

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.

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EDITORIAL SERVICE

Time is something that cannot be bought. But thanks to our editorial service, you will have more of it.

Editorial service is a complex media service which is based on the needs of subjects from ICT field. Editorial service brings a possibility to get tailored media materials such as interviews, company profile, case studies or reports. We know that the content is the king, which is proven not only by our experiences, but also by the statistics of reading our magazine articles: the readers are much more interested in original text than in unified promotion news. We are also able to process expert texts and present their main topics to your target group – in an attractive and comprehensible form. What's more, we are able to observe and measure the interest in these outputs throughout our own communication channels, and thanks to it we know what catches the readers' interest.

Editorial service

We offer you services of professional editors and copywriters, who are experienced in the field and who are aware of the latest trends in IT. We will prepare customized text materials that you can use freely across your communication channels and media. The texts will be made based on materials you provide us, based on your corporate templates, or on the research of the given topic. We will discuss all phases of the process with you, so that the result corresponds with your vision.

We will prepare for you:

- press releases;
- news;
- opportunity (review);
- tailor-made interview;
- product descriptions;
- popularizing articles;
- case studies;
- company profile;
- media monitoring (in cooperation with Newton media company, the current market leader).

Every three months we will provide you with a summary of all activities associated with the Editorial service – in the PDF format we will provide you with professionally wrapped press releases, news reports, interviews, overview from media monitoring and opportunities, all together in one file. The output can serve as a perfect report (not only) for your seniors.

Once in a year we will also send you a printed overview of our year-round cooperation, with all the activities listed. Professionally wrapped and bound summary is suitable not only as an activity report, but it is also good for presenting the company to the customers. Your contentment is our priority, we consider the proper activity planning and mutual communication the key factors of effective cooperation.

EDITORIAL SERVICE + PROFILE CARD

You will send us the sources and we will process them and place them in proper sections at RMOL.cz according to the content. We will also place them to your profile card. The text, created in this way, become your own property and you will be able to use them also for your own marketing purposes.

RMOL.CZ is B2B internet community portal for ICT vendors in the Czech Republic and it is visited by 6000 users every month. Active profile card at the RMOL.CZ portal serves as a communication channel with your target group if ICT vendors.

PROFILE CARD MANAGEMENT

If you don't have capacity to manage the card yourself, you can use our Editorial service. We can help you with uploading f.e. press releases or any other updated informations according to agreed terms.