

ABOUT US

DCD Publishing is publisher of independent technology magazines and the company is widely respected in the IT sales channel community on Czech and Slovak market. We offer printed magazines and wide portfolio of digital titles. Our firm is also recognized for the seminars and daily updated web portals. We provide marketing services in B2B – internet marketing and content marketing. We organize e-learning courses, conferences and meetings for partners. We help regional institutions with content for their members.

CONTENT

- Analyses
- Interviews
- Women in IT
- Manufacturer's profile
- Opportunity
- Gaming Ready
- Partnership program
- Business
- Marketing
- Case study
- Personality

PUBLISHER

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RESELLER MAGAZINE

B2B magazine for resellers, vendors and distributors in the Czech Republic and Slovakia

A magazine with tips how to sell better and how to increase your income. It brings interviews with interesting people – vendors, distributors, but also with end customers – especially with business owners.

- It informs about news, interesting products, it brings ICT trends.
- It provides useful information from the field of law, and it presents marketing strategies.
- It is distributed based on a qualified subscription – liability check of the registrations.
- Thematic texts, observations, comments, reports from the Czech and Slovak ICT environment.

TARGET GROUP OF RESELLER MAGAZINE

Total number of contacts according to type and country

	RM	RM digital	
	CZ	CZ	SK
Resellers	4 222	4 065	1 279
Distributors	417	394	51
Vendors	825	784	52
Other	436	414	59
Total	5 900	5 660	1 441

Total number of companies according to type and country

	RM	RM digital	
	CZ	CZ	SK
Resellers	3 015	2 972	1 056
Distributors	97	97	14
Vendors	334	329	26
Other	319	302	50
Total	3 765	3 700	1 149

Reseller Magazine

RESELLER MAGAZINE DIGITAL VERSION

Resellers do not have to get information from the printed version only, they can “flip through” our magazine on their PC, tablet or cell phone.

The digital version of the magazine is constantly developing. In May and June we offered the digital version in PDF format through RMOL.CZ website, and subsequently we did so with the help of email campaigns. Beginning with the summer we started using ISSUU platform.

We put several icons into the digital version. The well known ones are for example the links to the DCD Publishing profiles on social networks, namely Twitter and LinkedIn.

Icons leading back to the content, the RMOL.cz website or to the profile page of a manufacturer or a distributor, or to a video. The orientation in the magazine is much better thanks to these icons.

<https://www.rmola.cz/casopis>

Average read time Reseller Magazine
(data within five days of publication)

