

# Connection magazine: official publication of AmCham Slovakia

## GENERAL INFORMATION AND READERSHIP

AmCham Slovakia's "Connection" magazine is one of the most appreciated services that AmCham members regularly use. Through the past years, our magazine was awarded three medals in the category of "Non-Profit, State-Funded or Public Administration Organizations" in the annual "Corporate Medium of the Year" competitions.

The magazine "Connection" is distributed to over 320 AmCham members in exchange for their membership dues as well as free of charge to political authorities, international organizations and all embassies in Slovakia, Bratislava's largest hotels, sister chambers of commerce in Europe and the headquarters of the American Chamber of Commerce in Washington D.C. Other recipients include attendees of all AmCham events. The total print of "Connection" is approximately 1200 copies.

Every issue focuses on one basic topic. Frequently covered topics include Finance, Human Resources, IT & Telecoms, Education, Slovakia's Competitiveness, SMEs, and Corporate Responsibility. Articles are prepared by specialists on the respective topics, providing deep insight and respectful views. The magazine also includes the reports from the events organized by the AmCham throughout Slovakia, news from our member companies as well as space for PR articles/interviews and ads.



1996

12 pages



2000

30 pages



2004

44 pages



2008

44 pages



2009

## ISSUE PLAN 2012

### JANUARY/FEBRUARY

Real Estate Market  
Banking and Finance  
*Orders: 11.1., Materials: 17.1., Issue: 9.2.*

### MARCH/APRIL

Slovak Elections & FDI  
Taxes, Energy  
*Orders: 4.3., Materials: 11.3., Issue: 4.4.*

### MAY/JUNE

Healthcare  
IT & Telecoms  
*Orders: 2.5., Materials: 11.5., Issue: 4.6.*

### JULY/AUGUST

Tourism & Regional Development  
Consumers & Marketing  
*Orders: 27.6., Materials: 4.7., Issue: 28.7.*

### SEPTEMBER/OCTOBER

Business & Education  
Labor Market & HR  
*Orders: 5.9., Materials: 12.9., Issue: 7.10.*

### NOVEMBER/DECEMBER

Corporate Responsibility & Philanthropy  
*Orders: 4.11., Materials: 11.11., Issue: 7.12.*



Please submit all editorial materials to:  
[connection@amcham.sk](mailto:connection@amcham.sk)

# 2011 PRICES - "CONNECTION" ADVERTISING

(Non-Members add 25%, prices are excluding VAT)

|   | 4-color<br>single | 4-color<br>3 issues | 4-color<br>6 issues | black&white<br>single | black&white<br>3 issues | black&white<br>6 issues |
|---|-------------------|---------------------|---------------------|-----------------------|-------------------------|-------------------------|
| <b>back cover</b><br>(210x297mm +3mm bleed)   | 1160 €            | 2660 €              | 4980 €              | 570 €                 | 1330 €                  | 2490 €                  |
| <b>inside cover</b><br>(210x297mm +3mm bleed) | 1000 €            | 2350 €              | 4320 €              | 500 €                 | 1160 €                  | 2160 €                  |
| <b>centerfold</b><br>(420x297mm +3mm bleed)   | 2000 €            | 4600 €              | 8700 €              | 1000 €                | 2330 €                  | 4320 €                  |
| <b>full page</b><br>(210x297mm +3mm bleed)    | 670 €             | 1580 €              | 2990 €              | 330 €                 | 750 €                   | 1410 €                  |
| <b>1/2 page</b><br>(185x130mm +3mm bleed)     | 330 €             | 750 €               | 1410 €              | 170 €                 | 400 €                   | 750 €                   |
| <b>1/4 page</b><br>(90x130mm +3mm bleed)      | 270 €             | 600 €               | 1160 €              | 140 €                 | 320 €                   | 580 €                   |

Clients are **responsible for design** of advertisements, and materials must be submitted in **electronic form as Printing PDF** (cmyk) + 3mm bleed

All members will receive special discounts on advertisements, PR articles or PR interviews according to their membership category: Patrons 15%, Corporate 10%, General 5%!





Categories of membership and all their benefits can be found on [www.amcham.sk](http://www.amcham.sk) under the Membership Section.

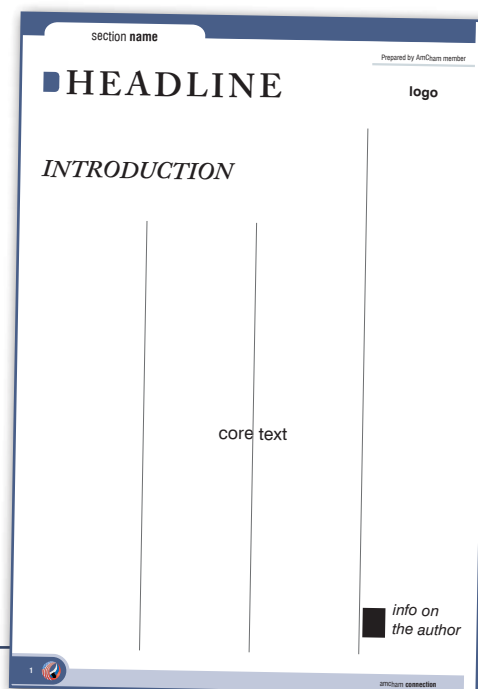
**We offer various forms of inserts for €330:**

- **Flyer** - Maximum size - one page inserted in the magazine. **Postcard** – inserted advertisement in the form of a postcard, which can be torn-out and mailed.
- **Sticker** – advertisement in the form of a sticker inserted into the magazine.
- **Band** – advertisement in the form of a band wrapped around the magazine.

## EDITORIAL GUIDELINES for the AmCham "Connection" magazine:

These guidelines, addressed specifically to the authors of the articles, aim to clarify our editorial requirements and thus make the editorial process more efficient. We take the liberty to edit the submitted text but will ask for authorization before publishing it. Since the articles are read by a readership of different background, please avoid industry jargon and use conversational style. All materials have to be submitted in English.

| EXPERT ARTICLE  | PR ARTICLE   | PR INTERVIEW   | MEMBER NEWS  |
|---|--|--|--|
|   |    |    |    |
| Article discussing a particular issue in a way that does not promote a company or its services.   | Article promoting a particular company, its activities or services on one or two pages.  | Interview with company CEO or other company representative on one or two pages.  | Short press release (150-250 words) with company news. For AmCham members only!  |
| One page free of charge   | Price: €330 / page   | Price: €330 / page   | Free of charge   |
| <ul style="list-style-type: none"> <li>• <b>Headline:</b> 5 words</li> <li>• <b>Intro:</b> 30-50 words</li> <li>• <b>Text:</b> 750-850 words</li> <li>• Pictures welcome</li> <li>• <b>Company Logo</b></li> <li>• Author's info</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Headline:</b> 5 words</li> <li>• <b>Intro:</b> 30-50 words</li> <li>• <b>Text:</b> 750-850 or 1400-1700 words</li> <li>• Pictures welcome</li> <li>• <b>Company Logo</b></li> <li>• Author's info</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Headline:</b> 5 words</li> <li>• <b>Intro:</b> 30-50 words</li> <li>• <b>Text:</b> 750-850 or 1400-1700 words</li> <li>• Portrait</li> <li>• Short Biography</li> <li>• <b>Company Logo</b></li> </ul> | <ul style="list-style-type: none"> <li>• <b>Headline:</b> 3 words</li> <li>• <b>Text:</b> max. 250 words</li> <li>• Pictures welcome</li> <li>• <b>Company Logo</b></li> </ul> |



section name

Prepared by AmCham member

**HEADLINE** logo

*INTRODUCTION*

core text

info on the author

AmCham connection

## STRUCTURE OF ARTICLES

**HEADLINE** (max 5 words): A punchy headline should encourage the reader to start reading the article.

**INTRODUCTION** (30-50 words): Every article or interview requires a brief lead to introduce the reader to the topic.

**CORE TEXT** (750 words complemented by a figure/picture OR 850 words without figures/pictures):

- **Sub-sections:** Structuring the text into sub-section, which are introduced by short sub-headlines, makes the text easier to read.
- **Conclusion:** Articles need to have a conclusion that wraps up the issue addressed.

**INFO on the AUTHOR** At the end we list the name, title and a small portrait photo of the author.

For any questions concerning content of the magazine, please send e-mail inquiry to [connection@amcham.sk](mailto:connection@amcham.sk).



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