

Specialist Publication of
Turkey HVAC-R Industry

TERMODİNAMİK



www.termodinamik.info

Publishing House

Doga Trade Publishing Group

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First Insertion Date

September 1992

Period

Monthly (12 issues in a year)

Circulation

6.000 (net)

Type of Paper

90 gr. matte coated paper

Content

- Technical articles and translations on technologies, theories and new approaches in the world agenda on heating, refrigeration, ventilating, air-conditioning, natural gas, automatic control, insulation and sanitary;

- Scientific, technical articles in Thermodynamic field oriented towards theoretic infrastructure such as heat transfer, thermal processes, refrigeration, drying and burning techniques, fluid mechanics, etc.;
- Activities, current news and announcements concerning companies, professional associations in the HVAC&R sector.
- Product technical reviews;
- Interviews and portrait introduction articles commenting on the current issues in the sector.
- Technical articles and interviews presenting information concerning the use and application of products;
- Impression, research, opinion/viewpoint articles;
- Periodical columns by experts.

Objective

- To facilitate the internal communication of Turkey HVAC&R Industry,
- To relay information and messages regarding Turkish HVAC&R Industry to its target audience,
- To form closer ties between the HVAC&R sector forming in our country and the world, to facilitate their integration.
- To serve the healthy development of the sector by facilitating the sharing of information and experiences.

Target Group

- Technical Operating & Maintenance Managers & Chiefs of public and private Industrial organizations.
- Ministries, Municipalities, other public organizations' relevant departments.
- Technical Directors and General Managers of hospitals, hotels, holiday villages, airports, administrative office buildings, shopping centers etc.
- Construction Companies & Building Contractors, Project & Consultancy offices which serve in the field of engineering and architecture.
- Professional Associations and Educational Institutions.
- HVAC&R Sector Organizations.

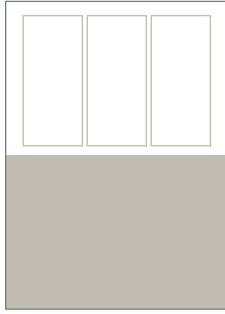
Distribution

- The magazine is distributed to its readers by a private delivery company in İstanbul, Ankara and İzmir which are 3 metropolises of Turkey. It is distributed by national post office in other cities of Turkey and abroad.
- The magazine has some bonus circulation for costless distribution in national and international events of HVAC&R and sanitary sectors. (fairs, congresses, symposiums, etc.)

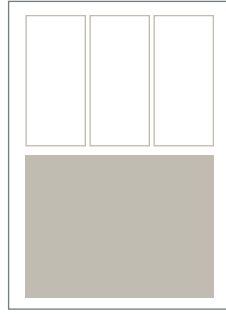
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Advertisement dimensions

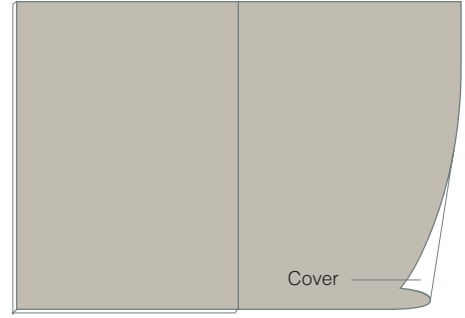
Full page (trimmed size)	: 19,5 x 27 cm
Full page (type area)	: 16,5 x 25 cm
1/2 Page Horizontal (trimmed size)	: 19,5 x 13,5 cm
1/2 Page Horizontal (type area)	: 16,5 x 12,5 cm
1/2 Page Vertical (trimmed size)	: 10,5 x 27 cm
1/2 Page Vertical (type area)	: 8,5 x 25 cm



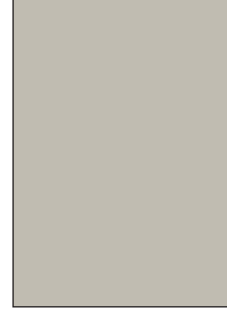
1/2 Page horizontal (trimmed)
195 x 135 mm



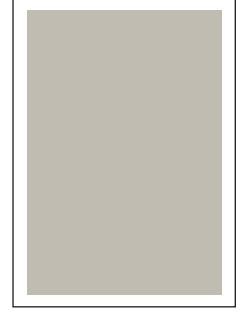
1/2 Page horizontal (type area)
165 x 125 mm



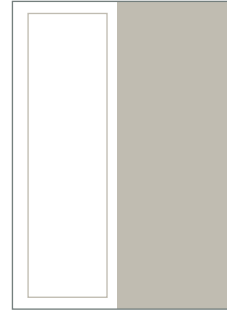
Front cover reverse folded (2 pages)
385 x 270 mm



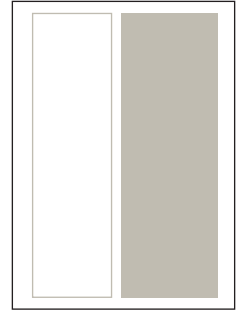
Full page (trimmed size)
195 x 270 mm



Full page (type area)
165 x 250 mm



1/2 Page vertical (trimmed)
105 x 270 mm



1/2 Page vertical (type area)
85 x 250 mm

Price list 2011

Full page (left)	1.250 Euros
Full page (right)	1.350 Euros
1/2 page	720 Euros
Front cover reverse folded (2 pg)	3.600 Euros
Back cover	2.600 Euros
Inside front cover	2.250 Euros
Inside front cover folded (3 pg)	4.000 Euros
Inside cover (1 st pg)	2.250 Euros
Preferred position (2 nd or 3 rd pg)	1.800 Euros
Inside back cover	1.750 Euros
Inside back cover (3 pg)	5.500 Euros
Advertorial (1 pg)	1.500 Euros

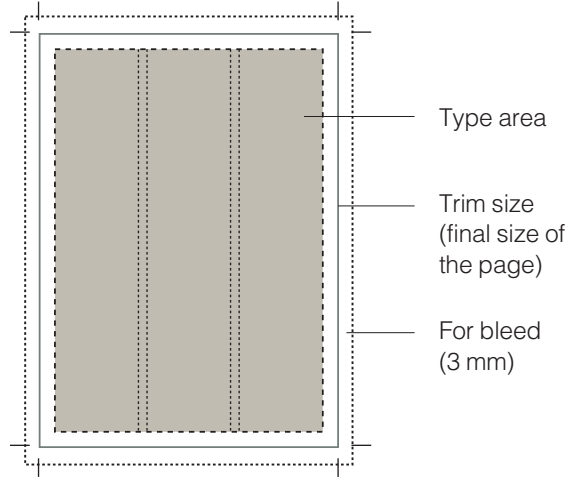
- Value-Added Tax (V.A.T.) is not included.
- For further information about the additional discount, please contact with our advertisement department.
- As there are different alternatives of the insert applications, please contact us for the price proposal.

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AD Specifications

- All files for insertion into the magazine should be in TIFF, JPG or PDF format, sized to fit ad proportions and with a minimum resolution of 300 dpi.
- For bleed, add 3 mm right, left, top and bottom.
- Advertisement material also can be sent on CD as a Freehand document;
 - All related parts of the document have to be on CD.
 - Fonts have to be converted into curves.
 - All colours (also TIFF's) must be in CMYK colour mode.
- Ads may be submitted to <ftp://dogayayincilik.com> (please ask for password) or on a CD-ROM to:
Doga Yayıncılık
Ali Nazım Sok. No: 30 Koşuyolu, Kadıköy - İstanbul
- Advertisement on CD must be accompanied by a print-out.
- The publisher does not bear the responsibility for the problems appeared from the advertisements delivered in wrong colour mode or in a low resolution.

Explanation for page dimensions



The final size of a printed page after excess edges have been cut off is the **trim size**.
Crop marks to indicate where to cut are printed in the edges that are then trimmed after printing.

Cancellation of the Ad

- The annulment of the advertisement has to be announced as a written document 15 days before the publication date of the magazine.
- Whatever it is the reason of the delayed annulment, whole charge will be received by the advertising agency.