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Tesisat Dergisi

MEDIA KIT 2016

TSY
TEKNİK SEKTÖR YAYINCILIĞI

Tesisat Dergisi

Energy Technologies and Mechanical Installation Magazine

Issued Since:

1992

Frequency Of Publication:

Annually 12 issues

Distribution:

Sent via Kargo addressed
to personal or workplace address or
title in packaging.

Circulation Rate:

Net 10,000 issues. In case of a fair,
related congresses, seminars etc,
circulation rate is increased.

Reader Profile:

Mechanical engineers, constructions engineers, architects, technicians, installation experts and technicians, manufacturing, sales, service, maintenance, purchasing, import, export, PR and advertising responsible staff at public and private institutions and entities, academicians, teachers, tutors and lecturers at universities and technical schools and their students, technical managers and purchasing authorities.

Subscription System:

Local subscription for one year is 96 TL. (40 EURO) and international annual subscription fee is 80 €. Prices include VAT and postal fees.

Unit Sales:
Local price for one magazine is 8 TL. (5 EURO)
Price includes VAT but not postal fees.

Sales Conditions:
Either via wire transfer or valid credit card using the magazine's website or contacting subscription department via phone, fax or
abone@teknikyayincilik.com

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National Distribution Locations:

Ministry of Public Works and Settlement, Ministry of Industry and Commerce, Turkish Standards Institution, TÜBİTAK, Ministry of Energy and Natural Resources, TEAŞ, TEDAŞ, BOTAŞ, urban gas distribution authorities and relevant units and departments within all of these institutions and ministries, their city offices, presidents and vice presidents at Metropolitan Municipalities, Research Works and Public Development administrations, techincal managers industrial institutions and companies nationwide in several different sectors, Organized Industrial Zones, several different associations and foundations such as TTMD, DOSİDER, İZODER, TİMDER, POMSAD, TÜSİAD, GİAD, İSKİD, ESSİAD, GESİDER, TÜYAK, ISKAV, chambers of industry and commerce in several different cities, professional chambers such as TMMOB, MMO, İMO, EMO, Construction and Real Estate departments and Construction Technical Support departments within Turkish Armed Forces, techinical managers of four and five star hotels, holiday resorts, central business centers, shopping malls, hospitals, private schools, private and state universities, commercial attaches, engineers, architects and purchasing managers of manufacturers and importers in the sector, installers and experts. Besides that, participation support with stands is provided for all sectoral fairs, congresses and organizations on several different areas such as installation, building, water, ceramics, vitrified products, energy, security and safety.

Content:

Energy Technologies and Mechanical Installation Magazine involves several technical papers, articles, current news, reviews, company and product introductions, facility and company promotions, sector news, interviews about several subjects such as mechanical installation, heating, cooling, ventilation, solar energy, insulation, sanitary installation, water processing, pump systems waste managers and automation. Interviews are held with leading institutions and people on current issues which are on the agenda in order to underline problems waiting to be solved and form new agenda issues. Moreover various articles, news and applications issued in foreign publications and then translated into Turkish about relevant issues, recent developments and applications in mechanical installation are also presented within magazine content. Also, technologies both local and abroad are introduced, product promotional information is provided in order to enable product development relevant to the magazine content subject. These promotional product files are study papers under a certain scope and grouping trying to cover as many local companies as possible that carry out activities locally.Before these study and research files are prepared and issued, an annual program is prepared and all sector companies are informed about which special product promotion file will be promoted in which issue of the year. After the an nouncements, all products by advertisers or non-advertiser companies will be issued in the magazine free of charge.

Product and Appliance Preference Tables and Fuel Cost Comparison Tables presented on the magazine website form a reference source for engineers who would like to consult on their projects and applications.

In every single issue, a different file subject is chosen. Company Promotion Section in which detailed information of advertiser companies is provided and index section can also be checked on the internet.

Files in Each Issue: Files that exist in each and every issue are prepared on 7 different subject and each subject file includes several different concepts, issues creating a rich content for the magazine.

- AirConditioning,Heating, CoolingandVentilation-HVAC
- WaterProcessing
- Pumps
- Installation in Industry
- Building Technologies
- Automation
- Solar Power

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AD PRICE LIST

Interior Pages		Dimensions
Full page in Color Right	1.200 EURO +VAT	210x297 mm
Two Facing Pages in Color	2.000 EURO +VAT	420x297 mm
1/2 Page in Color	800 EURO +VAT	190x133 mm

45% discount for annual agreements.
CLASSIFIED ADS ON BUDGET PAGES: 600 € 1/1 PAGE
Right and left pages are published identically on the last sheet which contains 16 pages.
Prices are net prices and are not subject to annual agreement discount.

Cover Pages		Dimensions
Front Cover	3.500 EURO+VAT	Special Dimension
Back Cover	2.500 EURO+VAT	210x297 mm
Interior Front Cover	2.000 EURO+VAT	210x297 mm
Interior Back Cover	1.500 EURO+VAT	210x297 mm
First Ad Page	1.500 EURO+VAT	210x297 mm
Interior Front/Back Cover	2.750 EURO+VAT	Special Dimensions with flaps

INSERTS		
Single Sheet (2 pages)	1.500 EURO+VAT	250 gr gloss coated
Double Sheet (4 pages)	2.500 EURO+VAT	250 gr gloss coated Insert Distribution:0.50 krs/unit

DISCOUNT RATES (Special pages are excluded for discount rates)
45% for agreements min 9-12 issues
35% for agreements min 5-8 issues
25% for agreements min 4 issues

e-magazine
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Main Provisions

- Oral and written advertisement reservations are only valid after signing mutually approved Advertisement Contract.
- In order to have a valid advertisement contract it should bear the company common seal and signed approval of company authorities as well as a signed company information form filled in with necessary information.
- A mutual agreement between parties is written by mutual consent and mutually signed by both parties.
- After the advertisement is published, payment is due within 30 days of invoice presentation in CASH.
- Payment may have 60 days of delay as a maturity date which requires a cheque submission within 5 days after the invoice date that will not lapse a maturity date of 60 days.
- In case payment conditions are not met, Publisher does not publish the next advertisement until the payment is fully paid.
- All legal and moral liabilities to occur due to the published material and advertisement belong to the party that requested the advertisement.
- All PDF advertisement material is to be received on a CD in tiff or to be uploaded to the given link by the publisher together with a proof edition 5 days before the publishing date of the magazine.
- If proof edition is not sent, the advertiser assume full responsibility.

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Installation Magazine Geographic Distribution of 2015 Issue Distributions

Installation Magazine Distribution of 2015 Issue Distributions According to Address Groups

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2016 YILI TESİSAT DERGİSİ Key Topics

JANUARY	**Issue: 241**	PUMPS
FEBRUARY	**Issue: 242**	VALVES
MARCH	**Issue: 243**	BURNERS and GAS TRAIN ARMATURES/CENTRAL HEATING and INDUSTRIAL TYPE BOILERS
APRIL	**Issue: 244**	HEAT PUMP SYSTEM AND APPLIANCES/WASTE WATER TREATMENT APPLIANCES and SYSTEMS
MAY	**Issue: 245**	SPLIT TYPE AIR CONDITIONERS
JUNE	**Issue: 246**	CENTRAL AIR CONDITIONING SYSTEMS and APPLIANCES
JULY	**Issue: 247**	REFRIGERATION SYSTEMS and APPLIANCES WITH COLD ROOM SOLUTIONS
AUGUST	**Issue: 248**	PIPES AND FITTINGS
SEPTEMBER	**Issue: 249**	WALL HUNG COMBINATION BOILERS- RESIDENTIAL FLOR STANDING BOILER
OCTOBER	**Issue: 250**	RADIATORS AND FAN-COILS
NOVEMBER	**Issue: 251**	VENTILATION DUCKS / METERING INSTRUMENTS, INDICATORS and COUNTERS / CHIMNEY SYSTEMS
DECEMBER	**Issue: 252**	ENERGY EFFICIENCY/AUTOMATION DEVICES AND SYSTEMS/ HEAT COST ALLOCATORS AND CALORIMETERS

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