

Building the future!

**MASINI
UTILAJE**
PENTRU CONSTRUCȚII

Since 2006

**The first construction
equipment magazine
from Romania**

Media Kit 2024



Mășini și Utilaje pentru Construcții - Media Kit 2024

About us

Construction Machinery Magazine (Mașini și Utilaje pentru Construcții) is the first and most important Romanian magazine in its field, renowned at a national and international level. With a presence on the market since 2006, our magazine creates a complete X-ray of the machinery and equipment used in the construction sector and the related fields of activity.

In order to offer the most relevant and up-to-date information we participate at all the specialized and related national and international events from the construction market. We have developed a very good communication with the main ministries, agencies and local authorities with the purpose of bringing the latest news to our readers.

Each and every day, we strive to make Construction Machinery Magazine a vehicle of enhanced performance, in order to fulfill its objective – to have the complete and exact information about the most significant events on the internal and external construction market and to offer our partners the best and most effective means to reach possible clients.

Our Website and projects

- Mașini și Utilaje pentru Construcții Magazine - www.masinisiutilaje.ro
- CoBuild - <https://cobuild.ro/>
- Trenchless Romania Magazine - www.trenchlessromania.ro
- Trenchless Romania Conference & Exhibition - www.trenchless-romania.com
- Best Construction Machinery & Trucks Calendar.
- Auto Bild Romania Magazine.
- Special edition of Truck Power (March, June, September, December).
- Heavy Construction Machinery Catalogue.
- Online archive - <https://issuu.com/masinisiutilaje>
- Youtube Channel – Construction Machinery Romania - <https://www.youtube.com/channel/UCu7S8XvMBQLvyfptDmXIVLg>

Print

Circulation print

3.000

Issues per year

12

Newsletter

Distribution

22.000

(emails)

Website

7.800

unique visitors
/month

Social Media

Friends

5.000

Followers

4.700

Analytics January 2022–January 2023

Partners

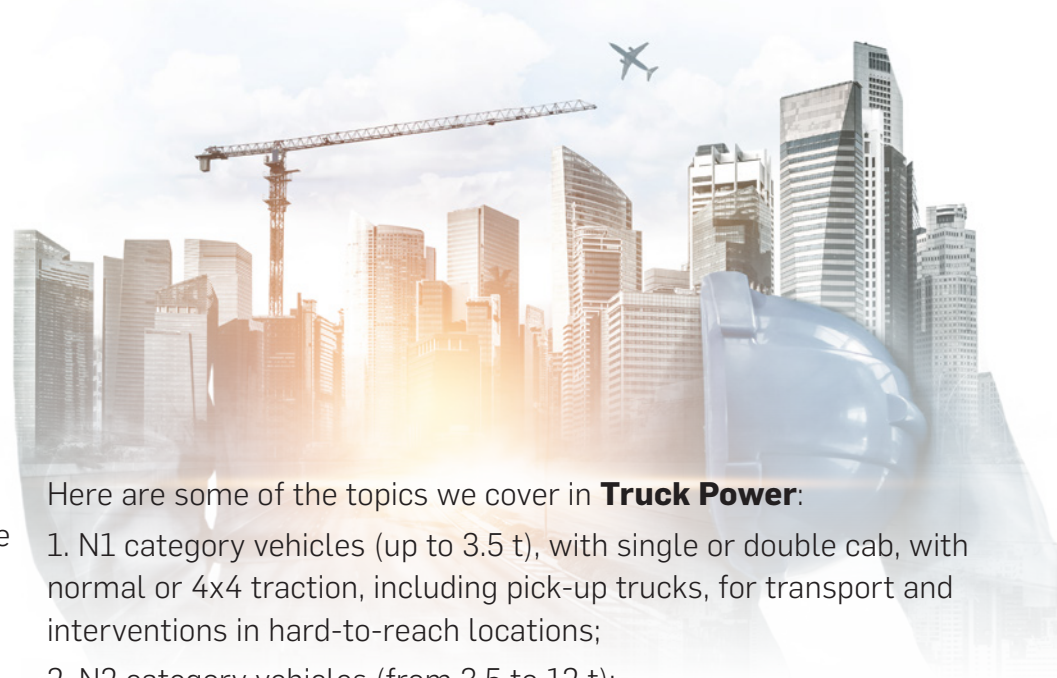


Truck Power

Truck Power is a separate section in the magazine “**Mașini și Utilaje pentru Construcții**”, which is presented both in physical and digital format, to a specialized audience, represented by most companies in the construction, demolition, recycling and dedicated equipment segments, companies that operate in normally with mixed fleets, which also include utility vehicles of categories N and O, whether used for the transport of goods or for technical assistance, are specifically designed to help companies achieve their business objectives.

Many of the construction vehicles, which we write about in **Truck Power**, are utility vehicles with special purpose, various bodies, which can travel on public roads, but also outside them (dump trucks, truck cranes, vehicles for public utilities, specialized trailers etc.), they being approved in accordance with European Directives and ECE-UN Regulations applicable to road vehicles classified in categories N and O.

Consequently, we propose to offer a section specifically dedicated to commercial vehicles, through which we want to make available to companies in the construction and mining, demolition and recycling sectors, a source of documented information, which includes news from the world of utility vehicles, systems technical, accessories and professional products dedicated to these vehicles. At the same time, we want to offer you, those involved in the commercialization of utility vehicles, OE, OEM and AM spare parts and after-sales services, a well-defined, additional and complementary advertising platform, with the aim of promoting your offer and which will be adapted to the needs of our readers.



Here are some of the topics we cover in **Truck Power**:

1. N1 category vehicles (up to 3.5 t), with single or double cab, with normal or 4x4 traction, including pick-up trucks, for transport and interventions in hard-to-reach locations;
2. N2 category vehicles (from 3.5 to 12 t);
3. motor vehicles of category N3 (over 12 t);
4. trailers from categories O2, O3 and O4;
5. special purpose vehicles of category N or O;
6. all-terrain vehicles or all-terrain vehicles with a special purpose, which meet the criteria for the classification of category N vehicles;
7. service campaigns, spare parts or products for the vehicles in the existing fleet.

Truck Power is a special category in the magazine “**Mașini și Utilaje pentru Construcții**” in a quarterly cadence: March, June, September and December.





Target audience

Management of construction companies in Romania;
Producers and distributors of machinery and construction equipment, including trucks and vans;
Companies that provide services related to the construction field;
Departments of public institutions that are involved in construction projects;
Professional associations;
Business environments;
Chambers of commerce and embassies interested to find local partnerships for the development of construction plans;
University environment of the construction field;

The magazine monthly distribution nationally and internationally

88% - National (Romania).

12% - International (France, Germany, Italy, Spain, Netherlands, Belgium, Rep. Moldova, Turkey).

The magazine monthly distribution areas

55% - Construction companies contracting / sub-contracting;

Companies in the extractive industry, quarrying and mining; Professional Associations (ARACO, PSC, APMCR);

12% - Authorities, Chambers of Commerce and embassies;

10% - Freight transport companies for construction;

8% - Rental companies for construction equipments (Access/Rental) (ARI);

7% - Distribution to național and internațional fairs and trades, conferences, events;

5% - Companies distributors of construction equipments;

3% - Companies distributors of construction vehicles, trucks and vans;

Monthly distribution electronic journal

22.000 online distribution.

7.800 views monthly (approx.) directly on www.masinisiutilaje.ro

Editorial Plan 2024

	January	February	March	April	May	June	July	August	September	October	November	December
MAIN TOPIC	MADE IN ROMANIA	Crushing and Screening	Demolition & Recycling	Construction Trucks	MATERIAL HANDLING	Infrastructure	Concretes	Drilling Equipments	Cranes	Earthmoving Machinery	Aerial working Platforms	Public Utilities
Special Topic	Recycling	GPS&Site Tracking	Financial	Power &Engines	Quarry and mine machinery	Trucks and Trailers	Used Equipments	GPS&Site Tracking	Forestry	Logistics	Rental	Filters and Accessories
Special Truck Power			Truck Power			Truck Power			Truck Power			Truck Power
Machinery	Specialized Machinery, Mini-machines	Crushing and screening equipments	Demolition Machines	Construction Trucks	Forklifts, Transpallet	Road construction equipments	Concrete Pumps, Mixer Pumps, Truck Mounted Pumps, Formwork	Drilling Equipments, Striking pilots for digging ditches, molded walls	Mobile cranes, Crawler cranes, High lifting capacity cranes	Excavators, Backhoes, Crawler dozers, Scrapers, Graders, Loaders	Platforms, Telehandlers, Forklifts	Machinery for public utilities works
Equipments			Hammers, Cutters, Pulverizers	"Trailers and semitrailers for oversized/special carriage Material handling vehicles"		Asphalt plants, Rollers, Soil stabilizers, Pavers		Horizontally milling machines	Scaffoldings, Elevators		Scaffoldings, Formwork, Harnesses, Restraint systems and safety	Snow Plugs, De-icing Equipments, Sweepers
Cranes				Mobile cranes		x		x	x			x
Trucks			Dumpers	x	Dumpers	x	Mixers		Mobile cranes			x
Light commercial vehicles			x	x	x	x	x				x	x
Access Equipments				x							x	x
After sales*	x	x	x	x	x	x	x	x	x	x	x	x
Financial**	x	x	x	x	x	x	x	x	x	x	x	x
Extra	CATALOGUE 2024				TRENCHLESS ROMANIA SPRING/SUMMER EDITION							CALENDAR 2025
Events			SAMOTER		COBUILD	TRENCHLESS ROMANIA CONFERENCE & EXHIBITION 2024						
M&U Conferences												

***After Sales** - fuels, lubricants, filters, intake systems, spare parts, jaw crusher wear parts, buckets, special steels, batteries, service etc.
****Financial** - leasing, credits, European funds, insurances.

Editoriale deadlines:
 Deadline: 5 of each month
 for the current month.
 Closing date: 10 of each month.
 Publishing date: 15 of each month.



Print Rate Card 2024

FULL COLOR – EURO display rates

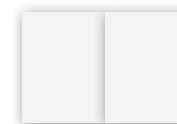
Full page	1.400
Half page “island”	800
Half page	800
Third page	500
Two pages, two thirds	900
Quarter page	450
Stripe (20 x 210 mm)	250
Double Stripe (40 x 210 mm)	350
COVER I FULL	2.450
COVER I – stamp 70 x 60 mm	1.450
COVER II – full page, 12 issues	1.400
COVER III – full page, 12 issues	1.200
COVER IV – full page, 12 issues	1.600

INSERT (EUR)

From four to eight pages, paper 90 gr/mp	500
Eight pages or more rates calculated according to weight	

PRINT SIZES

Two pages face-to-face
480 x 300mm



Half page orizontal
240 x 150 mm



Full page
240 x 300 mm



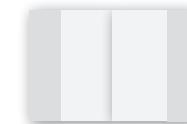
Third page vertical
80 x 300 mm



Half page „island“
140 x 223 mm



Two thirds page vertical
160 x 300 mm total
80 x 300 mm each



Half page vertical
120 x 300 mm



Quarter page
120 x 150 mm



Digital Rate Card 2024

BANNER ONLINE	Price/month	
1. Top Main Banner (horizontal)	850	(980 x 120 px)
2. Main Banner (horizontal)	650	(980 x 120 px)
3.-4. In Content Banner (right/left) x2	300x2=600	(490 x 60 px)
5.-6. Top Main Banner (vertical-r/l) x2	650x2=1300	(120 x 600 px)
7. Top Junior Banner	350	(150 x 150 px)
8. Large Banner (lateral)	475	(150 x 300 px)
9.-10. Intermediar (between News/Zoom In / Industry / Machinery / Focus Plus / International) Banner	380	(800 x 600 px)

Post article on website www.masinisiutilaje.ro	350 EUR
Post article on FB	250 EUR

NEWSLETTER	Price/newsletter	
TOP Main horizontal banner	650	(1100 x 190 px)
Main horizontal banner (sub coperta)	500	(1100 x 120 px)
Inter-articles banner 1st position	300	(500 x 60 px)
Inter-articles banner 2nd position	250	(1100 x 60 px)
Inter-articles banner 3rd position	250	(1100 x 60 px)
Premium article – 1st row	350	
Junior banner	300	
Exclusive newsletter sending	750	



Our team

EXECUTIVE DIRECTOR

Cornelia ROTARU +40 7211 138 727

cornelia.rotaru@masinisiutilaje.ro

PR & COMMUNICATION MANAGER

Oana PATAche +40 728 851 100

oana.patache@masinisiutilaje.ro

EDITOR

Ing. Valeriu BEZDEDEANU +40 722 345 835

vali.bezdedeanu@masinisiutilaje.ro

MARKETING MANAGER

Maria NAE +4 0724 550 830

maria.nae@masinisiutilaje.ro



Technical information

Paper size

240 x 300 mm + 5 mm bleed all sides

PAPER

Paper inside: DCM (Mat) 90 gr/mp

Paper cover: DCM (Mat) 250 gr/mp

- * Images: CMYK, 300 dpi.
- * Files must be EPS (curves), JPG, TIF, PDF.

Address: 16 Roma Street, Ground Floor, Ap. 2, 1st District, Postal Code 011744, Bucharest, Romania
Tel.: +40728 977 327, ISSN 1841-9631

Advertisement representation

Western Europe

H/J/M Media-Service International

Hans-Joachim Müller

Niedernhart 17

94113 Tiefenbach / Germany

Tel. +49-8546-97 37 44

Fax +49-8546-97 37 45

info@hjm-media.de

