.

We will prepare for you:
- Press releases
- News
- Opportunity (review)
- Tailored interview
- Product labels
- Popularization articles
- Case Studies
- Company profile
- Media monitoring (in cooperation with market leader, Newton Media)

THE MOST READ ARTICLES 2021

TECHNOLOGIES AND INNOVATION OF HARDWARE IN 2021

HOT NEWS FROM THE WORLD OF TELEVISION

MONITORS TO SELL IN YEAR 2021

TOPICS 2021

Month	January	February	March	April	May	June	July/ August	September	October	November	December
Number	1	2	3	4	5	6	7/8	9	10	11	12
Main topic	Internet of things	IT security	PC, NB, tablet PC	Multifunction printing devices	IT services	Projectors	Networks, wireless ransmissions, Wi-Fi	Digital signage	Virtual reality, mixed reality	PC, NB, tablet PC	Trends in ICT
Topic 2	Hardware components	Mobility and security	Smart homes and offices	Document Management	New brands and opportunities	Social networks and business	Servers, storage, NAS, backup	Business NTB	Enterprise software	Artificial intelligence, machine learning and deep learning	Professional and home printers
Topic 3	IT and education: How to equip schools	Security hardware, firewalls, antispam	Tools for corporate cooperation	Supplies	Large format printers	E-sports	Audio / video trends	Intelligent business and automation	3D printing	"IP cameras, intelligence in cameras "	Gaming
Publication/ Distribution	15. 1.	12. 2.	11. 3.	8. 4.	6. 5.	3. 6.	1. 7.	2. 9.	7. 10.	4. 11.	2. 12.

ADVERTISING FORMS AND PRICES

Cover page
225 x 215 mm
Price: 145 000 CZK

Exclusive banner
225 x 35 mm
Price 45 000 CZK

Cover inside (II. a III.)
225 x 300 mm
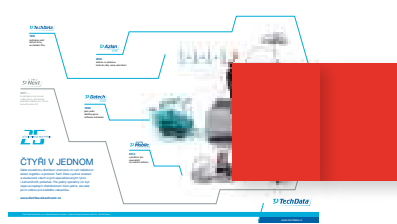**Price: 110 000 CZK**

Back cover
225 x 300 mm
Price: 120 000 CZK

Magazine insert

Price: 6 CZK/piece to 20 g

1/3 pages in height [editorial]
75 x 300 mm
Price: 40 000 CZK

Two-sided
450 x 300 mm
Price: 140 000 CZK

Full page
225 x 300 mm
Price: 85 000 CZK