



Media Kit

2022

# ABOUT US

CNCMedia Ltd. operates the [cnc.hu](https://cnc.hu) technology news portal, which provides up-to-date information on the latest developments and news of the Hungarian and international machine industry. In our professional columns, you can read about the latest generation of machine tools, technological developments, software solutions and the most important domestic and foreign events on a daily basis.

Our main objective is to map and present the machine tool and metalworking industry in Hungary today, to bring together Hungarian companies, to create a rich and interesting knowledge base, a reliable online resource offering a wide range of information. In this way, decision-makers, engineers, professionals and people interested in the profession can find domestic toolmakers, CNC trainers, machines and everything else that is necessary and useful for their deepening and professional development.





# VIDEO/PHOTO

We are also available to our partners to cover various corporate events in the form of previews, call-outs and post-event reports. With a professional video background, our team can also produce 4K quality videos, whether it's a corporate movie, an image film, technology briefings, machine demonstrations or case study videos. Our photography services are also ideal for capturing events, and for creating sophisticated imagery for brochures, websites and corporate identity material.



OUR SERVICES

ONLINE PUBLICATION

Since 2009, our site has been presenting the latest domestic and international manufacturing news and technologies, helping decision-makers and those interested in the industry with product showcase articles, case studies and video reports.

Thanks to our expertise and professionalism, we are always able to provide interesting and exciting news to our readership of nearly 19,000 people.

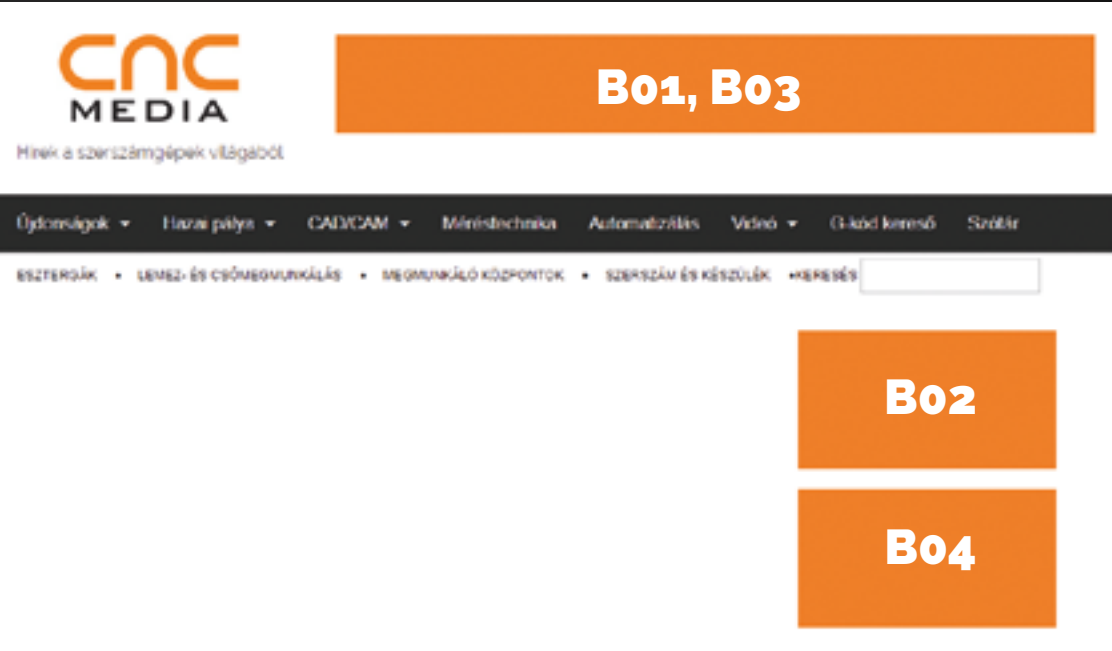
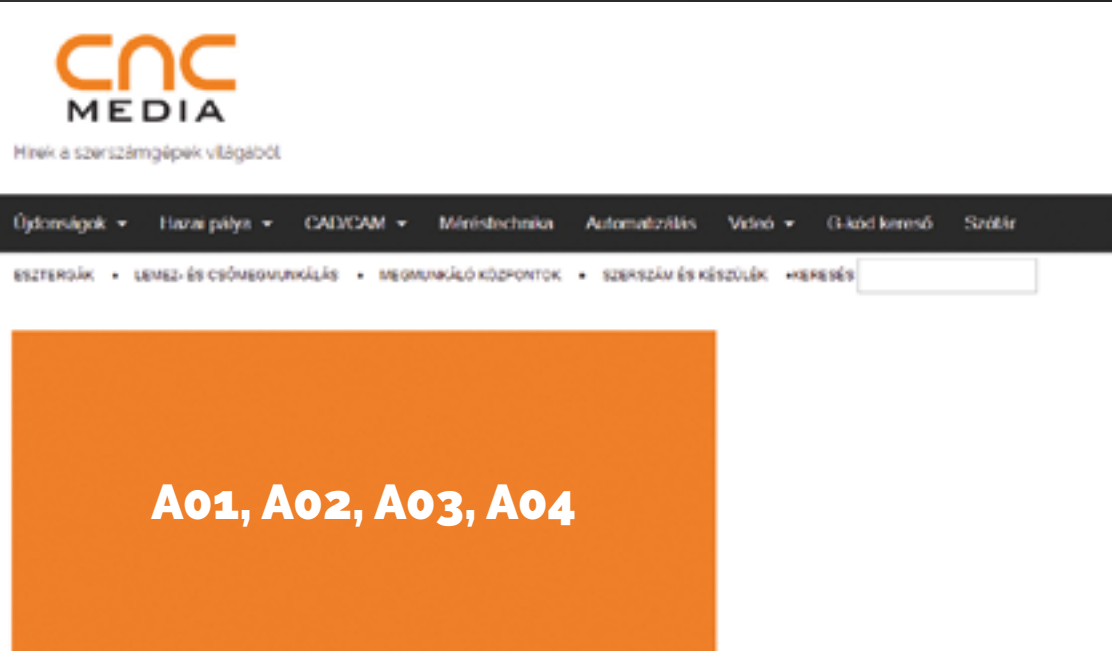
On our Facebook page, which currently has thousands of followers, we post on a daily basis, and our weekly newsletter brings the latest news of the past week to the attention of our readers.

ARTICLES

A01. Received technical article publication (+ 1 week of main page spotlight + FB post)	€135
A02. Technical / Success story article writing (without publication)	€135
A03. Job advert promotion	€90

BANNERS

B01. Main page top banner (728 x 90 px)	€385/month
B02. Main page side banner (250 x 250 px)	€230/month
B03. Column page top banner (728 x 90 px)	€310/month
B04. Column page side banner (250 x 250 px)	€155/month
B05. Newsletter banner (728 x 90 px)	€65/occasion





OUR SERVICES

VIDEO



EVENT VIDEOS

It's goal is the short summary of an event and review it's main attractions. In the case of larger events and expos of the industry, we introduce the exhibitors, show their booths, their exhibited machines and products. In the case of smaller events, we shoot a mood video introducing the presenters and the general theme of the event.

from €850



CASE STUDIES, SUCCESS STORIES

Videos promoting the Partner's products. Shot at the Customer using the Partner's products. It's goal is to demonstrate the Customer's success story which helps building the Partner's image and promoting the product.

from €1,400



CORPORATE MOVIES/IMAGE FILMS

Videos promoting the Partner's company. Shot at the partner. It's goal is to display the Partner's business, factory, plant, workers and introduce the company's history.

from €2,300



PRODUCT VIDEOS, ANIMATIONS

It's goal is the introduction of a product, technology or process using a clear, coherent logical frame.

from €950



OUR SERVICES

PHOTO



EVENT PHOTOGRAPHY

Typically 4-6 hour events with complete photo documentation with snapshots, product photos, individual and group photos on request.

from €255



PRODUCT PHOTOGRAPHY

Photography of the Customer's parts, tools and other products, with post-processing and retouching. Shot on the Customer's site.

€155/120 min.



PORTRAIT PHOTOGRAPHY

A series of headshots or portraits of the Client's employees, including post-production and retouching.

€200/60 min



BRAND PHOTOGRAPHY

Comprehensive photographic material for the Client's website or company presentation catalogue, e.g.: products, halls, machines, technologies, employees, etc.

from €370

OUR SERVICES

GRAPHIC DESIGN

BRAND DESIGN

E01. Logo design from €180

Based on an initial face-to-face meeting/discussion, 3 logo variations will be created and the one chosen by the Client will be finalised in two further rounds of modifications.

E02. Standard brand package from €400

In addition to the design of the logo, the package includes the definition of brand colours and the design of basic stationeries such as business card, letterhead and email signature.

E03. Comprehenisve brand package from €765

Developing the overall corporate identity of the company. Includes items of the standard package, plus the company's unique visual language, presentation templates, packaging, exhibition materials and advertising.

OTHER GRAPHIC DESIGN SERVICES

E04. Corporate brochure from €115

A 4-6 page (folded LA4) brochure designed to briefly introduce the company.

E05. Corporate catalogue from €205

A publication of more than 8 pages (bound A4) designed to present the company in more detail.

E06. Promotional material (flyers, posters, social media material, etc.) from €65



# CONTACT US



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