

building construction  
architecture  
development  
lifestyle



# Editorial plan 2018



[homebydleni.cz](http://homebydleni.cz) • [receptyprimanapadu.cz](http://receptyprimanapadu.cz) • [asb-portal.cz](http://asb-portal.cz) • [jagamedia.cz](http://jagamedia.cz)

## B2C magazines



**14 500**  
(printed circulation  
audited by ABC ČR)



**45 000**  
(printed circulation)



**45 000**  
(printed circulation)

## B2B magazines



**4 500**  
(printed circulation  
audited by ABC ČR)



**4 500**  
(printed circulation  
audited by ABC ČR)



**4 000**  
(printed circulation  
audited by ABC ČR)



**3 500**  
(printed circulation)

## Websites



[www.homebydleni.cz](http://www.homebydleni.cz)



[www.asb-portal.cz](http://www.asb-portal.cz)



[www.receptyprimanapadu.cz](http://www.receptyprimanapadu.cz)

2

## CONTENT

### POPULAR EDUCATIONAL PRODUCTS

- 6 HOME byt/dům/styl/zahrada
- 12 Recepty prima nápadů
- 18 Zahrada prima nápadů
- 42 [www.homebydleni.cz](http://www.homebydleni.cz)
- 46 [www.receptyprimanapadu.cz](http://www.receptyprimanapadu.cz)

### PROFESSIONAL PRODUCTS

- 24 Realizace staveb
- 28 TZB HAUSTECHNIK
- 32 Inžinierske stavby / Inženýrské stavby
- 38 ASB – architektura, stavebnictví, byznys
- 48 [www.asb-portal.cz](http://www.asb-portal.cz)

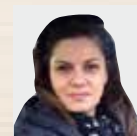
## CONTACTS

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## HISTORY

**1992** The JagaTech bookshop is established at the Faculty of Civil Engineering in Bratislava.

**1993** JAGA Publishing House is established.

**1996** JAGA extends its presence to the Czech Republic and the first edition of **Projekty rodinných domů** is published.

**2000** The first volume of **Renovujeme, stavíme, zařizujeme** is published.

**2003** **JAGA Media, s. r. o.** – the subsidiary of JAGA Publishing House is founded in Prague and the first issue of **HOME byt/dům/styl/zahrada** is published.

**2004** The first issue of **ASB – architektura, stavebnictví, bydlení** magazine is published.

**2006** **Realizace staveb** magazine is established.

**2007** JAGA purchases **Inžinierske stavby**. Inženýrské stavby – a bilingual magazine, and portal **homebydleni.cz** is established.

**2008** JAGA launches portal **asb-portal.cz** and the first edition of **TZB HAUSTECHNIK** magazine is issued.

**2009** ASB – architektura, stavebnictví, byznys and HOME byt/dům/styl/zahrada magazines are on Facebook.

**2011** In the B2B segment, the titles of Jaga Media Publishing House reach the leader position on the market of Professional magazines.\*

**2012** HOME byt/dům/styl/zahrada magazine is completely redesigned. Jaga Media co-organizes competitions (H<sub>2</sub>O story).

**2015** Jaga Media purchases the magazine **Recepty prima nápadů** with long tradi

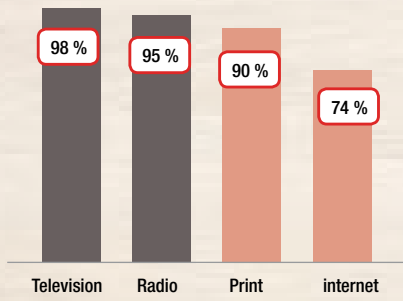
**2016** **Zahrada prima nápadů** magazine is established.

\*According to Audit Bureau ABC ČR

3

# Market overview

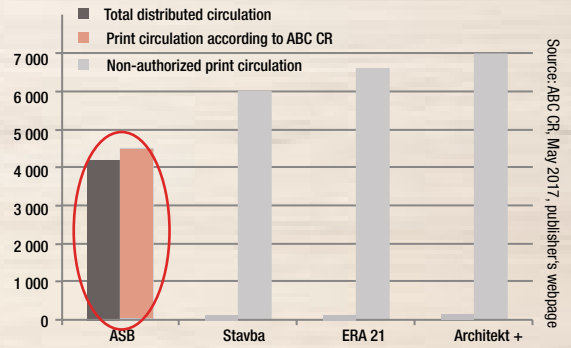
## How many people read?



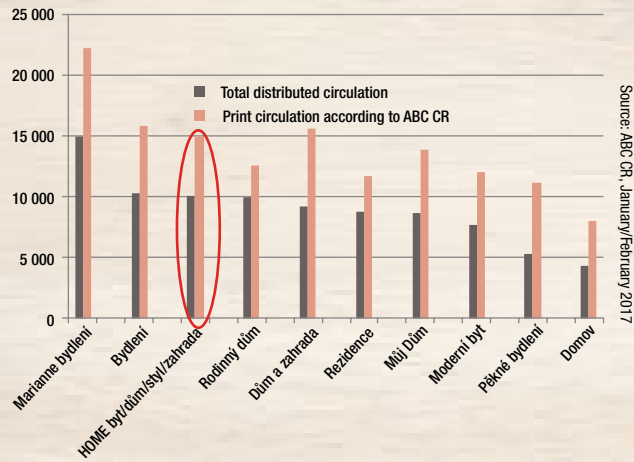
## The most trustworthy types of advertising

Recommendations from acquaintances	50 %
Advertising on TV	47 %
Advertising in magazines and newspapers	38 %
Advertising on the internet	28 %
Outdoor advertising – billboards, posters	11 %
Advertising on radio	10 %
Advertising in your mobile phone	3 %

## Magazines about architecture and construction business



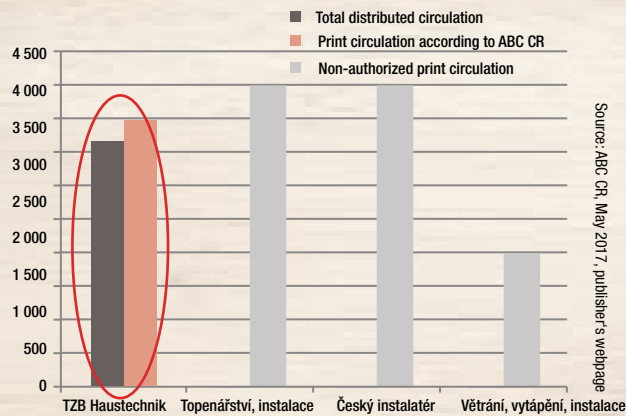
## Housing magazines



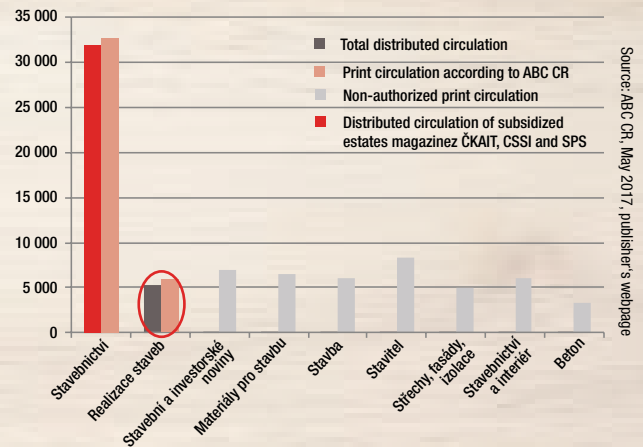
## Magazines about engineering constructions



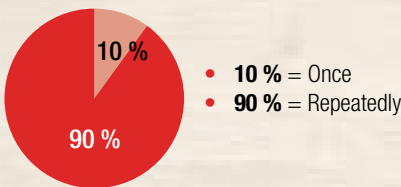
## Magazines on the technical equipment of buildings



## Magazines on constructions

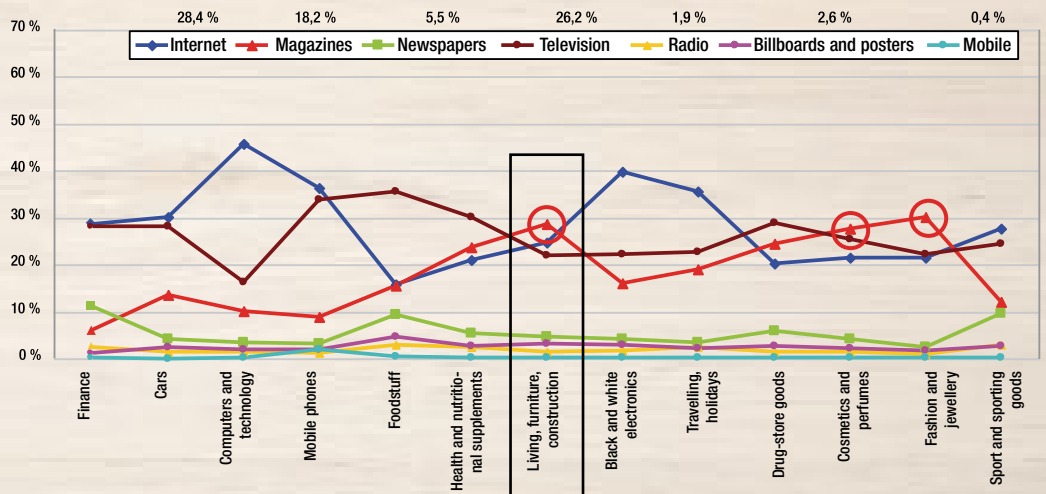


## How many times is one magazine read?



- 10% of readers read the magazine only once. Half of the readers go back to the magazine twice or three times. One magazine is read 3.8 times on average.
- One issue of the magazine is read by 3.3 people on average.

## Media that most motivate people to purchase





# STYLISH MAGAZINE

## ABOUT HOUSING, CONSTRUCTION AND GARDEN

**15 500** copies of each HOME issue are printed  
(source: ABC ČR)

### Reader profile

Typical readers of HOME byt/dům/styl/zahrada magazine are women and men of working age from 30 to 50 years old. They have secondary or university education; they support their family with children and live in their own flat or house with the garden. They try to equip, and enhance their interior to make it more comfortable, but also use the ideas for balconies, terraces, gardens and the surroundings of the house. They are planning to build a house, reconstruct their flat or house and make over their garden from A to Z therefore look for advice, tips and information about products and materials. A relatively large sector is made up of readers under the age of 30 who are still single and are looking for an inspiration for their own pleasant home. A majority of readers are influenced by advertisements in HOME byt/dům/styl/zahrada when they make decisions concerning their choice of products or firms. More than half of the entire group of the readers have selected a building firm due to reading HOME byt/dům/styl/zahrada.

### Distribution

- Subscribers
- Newspaper stands, press shops in Czech Republic and Slovakia
- Department stores and hypermarkets – MAKRO, TESCO, AHOLD, SCONTI, PLANO ELEKTRO, MOUNTFIELD
- Sale points of distribution companies – GECO, HDS RETAIL, VALMONT, RELAY, INMEDIO
- Petrol stations – BENZINA, SHELL, PAP OIL
- Managed distribution to valuable target groups
- Housing and building industry exhibitions
- Online sale of the magazine via the websites [www.floowie.com](http://www.floowie.com), [www.publero.cz](http://www.publero.cz), [www.periodik.cz](http://www.periodik.cz), [www.predplatne.cz](http://www.predplatne.cz)



Frequency: **nine times per year + 2 specials**  
 Number of pages: **96 – 144 pages**  
 Circulation: **15 500 copies\***  
 Price: **59 CZK (2,69 EUR)**  
 Year: **16th**

\* Source: ABC ČR

### What is ABC ČR?

ABC ČR (Audit Bureau of Circulations – Kancelář ověřování nákladu tisku) is responsible for checking the circulation of print in the Czech Republic. Audit Bureau of Circulations in the Czech Republic has been auditing circulations of periodic press taking place since March 1993, when this service was ensured organizationally and methodically by the Czech Publishers Association. Since January 1st, 1997, ABC ČR has ensured publishing and auditing circulations to the full extent. This is a non-profit tripartite association with representation of publishers, advertising agencies and advertisers.

## Who reads the magazine HOME byt/dům/styl/zahrada?

Up to **48 % of the readers** are planning to **build a family house!**

### Women and men

**54 %** of the readers are **women** who put the emphasis on the quality of their living.

**46 %** of the readers are **men** who are potential clients of building companies and they seek information about building and garden in the articles.

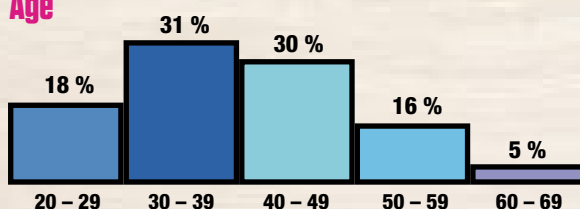
### They furnish, reconstruct and build

**63 %** of the readers are **planning to reconstruct** their house or flat.

**94 %** of the readers are **furnishing** or planning to furnish their interior in the following year.

**48 %** of the readers are **building** or planning to build their family house.

### Age



### Where do they live

**39 %** of the readers own a **house**.

**54 %** of the readers own a **flat**.

**7 %** of the readers **don't own** a house or a flat.

### How much do they earn

**62 %** of the readers have an average living standard and an **average income**.

**36 %** of the readers have the highest social status in the society and **the highest income**.

**2 %** of the readers have a **below average standard of living**, for example students, unemployed or retired people.

Source: survey conducted on a sample of 1 552 respondents, who answered the questions in the readers' opinion poll.

ISSUE CLOSING DATE	DATE OF ISSUE	HOUSING	HOUSEHOLD	CONSTRUCTION	GARDEN
HOME byt/dům/styl/zahrada 10/2017 ORDERS: 14. 9. 2017 MATERIALS: Editorial work 5. 9. 2017 Advertorial 14. 9. 2017 Advertising 21. 9. 2017	6. 10. 2017	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Lighting</li> <li>Floors</li> <li>Finance</li> <li>Complements</li> </ul>	<ul style="list-style-type: none"> <li>Domestic appliances: Big cleaning (washing machines, vacuum cleaners, central vacuum cleaners, cleaning products ...)</li> </ul>	<ul style="list-style-type: none"> <li>Roofs</li> <li>Sun tunnels</li> <li>Fabric</li> <li>Heating: fireplaces</li> <li>Plasterboard</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment: Woodworking (saws and axes)</li> <li>Pool: Covering</li> <li>Winter preparation of the garden</li> </ul>
HOME byt/dům/styl/zahrada 11-12/2017 ORDERS: 30. 10. 2017 MATERIALS: Editorial work 17. 10. 2017 Advertorial 30. 10. 2017 Advertising 3. 11. 2017	21. 11. 2017	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Lighting</li> <li>Finance</li> <li>Complements</li> <li>Christmas tips</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Designer appliances OR Audiovisual equipments (television, cinema, CD players, sound systems)</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Heating</li> <li>Sádrokarton a suchá výstavba</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment: Snow blowers</li> <li>Garden in the winter (suitable decorations, decorative kinds)</li> <li>Houseplants</li> </ul>
HOME byt/dům/styl/zahrada 1-2/2018 ORDERS: 11. 1. 2018 MATERIALS: Editorial work 2. 1. 2018 Advertorial 11. 1. 2018 Advertising 16. 1. 2018	31. 1. 2018	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Storage space</li> <li>Finance</li> <li>Lighting</li> <li>Complements</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Obsessed by health (steaming, slow cookers, citrus and fruit squeezers, smoothie mixers, yogurt makers, exercising equipment ...)</li> </ul>	<ul style="list-style-type: none"> <li>Fabric: Wooden buildings</li> <li>Heating</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment: Cutting (scissors, handsaws etc.)</li> <li>Houseplants</li> <li>Terrace construction</li> </ul>
HOME byt/dům/styl/zahrada 3/2018 ORDERS: 13. 2. 2018 MATERIALS: Editorial work 2. 2. 2018 Advertorial 13. 2. 2018 Advertising 16. 2. 2018	5. 3. 2018	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Doors and metal fittings</li> <li>Finance</li> <li>Complements</li> <li>Projects of family houses</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Cooking and baking (stoves, ovens, microwaves)</li> </ul>	<ul style="list-style-type: none"> <li>Roofs and sun tunnels</li> <li>Fabric: prefabricated houses</li> <li>Construction of the pool</li> </ul>	<ul style="list-style-type: none"> <li>Hard landscaping – materials for pavements and trails</li> <li>Swimming pool: Preparation of a pool for summer season</li> <li>Gardening equipment: Scarifiers, lawn mowers</li> <li>Spring fertilizers</li> </ul>
HOME byt/dům/styl/zahrada 4/2018 ORDERS: 15. 3. 2018 MATERIALS: Editorial work 6. 3. 2018 Advertorial 15. 3. 2018 Advertising 20. 3. 2018	6. 4. 2018	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Finance</li> <li>Floors</li> <li>Complements</li> <li>Projects of family houses</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Health and beauty equipment (curling irons, hair dryers, razors, hair straighteners etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Glass-covering</li> <li>Fabric</li> <li>Heating</li> <li>Garage</li> <li>Construction materials, wall and floor tiles</li> </ul>	<ul style="list-style-type: none"> <li>Composting</li> <li>Pools: Hot water (water heating – pumps, solar...)</li> </ul>
HOME byt/dům/styl/zahrada 5/2018 ORDERS: 16. 4. 2018 MATERIALS: Editorial work 5. 4. 2018 Advertorial 16. 4. 2018 Advertising 19. 4. 2018	7. 5. 2018	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Finance</li> <li>Storage space</li> <li>Complements</li> <li>Projects of family houses</li> </ul>	<ul style="list-style-type: none"> <li>Domestic appliances: Young household (basic household equipment + tweaks for a young family and a small apartment)</li> </ul>	<ul style="list-style-type: none"> <li>Roofs</li> <li>Fabric: Wooden buildings</li> <li>Air conditioning</li> </ul>	<ul style="list-style-type: none"> <li>Fences and supporting walls</li> <li>Garden equipment: Grills (gas and coal)</li> <li>Pure water in the pool (filtration, UV lamps, ionizers, salinity...)</li> </ul>

8

HOME byt/dům/styl/zahrada speciál jaro/2018 ORDERS: 27. 4. 2018 MATERIALS: Editorial work 18. 4. 2018 Advertorial 27. 4. 2018 Advertising 3. 5. 2018	21. 5. 2018	BUILDING A HOUSE FROM A TO Z	<ul style="list-style-type: none"> <li>Land selection</li> <li>Foundations of buildings</li> <li>Masonry materials</li> <li>Plasters</li> <li>Ceilings and floors</li> </ul>	<ul style="list-style-type: none"> <li>Chimney</li> <li>Roofs</li> <li>Garage</li> <li>Fences and gates</li> </ul>	
HOME byt/dům/styl/zahrada 6/2018 ORDERS: 15. 5. 2018 MATERIALS: Editorial work 3. 5. 2018 Advertorial 15. 5. 2018 Advertising 18. 5. 2018	4. 6. 2018	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Secure home</li> <li>Finance</li> <li>Complements</li> <li>Projects of family houses</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: With cool head (fridges, freezers)</li> </ul>	<ul style="list-style-type: none"> <li>Insulations</li> <li>Sun protection: Shadow</li> <li>Protection of wood</li> <li>Fabric</li> <li>Heating</li> <li>Air conditioning</li> </ul>	<ul style="list-style-type: none"> <li>Living outside: Terraces, balconies, garden</li> <li>Swimming pools</li> </ul>
HOME byt/dům/styl/zahrada 7-8/2018 ORDERS: 18. 6. 2018 MATERIALS: Editorial work 7. 6. 2018 Advertorial 18. 6. 2018 Advertising 21. 6. 2018	9. 7. 2018	<ul style="list-style-type: none"> <li>Bathroom (trends)</li> <li>Finance</li> <li>Complements</li> <li>Projects of family houses</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Large laundry (washing machines, dryers, irons and steam stations)</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Heating</li> </ul>	<ul style="list-style-type: none"> <li>Living outside: Fun in the garden (swings, nets, trampolines, hanging bags, sandpits, games etc.)</li> <li>Garden equipment: Brush cutters, hedge trimmers</li> </ul>
HOME byt/dům/styl/zahrada 9/2018 ORDERS: 16. 8. 2018 MATERIALS: Editorial work 7. 8. 2018 Advertorial 16. 8. 2018 Advertising 21. 8. 2018	6. 9. 2018	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Storage space</li> <li>Finance</li> <li>Bedroom for a student</li> <li>Complements</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Processing crops (juicing, preserving, pickling, drying...)</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Heating: fireplaces</li> <li>Heat pumps</li> <li>Garage</li> <li>Lighting</li> <li>Stoves and heating</li> </ul>	<ul style="list-style-type: none"> <li>Living outside: Garden lighting</li> <li>Garden equipment: Garden cleaning (blowers, crushers...)</li> </ul>
HOME byt/dům/styl/zahrada speciál podzim/2018 ORDERS: 28. 8. 2018 MATERIALS: Editorial work 17. 8. 2018 Advertorial 28. 8. 2018 Advertising 3. 9. 2018	18. 9. 2018	MANUAL FOR PERFECT INTERIOR	<ul style="list-style-type: none"> <li>Living room and bedroom</li> <li>Children's room</li> <li>Kitchen and bathroom</li> <li>Colours and surfaces</li> </ul>	<ul style="list-style-type: none"> <li>Floors</li> <li>Carpets</li> <li>Storage, shelving</li> <li>Beds, mattresses</li> </ul>	<ul style="list-style-type: none"> <li>Dressers and cabinets</li> <li>Lighting</li> <li>Armchairs and sofas</li> <li>Home textiles</li> </ul>
HOME byt/dům/styl/zahrada 10/2018 ORDERS: 17. 9. 2018 MATERIALS: Editorial work 6. 9. 2018 Advertorial 17. 9. 2018 Advertising 20. 9. 2018	5. 10. 2018	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Lighting</li> <li>Floors</li> <li>Finance</li> <li>Complements</li> </ul>	<ul style="list-style-type: none"> <li>Domestic appliances: Big cleaning (washing machines, vacuum cleaners, central vacuum cleaners, cleaning products ...)</li> </ul>	<ul style="list-style-type: none"> <li>Roofs</li> <li>Sun tunnels</li> <li>Fabric</li> <li>Heating: fireplaces</li> <li>Plasterboard</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment: Woodworking</li> <li>Pool: Covering</li> <li>Winter preparation of the garden</li> </ul>
HOME byt/dům/styl/zahrada 11-12/2018 ORDERS: 26. 10. 2018 MATERIALS: Editorial work 17. 10. 2018 Advertorial 26. 10. 2018 Advertising 31. 11. 2018	16. 11. 2018	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Lighting</li> <li>Finance</li> <li>Complements</li> <li>Christmas tips</li> </ul>	<ul style="list-style-type: none"> <li>Domestic helpers: Designer appliances OR Audiovisual equipments (television, cinema, CD players, sound systems)</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Heating</li> <li>Plasterboard and dry construction</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment: Snow blowers</li> <li>Garden in the winter (suitable decorations, decorative kinds)</li> <li>Houseplants</li> </ul>

9



## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	440	280	3	147 000 CZK
	2/1 of a page in page layout	416	246	-	
	1/1 of a page	220	280	3	
	1/1 of a page in page layout	190	246	-	
	2/3 of a page width	190	160	-	
	2/3 of a page height	125	246	-	
	1/2 of a page width	190	118	-	
	1/2 of a page height	93	246	-	
	1/3 of a page width	190	77	-	
	1/3 of a page height	60	246	-	
<b>REPRIE</b>	Lapel on the headline	110	280	3	95 000 CZK
	Z-gate	426	280	3	189 000 CZK
	2nd cover page	220	280	3	110 000 CZK
	1st page of magazine	220	280	3	110 000 CZK
	Other pages before editorial	220	280	3	99 000 CZK
	1/3 height by editorial	60	246	-	59 000 CZK
	3rd cover page	220	280	3	99 000 CZK
	4th cover page	220	280	3	139 000 CZK
<b>PR</b>	2/1 PR	6 800 characters, 3 – 6 pictures, logo			129 000 CZK
	1/1 PR	3 400 characters, 2 – 3 pictures, logo			74 000 CZK
	1/2 PR width	1 800 characters, 1 picture, logo			42 000 CZK
	1/2 PR height				
<b>OTHERS</b>	Editorial section* <i>(news and information previously not published in the magazine)</i>	450 characters, 1 picture			32 000 CZK
	2/1 tips on buying**				40 000 CZK
	1/1 tips on buying**				25 000 CZK
	1/2 tips on buying**				15 000 CZK
	product placement	250 characters, 1 picture			12 000 CZK
	branding columns	logo			45 000 CZK
	inserted advertisements***				minimum price 50 000 CZK
atypical format		size and price depending on individual requirements			

\* In editorial section are published only news and information not previously published in the magazine HOME by/dům/styl/zahrada. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.

\*\* Tips on buying are set in by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

\*\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inserted supplements, the current postal charges and handling charges.

**EXTRA CHARGE:** 10 % for requested placement

**DISCOUNTS:** 15 % agency commission for contract partners only

**CANCELLATION FEES:** 100% after the closing date of orders for the given issue of the magazine according to the editorial plan.

## Non-standard formats

**Branding column**  
45 000 CZK  
MATERIALS: logo

**Product placement A**  
12 000 CZK  
MATERIALS: product photo, product name, product description max. 25 words, price and size of the packaging, web contact

**Product placement B**  
12 000 CZK  
MATERIALS: 3 different products on a white background, name and description of the product max. 8 words, price and size of the packaging, web contact. 1 product will be marked as EDITORIAL TIP. Products will be published on the page along with products from other companies.

**Example of text**

**Editorial page**  
32 000 CZK  
MATERIALS: text of 450 characters including spaces, 1 product photo, price, web contact

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Advertisement area

**1/1 of a page**  
84 000 CZK  
220 x 280 mm

**2/3 width**  
59 000 CZK  
190 x 160 mm

**2/3 height**  
59 000 CZK  
125 x 246 mm

**1/1 PR**  
74 000 CZK  
3 400 characters, 2 – 3 pictures, 1 logo

**1/2 width**  
46 000 CZK  
190 x 118 mm

**1/2 height**  
46 000 CZK  
93 x 246 mm

**1/3 width**  
33 000 CZK  
190 x 77 mm

**1/3 height**  
33 000 CZK  
60 x 246 mm

# TRADITIONAL HOBBY MAGAZINE

FOR DO-IT-YOURSELFERS IN THE HOUSE AND GARDEN

**45 000** print circulation of the magazine **Recepty prima nápadů**

### Magazine profile

The magazine Recepty prima nápadů is a full-colour monthly magazine, aimed primarily at leisure time and hobby that puts a major emphasis on a house, apartment and garden. It provides information, advice, tips and ideas, including the latest trends in the fields of construction, reconstruction and renovation, furnishing and interior decoration. In the field of gardening it informs about new farming procedures, introduces attractive and popular news not only in the assortment of ornamental and useful plants, but also in the field of garden machinery. In addition to interesting ideas of experts as well as readers it includes columns devoted to housing supplements, DIY, country cottages, domestic pets, cooking and health. The magazine is based and works closely with the TV show Receptář prima nápadů in terms of editorial collaboration and promotion. As far as content is concerned it develops fundamental topics or several issues of the TV show. Furthermore, verbal and visual references, and links to the magazine TV show Receptář prima nápadů appear.

### Distribution

- Subscribers in Czech republic and Slovakia
- Newspaper stands, press shops in Czech republic and Slovakia
- Department stores and hypermarkets – MAKRO, AHOLD, GLOBUS, TESCO, KAUFAND, SCONTO, PLANE0 ELEKTRO, MOUNTFIELD
- Sale points of distribution companies – GECO, HDS RETAIL, RELAY, INMEDIO, VALMONT
- Petrol stations – BENZINA, SHELL
- Managed distribution to valuable target group
- Housing and building industry exhibitions
- Online sale of the magazine via the websites www.floowie.com, www.publerno.cz, www.periodik.cz, www.predplatne.cz

### Czech radio

Advisory service about gardening in collaboration with the radio in order to promote the brand of Recepty prima nápadů

- Czech Radio 2
- 2 to 3 times per month
- every other Friday from 10:00
- Live questions during the show
- + 30 min. chat with experts after the show



Frequency: **eleven times per year**  
 Number of pages: **68 – 100pages**  
 Circulation: **45 000 copies**  
 Price: **29 CZK (1,49 €)**  
 Year: **17th**

## Who reads the magazine Recepty prima nápadů?

Up to **85 % of the readers** are planning to build or reconstruct their living!

### Planning the reconstruction

**35 %** of the readers are **planning to reconstruct** or are at the moment reconstructing their housing.



**50 %** of the readers are **preparing to construct** their house or are building it now.

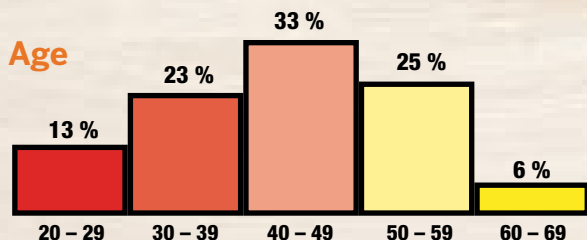


### Man dominate

**63 %** of the readers are **men** and increasing since the new layout came out.



**37 %** of the readers are **women** who put emphasis on the quality of their living.



## Why advertise in Recepty prima nápadů?

- 1 Print circulation of the magazine is high – 45 000 copies.
- 2 We hand out remittances in order to get all the copies to readers.
- 3 We regularly increase the circulation of the magazine when participating in trade fairs, exhibitions and other themed events.
- 4 The magazine also counts with a modern webpage [www.receptyprimanapadu.cz](http://www.receptyprimanapadu.cz).

### Property owners

**64 %** of the readers **own a house with garden.**

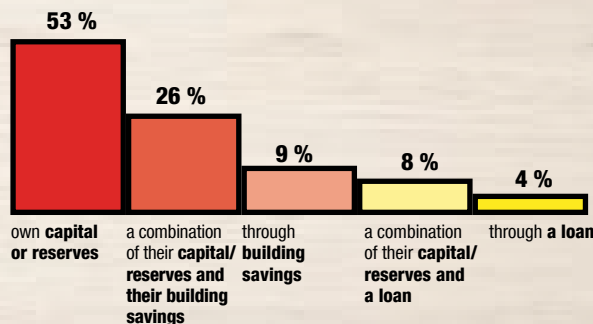


**26 %** of the readers **own a flat.**



**76 %** of the readers **own a cottage.**

### How do they finance their construction and reconstruction



Source: survey conducted on a sample of 846 respondents, who answered the questions in the readers' opinion poll.



ISSUE CLOSING DATE	DATE OF ISSUE	HOBBY AND RELAX	CONSTRUCTION AND RECONSTRUCTION	GARDEN EQUIPMENT	
<b>Recepty prima nápadů 10/2017</b> ORDERS: 21. 8. 2017 MATERIALS: Editorial work 10. 8. 2017 Advertorial 21. 8. 2017 Advertising 24. 8. 2017	15. 9. 2017	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Lighting</li> <li>Garden ovens and heating</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>How to winterize plants</li> </ul>
<b>Recepty prima nápadů 11/2017</b> ORDERS: 26. 9. 2017 MATERIALS: Editorial work 14. 9. 2017 Advertorial 26. 9. 2017 Advertising 2. 10. 2017	18. 10. 2017	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Floor coverings</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: How to get rid of rodents</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> </ul>
<b>Recepty prima nápadů 12/2017–1/2018</b> ORDERS: 30. 10. 2017 MATERIALS: Editorial work 19. 10. 2017 Advertorial 30. 10. 2017 Advertising 5. 11. 2017	23. 11. 2017	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Complete garden consulting + 2017 lunar calendar</li> </ul>
<b>Recepty prima nápadů 2/2018</b> ORDERS: 19. 12. 2017 MATERIALS: Editorial work 8. 12. 2017 Advertorial 19. 12. 2017 Advertising 22. 12. 2017	15. 1. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Wall repair (smooth walls, wallpaper, painting) / dry construction</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Sowing</li> <li>Herbs</li> </ul>
<b>Recepty prima nápadů 3/2018</b> ORDERS: 2. 2. 2018 MATERIALS: Editorial work 24. 1. 2018 Advertorial 2. 2. 2018 Advertising 6. 2. 2018	26. 2. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Terrace construction</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: Knapweed and potatoes</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Garden ponds</li> <li>Automatic irrigation</li> </ul>
<b>Recepty prima nápadů 4/2018</b> ORDERS: 26. 2. 2018 MATERIALS: Editorial work 15. 2. 2018 Advertorial 26. 2. 2018 Advertising 28. 2. 2018	20. 3. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: Pests on vegetables and fruit trees</li> <li>Pests in home</li> <li>Garden equipment</li> </ul>	<ul style="list-style-type: none"> <li>Preparation of a pool for summer season</li> <li>Hard landscaping in garden</li> <li>Breeding: Protecting pets from ticks and fleas</li> <li>Embankment of grass, gardening in the city - high embankments</li> </ul>

14

<b>Recepty prima nápadů 5/2018</b> ORDERS: 28. 3. 2018 MATERIALS: Editorial work 19. 3. 2018 Advertorial 28. 3. 2018 Advertising 3. 4. 2018	23. 4. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Construction materials, wall and floor tiles</li> <li>Construction of pergola</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: Mildew on potatoes</li> <li>Construction materials, wall and floor tiles</li> <li>Garden equipment</li> </ul>	<ul style="list-style-type: none"> <li>Greenhouses, selection and construction</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Grilling</li> </ul>
<b>Recepty prima nápadů 6/2018</b> ORDERS: 2. 5. 2018 MATERIALS: Editorial work 20. 4. 2018 Advertorial 2. 5. 2018 Advertising 4. 5. 2018	25. 5. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Exterior wall and floor coverings</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: Mildew on vegetables</li> <li>Pests in home: How to get rid of ants in the apartment and on the terrace</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Swimming pools</li> </ul>
<b>Recepty prima nápadů 7-8/2018</b> ORDERS: 11. 6. 2018 MATERIALS: Editorial work 31. 5. 2018 Advertorial 11. 6. 2018 Advertising 13. 6. 2018	3. 7. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: Snails in garden, Pests on ornamental plants</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Swimming pools</li> <li>Garden oven, grill (wood protection, awning, shadowing)</li> </ul>
<b>Recepty prima nápadů 9/2018</b> ORDERS: 3. 8. 2018 MATERIALS: Editorial work 25. 7. 2018 Advertorial 3. 8. 2018 Advertising 7. 8. 2018	25. 8. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Bowers</li> <li>Garden houses</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Testing of baits against ants</li> </ul>
<b>Recepty prima nápadů 10/2018</b> ORDERS: 27. 8. 2018 MATERIALS: Editorial work 16. 8. 2018 Advertorial 27. 8. 2018 Advertising 30. 8. 2018	19. 9. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Lighting</li> <li>Stoves and heating</li> <li>Fences, gates, isolations</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>How to winterize plants</li> </ul>
<b>Recepty prima nápadů 11/2018</b> ORDERS: 27. 9. 2018 MATERIALS: Editorial work 18. 9. 2018 Advertorial 27. 9. 2018 Advertising 1. 10. 2018	19. 10. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> <li>Floorings</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden: How to get rid of rodents</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> <li>Heating options, garden winterizing, saunas</li> </ul>
<b>Recepty prima nápadů 12/2018–01/2019</b> ORDERS: 2. 11. 2018 MATERIALS: Editorial work 23. 10. 2018 Advertorial 2. 11. 2018 Advertising 6. 11. 2018	26. 11. 2018	<ul style="list-style-type: none"> <li>Working practices</li> <li>Recipes</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Reconstruction</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Chalet and cottage</li> <li>Decorative and household garden</li> <li>Diseases and pests in garden</li> <li>Pests in home</li> </ul>	<ul style="list-style-type: none"> <li>Garden equipment</li> <li>Hard landscaping in garden</li> <li>Breeding</li> </ul>

15



## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	150 000 CZK
	2/1 of a page in page layout	400	267	–	
	1/1 of a page	210	297	3	
	1/1 of a page in page layout	193	267	–	
	2/3 of a page width	193	175	–	
	2/3 of a page height	127	267	–	
	1/2 of a page width	193	129	–	
	1/2 of a page height	95	267	–	
	1/3 of a page width	193	84	–	
1/3 of a page height	62	267	–	45 000 CZK	
<b>REPRE</b>	2nd cover page	210	297	3	110 000 CZK
	1st page of magazine	210	297	3	110 000 CZK
	Other pages before the editorial	210	297	3	100 000 CZK
	1/3 height by the editorial	62	297	–	60 000 CZK
<b>PR</b>	3rd cover page	210	297	3	100 000 CZK
	4th cover page	210	297	3	120 000 CZK
<b>OTHERS</b>	2/1 PR	5 000 characters, 2 – 5 pictures, logo			130 000 CZK
	1/1 PR	4 000 characters, 2 – 4 pictures, logo			75 000 CZK
	1/2 PR width	2 000 characters, 1–2 pictures, logo			50 000 CZK
	1/2 PR height				
	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture			40 000 CZK
	product placement	250 characters, 1 picture			15 000 CZK
	branding columns	logo			50 000 CZK
Inspiromat	250 characters, 1 picture			28 000 CZK	
inserted advertisements**				minimum price 45 000 CZK	
atypical format	size and price depending on individual requirements				

\* In editorial section are published only news and information not previously published in the magazine *Recepty prima nápadů*. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.

\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inserted supplements, the current postal charges and handling charges.

**EXTRA CHARGE:** 10 % for requested placement

**DISCOUNTS:** 15 % agency commission for contract partners only

**CANCELLATION FEES:** 100 % after the closing date of orders for the given issue of the magazine according to the editorial plan.

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Format valid since publishing of *Recepty prima nápadů* 02/2018.

## Non-standard formats

**Product placement**  
15 000 CZK  
MATERIALS: product photo, product name, product description, price and size of the packaging, web contact

**Branding columns**  
50 000 CZK  
MATERIALS: logo

**Inspiromat**  
28 000 CZK  
1/10 of a page  
127 x 50 mm

**Editorial page**  
40 000 CZK  
MATERIALS: text of 600 characters including spaces, 1 product photo, price, web contact

## Advertisement areas

1/1 of a page  
**90 000 CZK**  
210 x 297 mm

2/3 of a page width  
**60 000 CZK**  
193 x 175 mm

1/4 of a page  
**30 000 CZK**  
95 x 129 mm

1/1 PR  
**75 000 CZK**  
4 200 characters, 2–4 pictures, logo

1/2 of a page width  
**55 000 CZK**  
193 x 129 mm

1/2 of a page height  
**55 000 CZK**  
95 x 267 mm

1/3 of a page width  
**45 000 CZK**  
193 x 84 mm

1/3 of a page height  
**45 000 CZK**  
62 x 267 mm



# ZAGARDENING MAGAZINE WITH WORKING PROCEDURES

**45 000** print circulation  
of the magazine  
Zahrada prima nápadů

## Reader profile

The typical reader is mostly a woman aged 30 – 65 years, but also a man aged 30 – 65 years, who own a garden. They are homely established, practical, skilled. In the spare time they enjoy cultivation of and improving the exterior and gardens, in every season. Engaged in plant and animal breeding, by their own hands they create new things to beautify the exterior by putting the finishing touches. They use to grow flowers and crops. Magazine inspires ideas and the creation of both simple and demanding garden decorations.

## Distribution

- Subscribers in Czech republic and Slovakia
- Newspaper stands, press shops in Czech republic and Slovakia
- Department stores and hypermarkets – MAKRO, AHOLD, GLOBUS, TESCO, KAUFAND, SCANTO, PLANEKO ELEKTRO, MOUNTFIELD
- Sale points of distribution companies – GECO, HDS RETAIL, RELAY, INMEDIO, VALMONT
- Petrol stations – BENZINA, SHELL
- Managed distribution to valuable target group
- Housing and building industry exhibitions
- Online sale of the magazine via the websites [www.floowie.com](http://www.floowie.com), [www.publero.cz](http://www.publero.cz), [www.periodik.cz](http://www.periodik.cz), [www.predplatne.cz](http://www.predplatne.cz)



Frequency: **eleven times per year**  
 Number of pages: **64 pages**  
 Circulation: **45 000 copies**  
 Price: **39 CZK (1,59 €)**  
 Year: **2th**

## Who reads the magazine Zahrada?

**93% of readers** are about **to transform their garden or balcony.**

## Planning the reconstruction

**82 %**  
of the readers  
are about to  
**transform their  
garden.**



**11 %**  
of the readers  
is **preparing**  
or is already  
**reconstructing their  
balcony.**

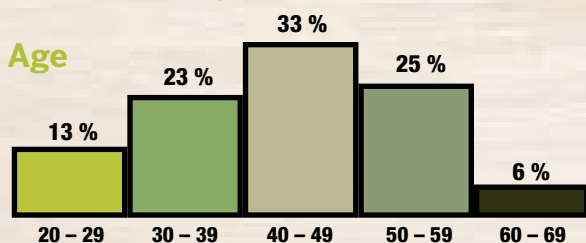
## For men and women

**53 %**  
of the readers are **women**  
who emphasize the  
importance of the garden  
as a place to relax, as well  
as places to grow own  
crops.



**47 %**  
of the readers are **men**  
who are interested in more  
technical and more complex  
topics in the magazine,  
working practices.

## Age



Source: survey conducted on a sample of 1 005 respondents, who answered the questions in the readers' opinion poll.

## Why advertise in ZAHRADA PRIMA NÁPADU?

- 1 The magazine provides readers with many ideas about gardening and breeding, as it contains everything what is necessary to know about the maintenance of a garden or a farm.
- 2 It is the only magazine about gardening which includes working processes.
- 3 The readers of the magazine are also highly interested in the advertisements concerning materials and tools which are used in the household and garden, and while reconstructing houses or cottages.
- 4 We give the remittance so that all prints reach the readers.
- 5 We regularly increase the circulation of the magazine when attending fairs, exhibitions and other thematic events.

## Garden owners

**72 %**  
of the readers own  
**house and garden**  
belonging to it.



**26 %**  
of the readers  
own a flat.

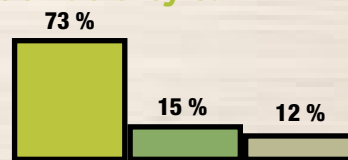
**17 %**  
of the readers own **garden  
in a garden area.**



**12 %**  
of the readers own a  
**cottage in the vicinity  
of a garden.**

## How much do they earn

**73 %**  
of the readers have an  
average living standard  
and an average  
income.



of the readers have a below average  
standard of living, for example students,  
unemployed or retired people.

of the readers have the  
highest social status  
in the society and the  
highest income.



ISSUE CLOSING DATE	DATE OF ISSUE	HOBBY GARDEN	GARDENING	CONSTRUCTION AND RECONSTRUCTION	BREEDING
<b>Zahrada prima nápadů 01/2018</b> ORDERS: 11. 1. 2018 MATERIALS: Editorial work 2. 1. 2018 Advertorial 11. 1. 2018 Advertising 16. 1. 2018	<b>2. 2. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: Fruit and vegetable juicing, smoothie</li> <li>Garden helpers: Small workshop equipment</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden for children</li> <li>Seedlings: lawns creation - selection of clay, seeds, fertilizers</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Sowing - soil, gardens, boxes before the spring season, anti-falling agent for sprouts, pre-spring spray</li> </ul>	<ul style="list-style-type: none"> <li>Small constructions: Playground and sandpit</li> <li>Balcony, Terrace - tips: Cleaning after winter - painting balcony pipes, fence coating</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Goats, miniature donkey - suitable for children as a pet, goat as a utility animal</li> </ul>
<b>Zahrada prima nápadů 02/2018</b> ORDERS: 22. 2. 2018 MATERIALS: Editorial work 13. 2. 2018 Advertorial 22. 2. 2018 Advertising 27. 2. 2018	<b>16. 3. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: Frying geraniums</li> <li>Garden helpers: Verticutters, cultivators</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden on a slope</li> <li>Seedlings: Vegetables</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Weeds and molds on potatoes and vegetables</li> </ul>	<ul style="list-style-type: none"> <li>Small constructions: Greenhouse</li> <li>Balcony, Terrace - tips: New floor, tiles, planks</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Protection of pets against parasites - collars, drops, etc.</li> </ul>
<b>Zahrada prima nápadů 03/2018</b> ORDERS: 9. 4. 2018 MATERIALS: Editorial work 27. 3. 2018 Advertorial 9. 4. 2018 Advertising 12. 4. 2018	<b>2. 5. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: smoked food</li> <li>Garden helpers: Mowers</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden with garden pond</li> <li>Seedlings: Flowers</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Protection of buxus and ornamental plants</li> </ul>	<ul style="list-style-type: none"> <li>Small constructions: Pergola</li> <li>Balcony, Terrace - tips: Terrace furniture, balcony</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Dog - pet - which breed is suitable for allergy sufferers, for young children, pensioners</li> </ul>
<b>Zahrada prima nápadů 04/2018</b> ORDERS: 24. 5. 2018 MATERIALS: Editorial work 15. 5. 2018 Advertorial 24. 5. 2018 Advertising 29. 5. 2018	<b>15. 6. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from gifts of our garden: Salsa, jams, marmalades</li> <li>Garden helpers: Garden Tools</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden with gazebo and garden pergola</li> <li>Seedlings: Growing tangerines and other bushes</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds</li> </ul>	<ul style="list-style-type: none"> <li>Small constructions: Construction of a fence</li> <li>Balcony, Terrace - tips: Balcony shades, terraces</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Cat - pet or predator for catching mice, what is a suitable cat for young children, allergy sufferers</li> </ul>
<b>Zahrada prima nápadů 05/2018</b> ORDERS: 10. 7. 2018 MATERIALS: Editorial work 28. 6. 2018 Advertorial 10. 7. 2018 Advertising 13. 7. 2018	<b>1. 8. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: Preserving vegetables, fruits</li> <li>Garden helpers: Garden Assistants - Hoses, Hose Rails, Hedge Trimmers ...</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden on a small plot</li> <li>Seedlings</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Protection of the fruit garden</li> </ul>	<ul style="list-style-type: none"> <li>Small construction: Construction of a utility or ornamental bed</li> <li>Balcony, Terrace - tips: Grill - grill tips</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Horses, cows - take a trip to the home farm, what is the way home</li> </ul>

20

<b>Zahrada prima nápadů 06/2018</b> ORDERS: 22. 8. 2018 MATERIALS: Editorial work 13. 8. 2018 Advertorial 22. 8. 2018 Advertising 27. 8. 2018	<b>14. 9. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: What with the mushrooms</li> <li>Garden helpers: Basic garden tools - what each gardener should have at hand</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden with garden kitchen</li> <li>Seedlings</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Cucumber, cabbage, salad</li> </ul>	<ul style="list-style-type: none"> <li>Small construction: Garden walkways</li> <li>Balcony, Terrace - tips: Pools</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Indian runner - suitable for eradicating slugs in the garden</li> </ul>
<b>Zahrada prima nápadů 07/2018</b> ORDERS: 10. 10. 2018 MATERIALS: Editorial work 1. 10. 2018 Advertorial 10. 10. 2018 Advertising 15. 10. 2018	<b>2. 11. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: Drying fruit</li> <li>Garden helpers: Drills, Grinders, Hammers ...</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden with swimming pool</li> <li>Seedlings</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Protection of roses and ornamental roses</li> </ul>	<ul style="list-style-type: none"> <li>Small construction: Swimming pool construction</li> <li>Balcony, Terrace - tips: Moss in paving - how to deal with it</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Rabbit - domestic breeding or pet</li> </ul>
<b>Zahrada prima nápadů 08/2018</b> ORDERS: 21. 11. 2018 MATERIALS: Editorial work 12. 11. 2018 Advertorial 21. 11. 2018 Advertising 26. 11. 2018	<b>13. 12. 2018</b>	<ul style="list-style-type: none"> <li>Cooking from the gifts of our garden: Storing fruit, vegetables for the winter</li> <li>Garden helpers: garden blowers, snowmobiles, rakes</li> </ul>	<ul style="list-style-type: none"> <li>Garden architecture: Garden with orchard</li> <li>Seedlings</li> <li>Photo contest of the prettiest balcony, gardens</li> <li>Protection against pests, molds: Rodents on ants in the garden - how to get rid of them</li> </ul>	<ul style="list-style-type: none"> <li>Small construction: Building a terrace</li> <li>Balcony, Terrace - tips: Wintering - garden furniture, boxes - disinfection, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Small-scale farming: Peacocks</li> </ul>



## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	150 000 CZK
	2/1 of a page in page layout	400	267	-	
	1/1 of a page	210	297	3	90 000 CZK
	1/1 of a page in page layout	193	267	-	
	2/3 of a page width	193	175	-	60 000 CZK
	2/3 of a page height	127	267	-	
	1/2 of a page width	193	129	-	55 000 CZK
	1/2 of a page height	95	267	-	
	1/3 of a page width	193	84	-	45 000 CZK
1/3 of a page height	62	267	-		
<b>REPRE</b>	2nd cover page	210	297	3	110 000 CZK
	1st page of magazine	210	297	3	110 000 CZK
	Other pages before the editorial	210	297	3	100 000 CZK
	1/3 height by the editorial	62	297	-	60 000 CZK
	3rd cover page	210	297	3	100 000 CZK
<b>PR</b>	4th cover page	210	297	3	120 000 CZK
	2/1 PR	5 000 characters, 2 – 5 pictures, logo			130 000 CZK
<b>OTHERS</b>	1/1 PR	4 000 characters, 2 – 4 pictures, logo			75 000 CZK
	1/2 PR width	2 000 characters, 1–2 pictures, logo			50 000 CZK
	1/2 PR height				
	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture			40 000 CZK
	product placement	250 characters, 1 picture			15 000 CZK
	branding columns	logo			50 000 CZK
	Inspiriomat	250 characters, 1 picture			28 000 CZK
inserted advertisements**				minimum price 45 000 CZK	
atypical format	size and price depending on individual requirements				

\* In editorial section are published only news and information not previously published in the magazine Zahrada prima nápadů. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.

\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inser-

ted supplements, the current postal charges and handling charges.

**EXTRA CHARGE:** 10 % for requested placement  
**DISCOUNTS:** 15 % agency commission for contract partners only  
**CANCELLATION FEES:** 50 % before the closing date of orders for the given issue of the magazine according to the editorial plan.  
 100 % after the closing date of orders for the given issue of the magazine according to the editorial plan.

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Non-standard format

**Product placement**  
**15 000 CZK**  
 MATERIALS: product photo, product name, product description, price and size of the packaging, web contact

**Branding columns**  
**50 000 CZK**  
 MATERIALS: logo

**Inspiriomat**  
**28 000 CZK**  
 1/10 of a page  
 127 x 50 mm

**Editorial page**  
**40 000 CZK**  
 MATERIALS: text of 600 characters including spaces, 1 product photo, price, web contact

## Advertisement areas

1/1 of a page  
**90 000 CZK**  
 210 x 297 mm

2/3 of a page width  
**60 000 CZK**  
 193 x 175 mm

2/3 of a page height  
**60 000 Kč**  
 127 x 267 mm

1/1 PR  
**75 000 CZK**  
 4 200 characters, 2–4 pictures, logo

1/2 of a page width  
**55 000 CZK**  
 193 x 129 mm

1/2 of a page height  
**55 000 CZK**  
 95 x 267 mm

1/3 of a page width  
**45 000 CZK**  
 193 x 84 mm

1/3 of a page height  
**45 000 CZK**  
 62 x 267 mm



# PRACTICAL GUIDE FOR EVERY BUILDER

**4 500** copies of each Realizace staveb issue are printed  
(source: ABC ČR)

## Reader profile

The typical reader is an academic or a man with secondary education. A great majority of readers are realization company employees and engineering design company employees. The readers of Realizace staveb are of working age (between 23 and 55) and they make use of the obtained information in their profession. Many of them are interested in unbiased information about specific products and information from practical experience.

## Distribution

- Subscribers
- Direct mailing to target groups
- Housing and building industry exhibitions
- Online sale at [www.casopisrs.cz](http://www.casopisrs.cz), [www.periodik.cz](http://www.periodik.cz), [www.predplatne.cz](http://www.predplatne.cz)
- Online sale of the magazine via the websites [www.floowie.com](http://www.floowie.com), [www.publero.cz](http://www.publero.cz)
- Magazine presentation at conferences on construction

### What is ABC ČR?

ABC ČR (Audit Bureau of Circulations – Kancelář ověřování nákladu tisku) is responsible for checking the circulation of print in the Czech Republic. Audit Bureau of Circulations in the Czech Republic has been auditing circulations of periodic press taking place since March 1993, when this service was ensured organizationally and methodically by the Czech Publishers Association. Since January 1st, 1997, ABC ČR has ensured publishing and auditing circulations to the full extent. This is a non-profit tripartite association with representation of publishers, advertising agencies and advertisers.

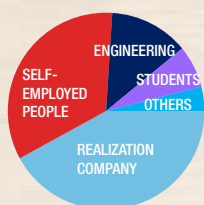


Frequency: **five times per year**  
 Number of pages: **56 – 80 pages**  
 Circulation: **4 500 copies\***  
 Price: **69 CZK**  
 Year: **13th**

\* Source: ABC ČR

## Who reads the magazine Realizace staveb?

As much as **45 % of the readers** are **realization company employees who are responsible for decision making.**

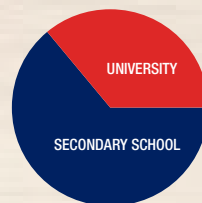


- **45 %** of the readers are **realization company employees.**
- **31 %** of the readers are **self-employed people** working in the field of construction who apply the information found in the magazine in their profession.
- **15 %** of the readers are engineering **design company employees.**
- **5 %** of the readers are **students** of faculties of Civil Engineering.
- **4 %** accounts for **others.**

## Men dominate

**89 %** of the readers are **men** interested in the field of construction and are either in charge of decision making or executives.

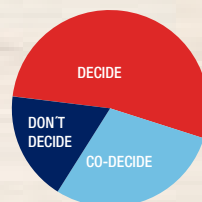
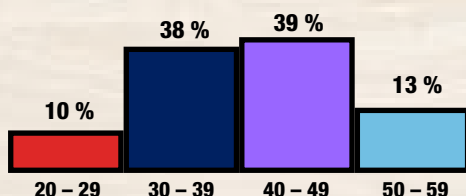
**11 %** of the readers are **women** who are professionals in the construction field.



## Education

- **69 %** of the readers are people with **secondary education** who utilize the obtained information in their profession.
- **31 %** of the readers are **academics** working in the field of construction.

## Age



## Do they decide about purchasing?

- **57 %** of the readers are the ones who **decide** about purchasing.
- **25 %** of the readers **co-decide** about purchasing.
- **18 %** of the readers **don't decide** about purchasing.

Source: survey conducted on a sample of 395 respondents, who answered the questions in the readers' opinion poll.

ISSUE CLOSING DATE	DATE OF ISSUE	TOPIC	CONSTRUCTION AND RECONSTRUCTION	TRAID FAIRS
Realizace stavěb 4/2017 #56 ORDERS: 22. 8. 2017 MATERIALS: Editorial work 11. 8. 2017 Advertorial 22. 8. 2017 Advertising 28. 8. 2017	12. 9. 2017	Roof constructions	<ul style="list-style-type: none"> <li>Flat roofs</li> <li>Sloping roofs</li> <li>Metal and wooden structures</li> <li>Roof insulation</li> <li>Construction machinery</li> <li>Utility vehicles, construction machinery</li> </ul>	• FOR ARCH Praha 2017 (19.–23. 9. 2017)
Realizace stavěb 5/2017 #57 ORDERS: 5. 10. 2017 MATERIALS: Editorial work 26. 9. 2017 Advertorial 5. 10. 2017 Advertising 11. 10. 2017	24. 10. 2017	Thermal, acoustic and waterproofing	<ul style="list-style-type: none"> <li>Types of insulation</li> <li>Technology and installation</li> <li>Substructure, insulation</li> <li>Construction chemistry</li> <li>Utility vehicles, construction machinery</li> <li>Scaffolding and sheeting</li> </ul>	
Realizace stavěb 1/2018 #58 ORDERS: 23. 3. 2018 MATERIALS: Editorial work 14. 3. 2018 Advertorial 23. 3. 2018 Advertising 28. 3. 2018	13. 4. 2018	Vertical and horizontal structures	<ul style="list-style-type: none"> <li>Concrete and constructions from concrete</li> <li>Walls, ceilings, floors</li> <li>Masonry materials and prefabricates</li> <li>Protection of vertical and horizontal structures</li> <li>Foundation engineering</li> <li>Timbering, scaffolding and sheeting</li> <li>Utility vehicles, construction machinery</li> </ul>	• IBF, MOBITEX 2018 (25.–28. 4. 2018)
Realizace stavěb 2/2018 #59 ORDERS: 7. 5. 2018 MATERIALS: Editorial work 25. 4. 2018 Advertorial 7. 5. 2018 Advertising 11. 5. 2018	25. 5. 2018	External cladding of buildings and opening fillings	<ul style="list-style-type: none"> <li>Facade structures</li> <li>Facade cladding</li> <li>Windows, doors, glassed-in walls</li> <li>Thermal and sound insulation</li> <li>Construction chemistry</li> <li>Utility vehicles, construction machinery</li> </ul>	
Realizace stavěb 3/2018 #60 ORDERS: 6. 6. 2018 MATERIALS: Editorial work 28. 5. 2018 Advertorial 6. 6. 2018 Advertising 11. 6. 2018	25. 6. 2018	Construction chemistry	<ul style="list-style-type: none"> <li>Sealants and glues, chemical anchors</li> <li>Additives in concrete</li> <li>Fungicide wood protection</li> <li>Mortars and admixtures for mortars</li> <li>Plasters</li> <li>Biocidal protection and surfactants</li> <li>Utility vehicles, construction machinery</li> </ul>	
Realizace stavěb 4/2018 #61 ORDERS: 23. 8. 2018 MATERIALS: Editorial work 14. 8. 2018 Advertorial 23. 8. 2018 Advertising 28. 8. 2018	12. 9. 2018	Roof constructions	<ul style="list-style-type: none"> <li>Flat roofs</li> <li>Sloping roofs</li> <li>Metal and wooden structures</li> <li>Roof insulation</li> <li>Construction machinery</li> <li>Utility vehicles, construction machinery</li> </ul>	• FOR ARCH Praha 2018 (18.–22. 9. 2018)
Realizace stavěb 5/2018 #62 ORDERS: 5. 10. 2018 MATERIALS: Editorial work 26. 9. 2018 Advertorial 5. 10. 2018 Advertising 10. 10. 2018	24. 10. 2018	Thermal, acoustic and waterproofing	<ul style="list-style-type: none"> <li>Types of insulation</li> <li>Technology and installation</li> <li>Substructure, insulation</li> <li>Construction chemistry</li> <li>Utility vehicles, construction machinery</li> <li>Scaffolding and sheeting</li> </ul>	

26

## Size and advertising price

	Size	Dimensions in mm			Price	
		width	height	bleed		
ADVERTISING	2/1 of a page	420	297	3	130 000 CZK	
	2/1 of a page in page layout	390	267	–		
	1/1 of a page	210	297	3	75 000 CZK	
	1/1 of a page in page layout	175	267	–		
	2/3 of a page width	175	178	–	52 000 CZK	
	2/3 of a page height	115	267	–		
	1/2 of a page width	175	132	–	39 000 CZK	
	1/2 of a page height	86	267	–		
	1/3 of a page width	175	87	–	28 000 CZK	
	1/3 of a page height	56	267	–		
1/4 of a page*	86	132	–	22 000 CZK		
REPRE	Lapel on the headline	105	297	3	88 000 CZK	
	Z-gate	400	297	3	173 000 CZK	
	2nd cover page	210	297	3	94 000 CZK	
	1st page of magazine	210	297	3	94 000 CZK	
	Other pages before editorial	210	297	3	88 000 CZK	
	1/3 height by editorial	56	267	–	52 000 CZK	
	3rd cover page	210	297	3	88 000 CZK	
	4th cover page	210	297	3	120 000 CZK	
	PR	2/1 PR	8 400 characters, 4 – 8 pictures, logo			94 000 CZK
		1/1 PR	4 200 characters, 2 – 4 pictures, logo			55 000 CZK
1/2 PR width		2 100 characters, 1 – 2 pictures, logo			33 000 CZK	
1/2 PR height						
OTHERS	Editorial section** (news and information previously not published in the magazine)	600 characters, 1 picture			27 000 CZK	
	product placement	250 characters, 1 picture			12 000 CZK	
	branding columns	logo			22 000 CZK	
	inserted advertisements***				minimum price 45 000 CZK	
	atypical format	size and price depending on individual requirements				

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Non-standard formats



\* Size without possibility of positioning – location of the advertisement will be adapted to the magazine layout.

\*\* In editorial section there are published only news and information not previously published in the magazine Realizace stavěb. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.

\*\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inserted supplements, the current postal charges and handling charges.

**EXTRA CHARGE:** 10 % for requested placement  
**DISCOUNTS:** 15 % agency commission for contract partners only  
**CANCELLATION FEES:** 100 % after the closing date of orders for the given issue of the magazine according to the editorial plan.



27



# FOR PROJECT ENGINEERS AND SANITARY ENGINEERS

**4 000** copies are printed of each TZB HAUSTECHNIK issue  
(source: ABC ČR)

## Reader profile

The typical reader is a university or secondary-school educated man of working age between 25 and 55. Women also belong to the group of readers, although to a lesser extent. A prevailing number of readers operate in design and realization companies, using the information obtained from TZB HAUSTECHNIK magazine in their professions. This is also reflected in the growing interest in information from the practical world and in non-commercial information on current products and trends on the Czech market.

## Distribution

- Subscribers
- Direct mailing to target groups
- Exhibitions focused on construction, engineering industry, energy and living
- Online sale at [www.casopistzb.cz](http://www.casopistzb.cz), [www.periodik.cz](http://www.periodik.cz), [www.predplatne.cz](http://www.predplatne.cz)
- Online sale of the magazine via the websites [www.floowie.com](http://www.floowie.com), [www.publero.cz](http://www.publero.cz)
- Magazine presentation at conferences on construction and engineering

### What is ABC ČR?

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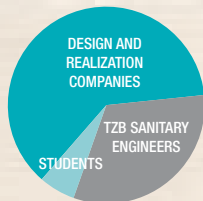


Frequency: **four times per year**  
 Number of pages: **56 – 80 pages**  
 Circulation: **4 000 copies\***  
 Price: **69 CZK**  
 Year: **11th**

\* Source: ABC ČR

## Who reads the magazine TZB HAUSTECHNIK?

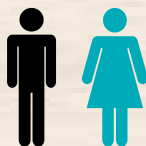
Over **62 %** readers are **employees of design and realization companies.**



- **62 %** of the readers are people who work in **design and realization companies.**
- **32 %** of the readers are **TZB sanitary engineers of technical building equipment.**
- **6 %** of the readers are **students.**

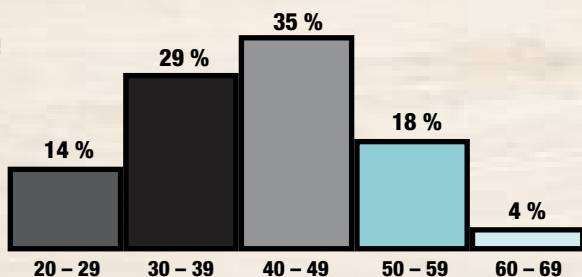
### Men dominate

**71 %** of the readers are **men** working in different fields from financing to building equipment.



**29 %** of the readers are **women** who are interested in the field of technical building equipment within the frame of their profession.

### Age



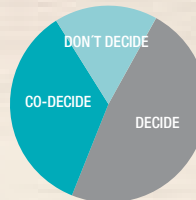
Source: survey conducted on a sample of 597 respondents, who answered the questions in the readers' opinion poll.

## Why to advertise in TZB HAUSTECHNIK?

- 1** 83 % of the readers of TZB decide or co-decide about technologies for a building site.
- 2** 78 % of the readers consider the advertisement and the advertising articles published in the magazine TZB useful and they make use of the information in their profession (source: GFK survey).
- 3** 41 % of the readers have used the information from the advertisement or from the advertising article published in TZB once or more times (source: GFK survey).

### Do they decide about purchasing?

- **48 %** of the readers are the ones who **decide** about purchasing.
- **35 %** of the readers **co-decide** about purchasing.
- **17 %** of the readers **don't decide** about purchasing.



### News and trends

- **59 %** of the readers belong to the group of people who read mostly **about up-to-date products and trends** on the Czech market.
- **28 %** of the readers are people who are interested in **practical information** as well as **professional solutions** from the field of technical building equipment.
- **13 %** of the readers search for information **about current situation** in this field.



ISSUE CLOSING DATE	DATE OF ISSUE	SPECIAL	OTHER TOPICS	TRAID FAIRS	
<b>TZB HAUSTECHNIK 3/2017</b> ORDERS: 24. 8. 2017 MATERIALS: Editorial work 15. 8. 2017 Advertorial 24. 8. 2017 Advertising 31. 8. 2017	<b>14. 9. 2017</b>	<b>Heating</b>	<ul style="list-style-type: none"> <li>• Facility management</li> <li>• Energy</li> <li>• Sanitation equipment and installations</li> <li>• Ventilation, air-conditioning and cooling</li> </ul>	<ul style="list-style-type: none"> <li>• Metering, regulation and control technology</li> <li>• Electrical installations and lighting technology</li> <li>• Sustainability of the environmental technology</li> </ul>	<ul style="list-style-type: none"> <li>• FOR ARCH Praha 2017 (19.–23. 9. 2017)</li> </ul>
<b>TZB HAUSTECHNIK 4/2017</b> ORDERS: 29. 9. 2017 MATERIALS: Editorial work 20. 9. 2017 Advertorial 29. 9. 2017 Advertising 5. 10. 2017	<b>18. 10. 2017</b>	<b>Energy</b>	<ul style="list-style-type: none"> <li>• Facility management</li> <li>• Heating</li> <li>• Sanitation equipment and installations</li> <li>• Indoor environment</li> </ul>	<ul style="list-style-type: none"> <li>• Metering, regulation and control technology</li> <li>• Electrical installations and lighting technology</li> <li>• Sustainability of the environmental technology</li> </ul>	
<b>TZB HAUSTECHNIK 1/2018</b> ORDERS: 22. 3. 2018 MATERIALS: Editorial work 13. 3. 2018 Advertorial 22. 3. 2018 Advertising 27. 3. 2018	<b>12. 4. 2018</b>	<b>The quality of the buildings' indoor environment</b>	<ul style="list-style-type: none"> <li>• Facility management</li> <li>• Energy</li> <li>• Sanitation equipment and installations</li> <li>• Ventilation, air-conditioning and cooling</li> <li>• Indoor environment</li> </ul>	<ul style="list-style-type: none"> <li>• Metering, regulation and control technology</li> <li>• Electrical installations and lighting technology</li> <li>• Sustainability of the environmental technology</li> </ul>	<ul style="list-style-type: none"> <li>• IBF, MOBITEK 2018 (25.–28. 4. 2018)</li> </ul>
<b>TZB HAUSTECHNIK 2/2018</b> ORDERS: 25. 5. 2018 MATERIALS: Editorial work 16. 5. 2018 Advertorial 25. 5. 2018 Advertising 30. 5. 2018	<b>13. 6. 2018</b>	<b>Ventilation, air-conditioning, and cooling</b>	<ul style="list-style-type: none"> <li>• Facility management</li> <li>• Heating</li> <li>• Sanitation equipment and installations</li> <li>• Indoor environment</li> </ul>	<ul style="list-style-type: none"> <li>• Metering, regulation and control technology</li> <li>• Electrical installations and lighting technology</li> <li>• Sustainability of the environmental technology</li> </ul>	
<b>TZB HAUSTECHNIK 3/2018</b> ORDERS: 27. 8. 2018 MATERIALS: Editorial work 16. 8. 2018 Advertorial 27. 8. 2018 Advertising 31. 8. 2018	<b>14. 9. 2018</b>	<b>Heating</b>	<ul style="list-style-type: none"> <li>• Facility management</li> <li>• Energy</li> <li>• Sanitation equipment and installations</li> <li>• Ventilation, air-conditioning and cooling</li> </ul>	<ul style="list-style-type: none"> <li>• Metering, regulation and control technology</li> <li>• Electrical installations and lighting technology</li> <li>• Sustainability of the environmental technology</li> </ul>	<ul style="list-style-type: none"> <li>• FOR ARCH Praha 2018 (18.–22. 9. 2018)</li> </ul>
<b>TZB HAUSTECHNIK 4/2018</b> ORDERS: 1. 10. 2018 MATERIALS: Editorial work 20. 9. 2018 Advertorial 1. 10. 2018 Advertising 4. 10. 2018	<b>18. 10. 2018</b>	<b>Energy</b>	<ul style="list-style-type: none"> <li>• Facility management</li> <li>• Heating</li> <li>• Sanitation equipment and installations</li> <li>• Indoor environment</li> </ul>	<ul style="list-style-type: none"> <li>• Metering, regulation and control technology</li> <li>• Electrical installations and lighting technology</li> <li>• Sustainability of the environmental technology</li> </ul>	

30

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	62 000 CZK
	2/1 of a page in page layout	390	263	–	
	1/1 of a page	210	297	3	35 000 CZK
	1/1 of a page in page layout	180	263	–	
	2/3 of a page width	180	173	–	24 000 CZK
	2/3 of a page height	118	263	–	
	1/2 of a page width	180	129	–	18 500 CZK
	1/2 of a page height	88	263	–	
	1/3 of a page width	180	84	–	13 000 CZK
	1/3 of a page height	57	263	–	
1/4 of a page*	88	129	–	10 000 CZK	
<b>REPRE</b>	Lapel on the headline	105	297	3	41 000 CZK
	Z-gate	400	297	3	79 000 CZK
	2nd cover page	210	297	3	45 000 CZK
	1st page of magazine	210	297	3	45 000 CZK
	Other pages before editorial	210	297	3	41 000 CZK
	3rd cover page	210	297	3	41 000 CZK
4th cover page	210	297	3	56 000 CZK	
<b>PR</b>	2/1 PR	8 400 characters, 4 – 8 pictures, logo			44 000 CZK
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			25 000 CZK
	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			13 500 CZK
	1/2 PR height				
	1/3 PR width	1 100 characters, 1 picture, logo			10 000 CZK
1/3 PR height					
<b>OTHERS</b>	Editorial section** <i>(news and information previously not published in the magazine)</i>	600 characters, 1 picture			10 000 CZK
	product placement	250 characters, 1 picture			12 000 CZK
	branding columns	logo			22 000 CZK
	inserted advertisements***				minimum price 30 000 CZK
	atypical format	size and price depending on individual requirements			

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Non-standard formats



\* Size without possibility of positioning – location of the advertisement will be adapted to the magazine layout.

\*\* In editorial section are published only news and information not previously published in the magazine TZB HAUSTECHNIK. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.

\*\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inserted supplements, the current postal charges and handling charges.

**EXTRA CHARGE:** 10 % for requested placement

**DISCOUNTS:** 15 % 15 % agency commission for contract partners only

**CANCELLATION FEES:** 100 % after the closing date of orders for the given issue of the magazine according to the editorial plan.



31



# 66 YEARS ON THE MARKET

**3 500** print circulation of the magazine  
Inžinierske stavby/  
Inženýrské stavby

source: Jaga Media publishers

## Reader profile

The typical reader is an academic or secondary-school educated man, but university educated women are also between the readers. A great majority of readers are employees of engineering design and realization companies. The readers of the magazine Inžinierske stavby/Inženýrské stavby are of working age, and the information obtained from the magazine's content is applied in their professions. Due to its long tradition, many readers consider keeping up with the magazine a matter of course in their professional lives.

## Distribution

- Subscribers
- Direct mailing to target groups
- Distribution at specialised stores
- Sale at exhibitions focused on construction, transport and engineering industry
- Online sale at [www.casopistzb.cz](http://www.casopistzb.cz), [www.periodik.cz](http://www.periodik.cz), [www.predplatne.cz](http://www.predplatne.cz)
- Online sale of the magazine via the websites [www.floowie.com](http://www.floowie.com), [www.publero.cz](http://www.publero.cz)
- Presentation of the magazine at conferences on construction and transportation

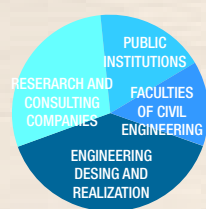


Frequency: **six times per year**  
 Number of pages: **56 – 112 pages**  
 Circulation: **3 500 copies**  
 Price: **69 CZK**  
 Year: **66th**

32

## Who reads the magazine Inžinierske stavby/Inženýrské stavby?

Almost **39 % of the readers** are **people who work in engineering design and realization companies.**



- **39 %** of the readers are people from the field of **engineering design and realization.**
- **29 %** of the readers work for **research and consulting companies.**
- **18 %** of the readers are people employed in **public institutions** in the field of building industry.
- **14 %** of the readers are **teachers, students** and graduates of faculties of civil engineering.

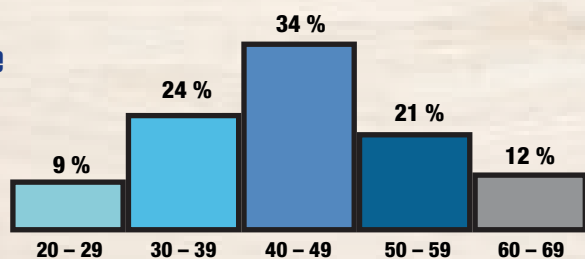
## Men dominate

**79 %** of the readers are university or secondary school educated **men.**



**21 %** of the readers are university or secondary school educated **women.**

## Age



Source: survey conducted on a sample of 809 respondents, who answered the questions in the readers' opinion poll.

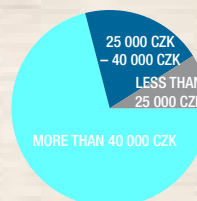
## Why advertise in Inženýrské stavby?

- 1** 83 % of the readers decide or help in decision making concerning the purchase and design of the material and technologies for a construction site.
- 2** 38 % of the readers make use of the advertisements and advertising articles in the magazine Inžinierske stavby while selecting suppliers (source: GFK survey).
- 3** It is the only and highly respected professional magazine in the field of building engineering and has 65 years old tradition.
- 4** It is a combination of a advertised brand and a trustworthy magazine.



## Do they decide about purchasing?

- **59 %** of the readers **co-decide** about purchasing.
- **24 %** of the readers are the ones who **decide** about purchasing.
- **17 %** of the readers **don't decide** about purchasing.



## How much do they earn

- **71 %** of the readers have an income **higher than 40 000 CZK.**
- **20 %** of the readers have an income **between 25 000 and 40 000 CZK.**
- **9 %** of the readers have an income **lower than 25 000 CZK.**

33

ISSUE CLOSING DATE	DATE OF ISSUE	ANALYSIS	TOPIC	SPECIAL	OTHER TOPICS
<b>Inžinierske stavby/ Inženýrské stavby 5/2017</b> #393 ORDERS: 25. 9. 2017 MATERIALS: Editorial work 13. 9. 2017 Advertorial 25. 9. 2017 Advertising 29. 9. 2017	12. 10. 2017	<b>Traffic signs on motorways and roads</b> Design of road traffic signs, permanent and portable traffic signs, new types of traffic signs and materials, traffic safety features <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Tunnel construction in Slovakia and the Czech Republic</b> Construction of tunnels in Slovakia and the Czech Republic, current state and outlook, latest technologies in realizations of tunnels, technological outfitting, monitoring, respective standards	<b>Integrated rail transport</b> Integration of rail passenger transport in the urban transport system	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Water engineering constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> </ul>
<b>Inžinierske stavby/ Inženýrské stavby 6/2017</b> #394 ORDERS: 27. 10. 2017 MATERIALS: Editorial work 18. 10. 2017 Advertorial 27. 10. 2017 Advertising 3. 11. 2017	16. 11. 2017	<b>Water engineering constructions</b> Ecological and water engineering constructions, water treatment plants, technological equipment, sewerage of regions, sewerage and waterway networks <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Maintenance of road networks</b> Maintenance, repairs and reconstruction of road network, work on road surfaces and bridges, safety equipment and traffic signs	<b>Bridge construction</b> Materials, structural systems and Technologies applied in construction of bridges, interesting implementations of bridges in Slovakia, the Czech Republic and abroad	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> </ul>
<b>Inžinierske stavby/ Inženýrské stavby 1/2018</b> #395 ORDERS: 18. 2. 2018 MATERIALS: Editorial work 7. 2. 2018 Advertorial 18. 2. 2018 Advertising 21. 2. 2018	7. 3. 2018	<b>Safety in the operation of transportation constructions</b> Activities to increase the safety of transportation constructions, new knowledge and trends in science and research, new rules in legislation <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Rail transport</b> The current state of railway transportation in Slovakia and the Czech Republic, its development and support, need for investments, proposed projects and solutions	<b>Technological outfitting of transportation constructions</b> Technological outfitting in the individual types of transportation constructions, relevant European standards, contemporary trends and development of technologies	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Water engineering constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> <li>• Trade Fairs: CONEKO – RACIO-ENERGIA 2018 (11. – 14. 4. 2018)</li> <li>IBF, MOBITEK 2018 (25. – 28. 4. 2018)</li> </ul>
<b>Inžinierske stavby/ Inženýrské stavby 2/2018</b> #396 ORDERS: 20. 4. 2018 MATERIALS: Editorial work 11. 4. 2018 Advertorial 20. 4. 2018 Advertising 25. 4. 2018	11. 5. 2018	<b>Anti-flooding protection</b> Securing civil engineering constructions against surface water, current stage of implementation of proposed anti-flood measures in Slovakia and the Czech Republic, monitored goals and the methods of their implementation, problems in practice, tasks and perspectives <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Bridges</b> Bridge building in Slovakia and the Czech Republic, its current state and prognoses, the latest technologies in the realisation of new bridge constructions and reconstructions, diagnosing bridges, respective standards	<b>Remediation and water-proofing in engineering construction</b> Remediation of concrete and steel structures, water-proofing, construction chemistry	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Water engineering constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> <li>• Trade Fairs: International Engineering Fair Nitra Nitra 2018 (23. – 26. 5. 2018)</li> </ul>

34

<b>Inžinierske stavby/ Inženýrské stavby 3/2018</b> #397 ORDERS: 12. 6. 2018 MATERIALS: Editorial work 1. 6. 2018 Advertorial 12. 6. 2018 Advertising 15. 6. 2018	29. 6. 2018	<b>Investments in transportation in Slovakia and the Czech Republic</b> Proposed investments for individual areas of transportation in Slovakia and the Czech Republic, goals, problems, solutions, specific projects, outlook for the future <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Roads – structures and materials</b> Maintenance, repairs, reconstructions of roads, technological procedures, asphalt and cement concrete roads	<b>Concrete and concrete structures</b> The use of concrete in a range of civil engineering constructions, current trends, technology, testing, diagnostics, protection and remediation of concrete	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Water engineering constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> </ul>
<b>Inžinierske stavby/ Inženýrské stavby 4/2018</b> #398 ORDERS: 20. 8. 2018 MATERIALS: Editorial work 9. 8. 2018 Advertorial 20. 8. 2018 Advertising 23. 8. 2018	7. 9. 2018	<b>Regional transport</b> Regional transportation priorities, resolving critical traffic situations <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>National report Fib SK: BETON NA SLOVENSKU 2014-2018</b> - organized on the occasion of the 5th International Fib Congress in Melbourne	<b>Construction technology, scaffolding and formwork systems in civil engineering</b> Uses of construction technology and machinery in the realization of engineering constructions, scaffolding and formwork used in the construction of bridges and other structures of civil engineering	<ul style="list-style-type: none"> <li>• Transportation constructions</li> <li>• Water engineering constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Special constructions</li> <li>• Trade Fairs: FOR ARCH Praha 2018 (19. – 23. 9. 2018)</li> <li>International Engineering Fair Brno Brno 2018 (9. – 13. 10. 2018)</li> </ul>
<b>Inžinierske stavby/ Inženýrské stavby 5/2018</b> #399 ORDERS: 25. 9. 2018 MATERIALS: Editorial work 14. 9. 2018 Advertorial 25. 9. 2018 Advertising 28. 9. 2018	12. 10. 2018	<b>Traffic signs on motorways and roads</b> Design of road traffic signs, permanent and portable traffic signs, new types of traffic signs and materials, traffic safety features <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Tunnel construction in Slovakia and the Czech Republic</b> Construction of tunnels in Slovakia and the Czech Republic, current state and outlook, latest technologies in realizations of tunnels, technological outfitting, monitoring, respective standards <b>Geo-technology and foundation engineering</b> Foundation engineering, reconstruction and sanitation of grounds, geotechnical monitoring	<b>Integrated rail transport</b> Integration of rail passenger transport in the urban transport system	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Water engineering constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> </ul>
<b>Inžinierske stavby/ Inženýrské stavby 6/2018</b> #400 ORDERS: 29. 10. 2018 MATERIALS: Editorial work 18. 10. 2018 Advertorial 29. 10. 2018 Advertising 2. 11. 2018	16. 11. 2018	<b>Water engineering constructions</b> Ecological and water engineering constructions, water treatment plants, technological equipment, sewerage of regions, sewerage and waterway networks <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>Maintenance of road networks</b> Maintenance, repairs and reconstruction of road network, work on road surfaces and bridges, safety equipment and traffic signs	<b>Bridge construction</b> Materials, structural systems and Technologies applied in construction of bridges, interesting implementations of bridges in Slovakia, the Czech Republic and abroad	<ul style="list-style-type: none"> <li>• Geo-technology and foundation engineering</li> <li>• Transportation constructions</li> <li>• Engineering networks</li> <li>• Technologies and materials</li> <li>• Construction machinery and auxiliary structures</li> <li>• Special constructions</li> </ul>

35



## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	96 000 CZK
	2/1 of a page in page layout	390	263	-	
	1/1 of a page	210	297	3	55 000 CZK
	1/1 of a page in page layout	180	263	-	
	2/3 of a page width	180	173	-	
	2/3 of a page height	118	263	-	39 000 CZK
	1/2 of a page width	180	129	-	
	1/2 of a page height	88	263	-	30 000 CZK
	1/3 of a page width	180	84	-	
	1/3 of a page height	57	263	-	22 000 CZK
1/4 of a page*	88	129	-	18 000 CZK	
<b>REPRE</b>	Lapel on the headline	105	297	3	65 000 CZK
	Z-gate	400	297	3	127 000 CZK
	2nd cover page	210	297	3	72 000 CZK
	1st page of magazine	210	297	3	72 000 CZK
	2nd and 3rd page of magazine	210	297	3	65 000 CZK
<b>PR</b>	3rd cover page	210	297	3	65 000 CZK
	4th cover page	210	297	3	90 000 CZK
	2/1 PR	8 400 characters, 2 – 8 pictures, logo			96 000 CZK
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			55 000 CZK
<b>OTHERS</b>	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			30 000 CZK
	1/2 PR height	1 100 characters, 1 picture, logo			18 000 CZK
	1/3 PR width	1 100 characters, 1 picture, logo			18 000 CZK
	1/3 PR height	600 characters, 1 picture			18 000 CZK
	Editorial section** (news and information previously not published in the magazine)	600 characters, 1 picture			18 000 CZK
	product placement	250 characters, 1 picture			12 000 CZK
	branding columns	logo			22 000 CZK
inserted advertisements***				minimum price 28 000 CZK	
atypical format	size and price depending on individual requirements				

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Non-standard formats



\* Size without possibility of positioning – location of the advertisement will be adapted to the magazine layout.

\*\* In editorial section are published only news and information not previously published in the magazine Inžinierske stavby/Inženýrské stavby. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.

\*\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inserted supplements, the current postal charges and handling charges

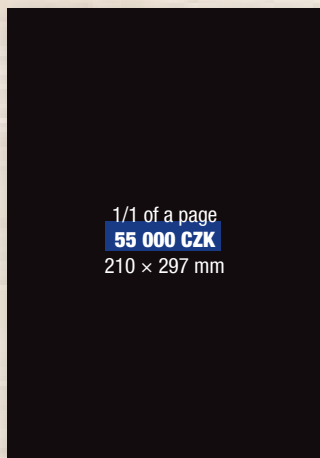
**EXTRA CHARGE:** 10 % for requested placement

**DISCOUNTS:** 15 % agency commission for contract partners only

**CANCELLATION FEES:** 100 % after the closing date of orders for the given issue of the magazine according to the editorial plan.



## Advertisement area



# MAGAZINE

ABOUT ARCHITECTURE AND BUILDING CONSTRUCTION

**4 500** copies printed of each ASB issue  
*(source: ABC ČR)*

## Reader profile

The typical reader of the magazine ASB is an academic in the age between 25 and 55, he works as a manager and has some subordinates, or he works for an architecture or design company. However, there are also university educated women among the readers. The readers of the ASB magazine are interested in the outline of the current developments in the field of architecture and BUILDING CONSTRUCTION, professional analysis, technical information and information about figures and companies. On average 60% of each issue's content is read by the reader of ASB.

## Distribution

- Subscribers
- Special client subscription to selected target groups
- Direct mailing to target groups
- Housing and building industry exhibitions
- Online sale at [www.casopisasb.cz](http://www.casopisasb.cz), [www.periodik.cz](http://www.periodik.cz), [www.predplatne.cz](http://www.predplatne.cz)
- Online sale of the magazine via the website [www.floowie.com](http://www.floowie.com), [www.publero.cz](http://www.publero.cz)
- Magazine presentation at conferences in architecture, construction, housing and development.

### What is ABC ČR?

ABC ČR (Audit Bureau of Circulations – Kancelář ověřování nákladu tisku) is responsible for checking the circulation of print in the Czech Republic. Audit Bureau of Circulations in the Czech Republic has been auditing circulations of periodic press taking place since March 1993, when this service was ensured organizationally and methodically by the Czech Publishers Association. Since January 1st, 1997, ABC ČR has ensured publishing and auditing circulations to the full extent. This is a non-profit tripartite association with representation of publishers, advertising agencies and advertisers.

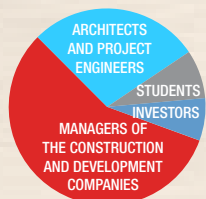


Frequency: **six times per year**  
 Number of pages: **64 – 112 pages**  
 Circulation: **4 500 copies\***  
 Price: **79 CZK**  
 Year: **15th**

\* Source: ABC ČR

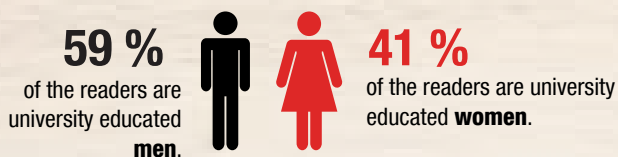
## Who reads the magazine ASB?

As much as **57 %** of the readers are **managers of construction and development companies.**

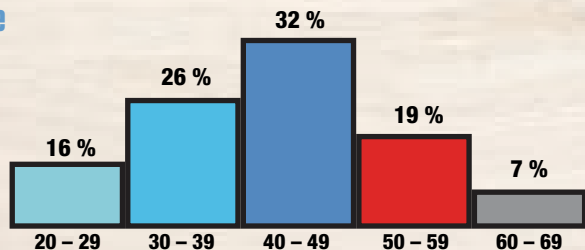


- **57 %** of the readers are **managers of construction and development companies.**
- **28 %** of the readers are **architects and project engineers.**
- **8 %** of the readers are **students** of the faculties of Civil Engineering.
- **7 %** of the readers are **investors.**

## Men and women



## Age

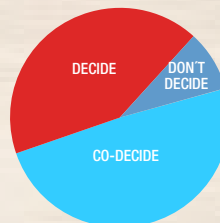


Source: survey conducted on a sample of 973 respondents, who answered the questions in the readers' opinion poll.

## Why advertise in ASB?

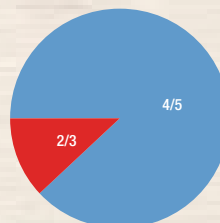
- 1** The readers of ASB magazine decide about the orders of a huge amount of technology and materials – one new customer found through advertising in the magazine will get you back the money invested in it.
- 2** In December 2012 the content and the graphic of the magazine ASB was redesigned, this resulting in 18 % increase of subscribers.

## Do they decide about purchasing?



- **49 %** of the readers **co-decide** about purchasing.
- **42 %** of the readers are the ones who **decide** about purchasing.
- **9 %** of the readers **don't decide** about purchasing.

## Intriguing content



- **88 %** of the readers read **4/5** of every magazine issue.
- **12 %** of the readers read **2/3** of the magazine's content.



ISSUE CLOSING DATE	DATE OF ISSUE	ARCHITECTURE	ARCHITECTONIC CHALLENGES	STAVEBNICTVÍ	OTHER TOPICS	TRADE FAIRS
<b>ASB 5/2017 #95</b> ORDERS: 2. 10. 2017 MATERIALS: Editorial work 21. 9. 2017 Advertorial 2. 10. 2017 Advertising 6. 10. 2017	<b>19. 10. 2017</b>	• Commercial spaces and retail	• Insulation	• Suppliers • External cladding of buildings, insulation	• Interior and design • Detail • Software	
<b>ASB 6/2017 #96</b> ORDERS: 23. 10. 2017 MATERIALS: Editorial work 12. 10. 2017 Advertorial 23. 10. 2017 Advertising 27. 10. 2017	<b>16. 11. 2017</b>	• City-forming buildings and constructions • Reconstructions	• Solutions for passive houses (wiring, air conditioning, ventilation, insulation, sealing)	• Urban development, urbanism • Construction revitalization	• Interior and design • Detail • Software	
<b>ASB 1/2018 #97</b> ORDERS: 5. 3. 2018 MATERIALS: Editorial work 22. 2. 2018 Advertorial 5. 3. 2018 Advertising 8. 3. 2018	<b>22. 3. 2018</b>	• Office space market • Administrative buildings • Buildings designed for tourism, hotels	• Facades	• Glass, light facades	• Interior and design • Detail • Software	
<b>ASB 2/2018 #98</b> ORDERS: 6. 4. 2018 MATERIALS: Editorial work 26. 3. 2018 Advertorial 6. 4. 2018 Advertising 11. 4. 2018	<b>25. 4. 2018</b>	• Constructions for living	• Roofs	• Roofs	• Interior and design • Detail • Software	• IBF, MOBITEK 2018 (25.–28. 4. 2018)
<b>ASB 3/2018 #99</b> ORDERS: 24. 5. 2018 MATERIALS: Editorial work 15. 5. 2018 Advertorial 24. 5. 2018 Advertising 29. 5. 2018	<b>12. 6. 2018</b>	• Construction for the public sector	• Masonry materials, concrete	• Dry construction components, sanitary ceramics, tiles and paving	• Interior and design • Detail • Software	
<b>ASB 4/2018 #100</b> ORDERS: 31. 8. 2018 MATERIALS: Editorial work 21. 8. 2018 Advertorial 31. 8. 2018 Advertising 5. 9. 2018	<b>19. 9. 2018</b>	• Architects and their market position • Specific constructions	• Windows, doors	• Materials for structural work • Roof	• Interior and design • Detail • Software	• FOR ARCH Praha 2018 (18.–22. 9. 2018)
<b>ASB 5/2018 #101</b> ORDERS: 2. 10. 2018 MATERIALS: Editorial work 21. 9. 2018 Advertorial 2. 10. 2018 Advertising 5. 10. 2018	<b>19. 10. 2018</b>	• Commercial spaces and retail	• Insulation	• Suppliers • External cladding of buildings, insulation	• Interior and design • Detail • Software	
<b>ASB 6/2018 #102</b> ORDERS: 29. 10. 2018 MATERIALS: Editorial work 18. 10. 2018 Advertorial 29. 10. 2018 Advertising 2. 11. 2018	<b>16. 11. 2018</b>	• City-forming buildings and constructions • Reconstructions	• Solutions for passive houses (wiring, air conditioning, ventilation, insulation, sealing)	• Urban development, urbanism • Construction revitalization	• Interior and design • Detail • Software	

40

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
ADVERTISING	2/1 of a page	460	300	3	147 000 CZK
	2/1 of a page in page layout	400	275,5	–	
	1/1 of a page	230	300	3	84 000 CZK
	1/1 of a page in page layout	207	275,5	–	
	2/3 of a page width	207	182	–	59 000 CZK
	2/3 of a page height	136	275,5	–	
	1/2 of a page width	207	135	–	46 000 CZK
	1/2 of a page height	101	275,5	–	
	1/3 of a page width	207	89	–	33 000 CZK
1/3 of a page height	66	275,5	–		
REPRE	Lapel on the headline	115	300	3	95 000 CZK
	Z-gate	440	300	3	189 000 CZK
	2nd cover page	230	300	3	110 000 CZK
	1st page of magazine	230	300	3	110 000 CZK
	Other pages before editorial	230	300	3	99 000 CZK
PR	1/3 height by editorial	66	275,5	–	59 000 CZK
	3rd cover page	230	300	3	99 000 CZK
	4th cover page	230	300	3	139 000 CZK
	2/1 PR	8 400 characters, 4–8 pictures, logo			132 000 CZK
OTHERS	1/1 PR	4 200 characters, 2–4 pictures, logo			74 000 CZK
	1/2 PR width	2 100 characters, 1–2 pictures, logo			42 000 CZK
	1/2 PR height				
	Editorial section* (news and information previously not published in the magazine)	600 characters, 1 picture			32 000 CZK
	product placement	250 characters, 1 picture			12 000 CZK
	branding columns	logo			45 000 CZK
inserted advertisements**				minimum price 50 000 CZK	
atypical format	size and price depending on individual requirements				

Prices are stated excluding VAT. The price list is valid from 1. 9. 2017 to 31. 8. 2018. General Terms and Conditions can be found on page 54.

## Non-standard formats

**Product placement**  
12 000 CZK  
MATERIALS: product photo, product name, product description, price and size of the packaging, web contact

**Branding column**  
45 000 CZK  
MATERIALS: logo

\* In editorial section are published only news and information not previously published in the magazine ASB. The editorial board reserves the right to grammatical, stylistic and formal correction of the delivered text materials as well as the editing of the range. The editorial section is not intended for publication of general information about the producer and his range of goods.  
\*\* Final price of inserting and pasting-in will be determined according to the size and weight after the sample will be delivered. The price will be affected by the number of inserted supplements, the current postal charges and handling charges

**EXTRA CHARGE:** 10 % for requested placement

**DISCOUNTS:** 15 % agency commission for contract partners only

**CANCELLATION FEES:** 100 % after the closing date of orders for the given issue of the magazine according to the editorial plan.

**Editorial page**  
32 000 CZK  
MATERIALS: text of 600 characters including spaces, 1 product photo, price, web contact

www.homebydleni.cz

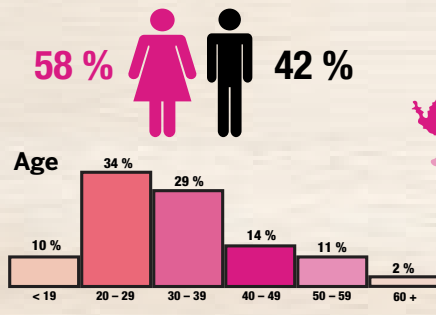
# ATTRACTIVE WEBSITE ABOUT HOUSING

Young and progressive portal about housing with nearly 2 500 articles and 20 000 inspirational images. Houses, apartments, gardens, domestic and foreign visits and a number of examples and inspiration.

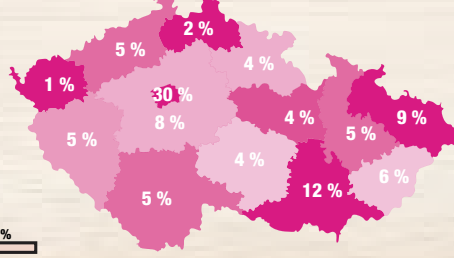


And we are STILL GROWING!

Source: Google Analytics

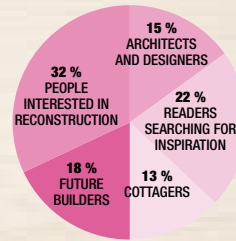


The percentage of users according to the region

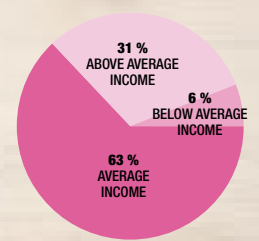


Source: Google Analytics

Who are our readers?



How much do they earn?



Source: visitors' opinion poll on the website home-bydleni.cz on a sample of 4 134 respondents.



## Advertising format and prices

## Why advertise on the website homebydleni.cz?

- 1 Modern web compatible with mobile devices.
- 2 A high visit rate of the website homebydleni.cz is guaranteed due to a daily updated content, a rich archive of articles and photographs and also thanks to the cooperation with many important companies.
- 3 Advertisement is effectively targeted at the visitors of the portal.
- 4 Resonant brand on social networks.
- 5 Strong virality of posts on Facebook.

## Advertising format

Format	Location	Format size	Data size	Production price	Price per week
1 LEADERBOARD	main page, sections, articles	1 040 × 200 pxl	30 kB	5 000 CZK	3 000 CZK
2 TOP BOX	main page, sections, articles, gallery	300 × 300 pxl	30 kB	5 000 CZK	4 500 CZK
3 TOP BOX SCROLL	main page, sections, articles	300 × 300 pxl	30 kB	5 000 CZK	3 000 CZK
4 BOX IN	articles	600 × 200 pxl	30 kB	5 000 CZK	2 500 CZK
5 BRANDING	main page, sections, articles	according to design manual		5 000 CZK	6 000 CZK
SPECIAL FORMATS* (VIDEO BANNER, INTERSTITIAL, EXPAND, OVERLAY)	by agreement				

\* The prices of non-standard formats may vary during the year. Current price list can be found in the web footer. Prices are stated excluding VAT. Prices and formats are approximate.

The client holds responsibility for the content and formal aspects of the ordered advertisements as well as for all damage that could be impeded to the Publishing House or third parties based on information cited in the given advertisements or in relation to them. The client further declares that when using photographs and other textual material or images of third parties, they have an unquestionable consent to their publication.



**1 LEADERBOARD**  
1 040 x 200 pxl

**9 PARTNERSHIP**

**2 TOP BOX**  
300 x 300 pxl

**3 TOP BOX SCROLL**  
300 x 300 pxl

**4 BOX IN**  
600 x 200 pxl

**6 PR ARTICLE**



**6 PR ARTICLE**

**Commercial presentation in the form of an article**

Format	Location	Parameters	Price
<b>6 PR ARTICLE**</b> The price includes linking the three words (phrases) to the client's website.	in the section according to the article's topic	3 600 characters (including spaces), 5 – 8 pictures (min. 1 200 x 800 pxl), max. 2 – 3 links, logo (125 pxl in width) can be included within the article	15 000 CZK per publication
<b>7 NEWS***</b> The price includes linking the information source to the client's website.	on the main page or in section News and in the sections according to categories	900 characters (including spaces), 2 – 3 pictures, 1 link, logo (800 pxl in width) can be included within News	9 000 CZK per publication
<b>8 PUBLICATION OF A COMPANY VIDEO</b>	Customer's video presentation published in the advertorial or in the column News	Maximum length of video: 5 min, format: FLV, embedded link (You Tube, video)	In a PR article: 12 000 CZK In the News section: 6 000 CZK
<b>PRODUCTION OF A VIDEO PRESENTATION</b>	Depending on processing demands, length of the recording and use of a video (operating procedures, interviews, company product presentations / technology / reference object presentations...)		
<b>9 PARTNERSHIP</b> PORTAL SECTIONS: LIVING, HOUSE, GARDEN, STYLE	Partner of a section receives: • Space with dimensions of 1 040 x 400 pxl in a form of static image with link to chosen section and its subsections) • PR article** • News*** (possibility to publish press releases, company's news during the year) • Banner BOX IN		Price: 1 month 20 000 CZK

\*\* Article will be marked as PR article. The price of the article does not include translation of the supplied text into another language. The client has the right to 2 extensive corrections of the source materials for the advertisement (e.g. changes to text and graphics) as laid out. PR articles are permanently included in portal sections.

\*\*\* In the News column, only news and information previously unpublished on the portal www.homebydleni.cz may appear. News are published on the main page and in sections as standard articles. The editorial board reserves the right to grammatical, stylistic, and formal correction of delivered text documents and also adaptation of the scope. Presentation through the News column is not intended for publication of general information on the producer and their assortment. Information in the News column becomes a part of the portal's archive.



**10 PR ARTICLE, NEW**

**11 BANNER + PR ARTICLE**

Prices are stated excluding VAT. Prices and formats are approximate.

The client holds responsibility for the content and formal aspects of the ordered advertisements as well as for all damage that could be impeded to the Publishing House or third parties based on information cited in the given advertisements or in relation to them. The client further declares that when using photographs and other textual material or images of third parties, they have an unquestionable consent to their publication.

**Advertising formats in newsletters**

Format	Location	Parameters	Price
<b>10 PR ARTICLE, NEW IN NEWSLETTERS***</b>	Link to PR article (or news), published on www.homebydleni.cz is placed at the beginning of newsletter.		15 000 CZK
<b>11 BANNER + PR ARTICLE</b>	Banner with a link is placed at the beginning of newsletter above the list of the articles. Link to PR article is included in the newsletter.	jpg, png, gif	19 000 CZK

\*\*\*The frequency of the newsletter: once a week



www.receptyprimanapadu.cz

# POPULAR INTERNET HOBBY PORTAL

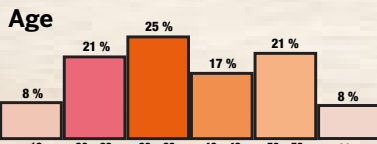
Attractive portal focused primarily on leisure and hobby with emphasis on house, apartment and garden. In addition to interesting ideas of experts as well as readers it also includes articles about housing supplements, DIY, country cottages, domestic pets, cooking and health.

**37 000**  
unique  
visitors  
monthly

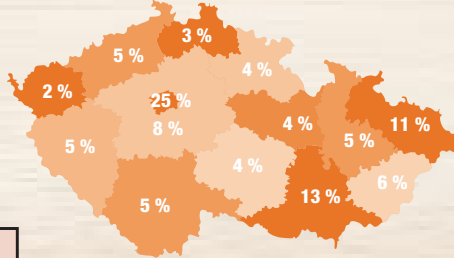
Source: Google Analytics

### Target group

Webpage is aimed at readers who actively spend their free time improving their house or flat, their garden, workshop or cottage. Some sections are also intended for readers who are collectors, breeders, and for those who like cooking.



### The percentage of users according to the region



Source: Google Analytics



**1** WIDE BANNER  
960 x 150 pxl

**3** SQUARE  
220 x 220 pxl

### Why advertise on the website receptyprimanapadu.cz?

- 1 Recepty prima nápadů is a traditional and well-known brand which has become popular among readers.
- 2 Advertisement is effectively targeted at the visitors of the portal.
- 3 Due to daily updated content, rich archive of articles, photos and cooperation with important companies, this portal guarantees continuous growth of visitors.

www.receptyprimanapadu.cz

## Advertising format and prices

### Formats sold per period

Format	Location	Format size	Data size	Price per week
<b>1</b> WIDE BANNER	main page, sections	960 x 150 pxl	30 kB	3 000 CZK
<b>2</b> SKYSCRAPER	main page, sections	120 x 600 pxl	30 kB	3 000 CZK
<b>3</b> SQUARE	main page, sections	220 x 220 pxl	30 kB	4 500 CZK

### Commercial presentation in the form of an article

Format	Location	Parameters	Price
<b>4</b> PR ARTICLE* <i>The price includes linking the three words (phrases) to the client's website.</i>	in the section according to the article's topic	3 600 characters (including spaces), 5 – 8 pictures (min. 800 x 600 pxl), max. 2 – 3 links, logo (125 pxl in width) can be included within the article	15 000 CZK per publication
<b>5</b> NEWS** <i>The price includes linking the information source to the client's website.</i>	on the main page or in section News and in the sections according to categories	900 characters (including spaces), 2 – 3 pictures, 1 link, logo (125 pxl in width) can be included within News	9 000 CZK per publication
<b>6</b> PUBLICATION OF A COMPANY VIDEO	Customer's video presentation published in the advertorial or in the column News	Maximum length of video: 5 min, format: FLV, embedded link (YouTube, video)	in a PR article: 12 000 CZK in the News section: 6 000 CZK

\* Article will be marked as PR article. The price of the article does not include translation of the supplied text into another language. The client has the right to 2 extensive corrections of the source materials for the advertisement (e.g. changes to text and graphics) as laid out. PR articles are permanently included in portal sections.

\*\* In the News column, only news and information previously unpublished on the portal www.homebydleni.cz may appear. News are published on the main page and in sections as standard articles. The editorial board reserves the right to grammatical, stylistic, and formal correction of delivered text documents and also adaptation of the scope. Presentation through the News column is not intended for publication of general information on the producer and their assortment. Information in the News column becomes a part of the portal's archive.

- Supported ad formats are GIF, JPG, and Flash.
- Link must be implemented via parameter clickthru
- I-layer, VideoBanner and other formats beyond the standard advertising area are fixed extra charge of 100 %.
- All prices are listed in CZK excluding VAT.

The client holds responsibility for the content and formal aspects of the ordered advertisements as well as for all damage that could be impeded to the Publishing House or third parties based on information cited in the given advertisements or in relation to them.

The client further declares that when using photographs and other textual material or images of third parties, they have an unquestionable consent to their publication.

Prices are stated excluding VAT. Prices and formats are approximate.

**4** PR ČLÁNEK

**2**

SKYSCRAPER  
120 x 600  
pxl

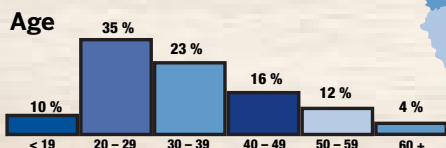
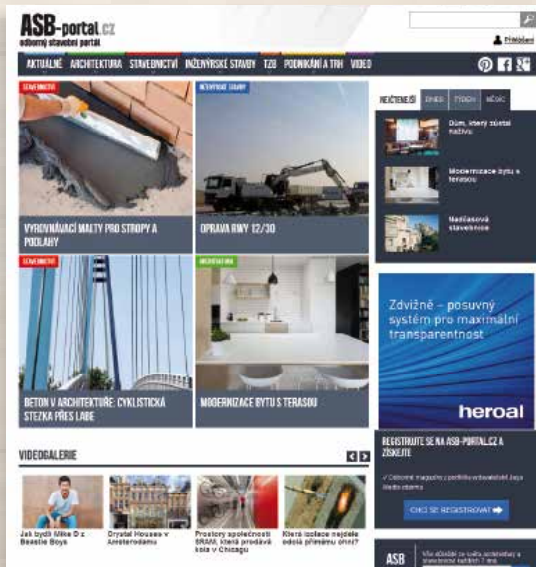


www.asb-portal.cz

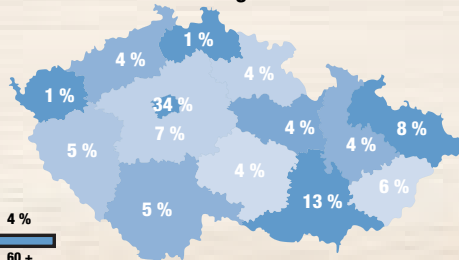
# WEBSITE ABOUT ARCHITECTURE AND BUILDING BUSINESS

**45 000**  
unique  
visitors  
monthly

(Source: Google Analytics)

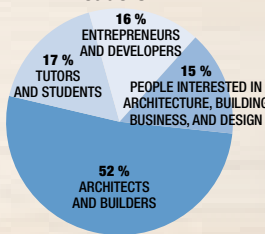


The percentage of users according to the region

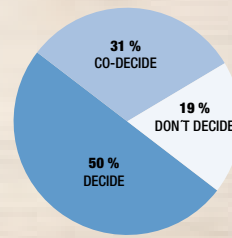


(Source: Google Analytics)

Who are our readers?



People who decide about purchasing

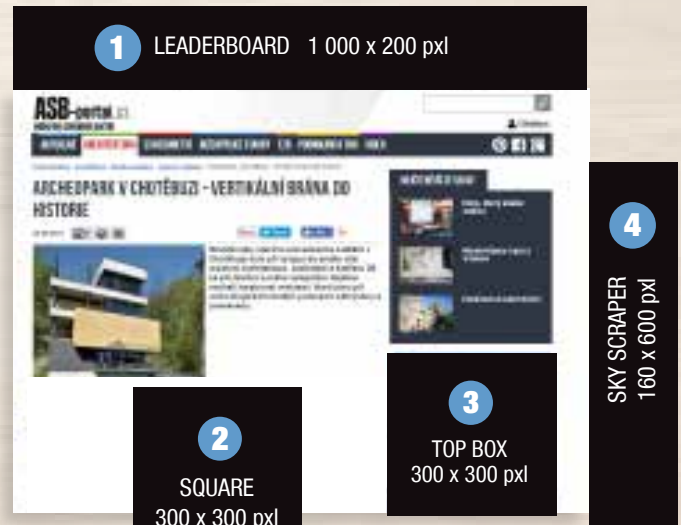
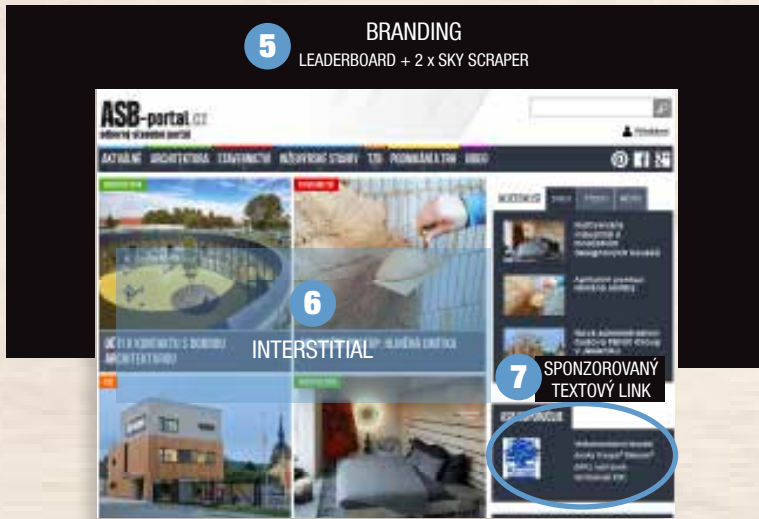


Source: visitors' opinion poll on the website asb.sk on a sample of 4 301 respondents.



## Why advertise on the website asb-portal.cz?

- 1 81 % of the website's readers decide or co-decide about the purchase of materials and technologies for a building site.
- 2 More than 12 500 architects, product managers and fans of www.asb-portal.cz subscribe for weekly reports in the form of a newsletter.
- 3 There are more than 5 700 articles from architecture and building industry.
- 4 Addressed to a specific target group B2B (professionals from the field of architecture, entrepreneurs within this field, developers, tutors and university students, people interested in architecture, design, building industry and also in current events from the fields of building industry and architecture.



Presentation by means of banners

Format	Location	Size in pxl	Size	Production price	Estimated number of banner impressions (IMP) per month	Price per 1 000 views (CPT – cost per thousand)	Package price/number of the guaranteed page views/week
1 LEADERBOARD	main page, sections, articles	1 000 × 200	25 kB	5 000 CZK	16 000 when there is circulation 1 out of 3	360 CZK	3 800 CZK per week 12 000 number of the guaranteed page views/week
2 SQUARE	in articles and galleries	300 × 300	20 kB	5 000 CZK	35 000 when there is circulation 1 out of 3	360 CZK	6 200 CZK per week 26 000 number of the guaranteed page views/week
3 TOP BOX	main page, sections, articles	300 × 300	25 kB	5 000 CZK	16 000 when there is circulation 1 out of 3	360 CZK	3 800 CZK per week 12 000 number of the guaranteed page views/week
4 SKY SCRAPER	main page, sections, articles	160 × 600	25 kB	5 000 CZK	16 000 when there is circulation 1 out of 3	300 CZK	3 300 CZK per week 12 000 number of the guaranteed page views/week
5 BRANDING	main page, sections, articles	1 000 × 200, 2*160 × 600	3*25 kB	10 000 CZK	–	–	7 900 CZK per week 12 000 number of the guaranteed page views/week
6 SPECIAL FORMATS* (VIDEO banner, Interstitial, Expand, Overlay, Shading)	–	by agreement	40 kB	–	–	by agreement	
7 SPONSORED TEXT LINK	main page, sections, articles	max. 80 characters, logo 50 × 50 pxl	5 kB	–	58 000 per month	2 250 CZK per week	

\* The prices of non-standard formats may vary during the year. Current price list can be found on [www.asb-portal.cz/inzerce](http://www.asb-portal.cz/inzerce).



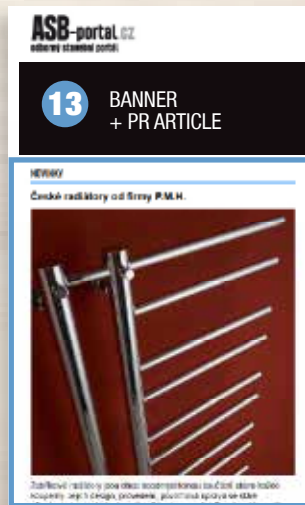
Commercial presentation in the form of an article

Format	Location	Size	Price
8 PR ARTICLE** <i>The price includes linking three words (phrases) to the client's website.</i>	on the main page, in sections according to categories	3 600 characters (including spaces), 5 – 8 pictures (min. 2 000 pxl in width, 72 dpi), max. 3 links, logo (125 × 125 pxl) can be included within the article	15 000 CZK per publication
9 PR ARTICLE WITH TAGGED PICTURES**	on the main page, in sections according to categories	3 600 characters (including spaces), 5 – 8 pictures (min. 2 000 pxl in width, 72 dpi), max. 3 links, logo (125 × 125 pxl) can be included within the article, maximum 3 tags with link	18 000 CZK per publication
10 NEWS*** <i>The price includes linking the information source to the client's website.</i>	on the main page or in section News and in sections according to categories	900 characters (including spaces), 2 – 3 pictures (min. 2 000 pxl in width, 72 dpi), 1 link, logo (125 × 125 pxl) can be included within the News	9 500 CZK per publication

\*\* Article will be marked as Advertorial. Price of advertorials does not include translation of the supplied text into another language. The client has the right to 2 extensive corrections of the source materials for advertisement (e.g. changes to text and graphics) as laid out. Advertorials are published on the main page and in the sections as standard articles. They form a permanent part of the individual professional sections. They are not a part of ASB eNews.

\*\*\* In the News column, only news and information previously unpublished on the portal [www.asb.sk](http://www.asb.sk) may appear. News are published on the main page and in sections as standard articles. The editorial board reserves the right to grammatical, stylistic, and formal correction of delivered text documents and also adaptation of the scope. Presentation through the News column is not determined for publication of general information on the producer and their assortment. Information in the News column becomes a part of the portal's archive.





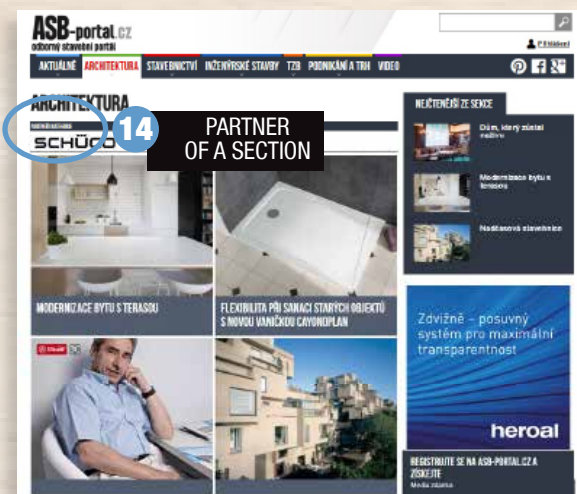
Advertising formats in ASB newsletters\*\*\*\*

Format	Location	Materials	Price
11 PR ARTICLE, NEW	Link to PR article (or news) published on www.asb-portal.cz is placed at the beginning of ASB newsletter.	—	15 000 CZK
12 ADVERTISING TEXT LINK	Text link with a logo is placed at the beginning of ASB newsletter above the list of the articles.	logo (80 × 80 pxl) + text (max. 200 characters including spaces)	15 000 CZK
13 BANNER + PR ARTICLE	Banner (455 × 100 pxl) with a link is placed at the beginning of ASB newsletter above the list of the articles. Link to PR article is included in the newsletter.	jpg, png, gif	19 000 CZK

\*\*\*\*The frequency of the ASB newsletter: once a week sent to 12 500 addresses. Guarantee of exclusivity – only one of the presented advertising formats will appear in the newsletter.

Advertising formats for direct mailing

Format	Location	Materials	Price
DIRECT MAIL Commercial advertising sent by the operator's web server to 12 500 addresses.	Company information (newsletter) is sent to the customers via e-mail.	HTML file Price for the production of HTML template is by agreement.	10 CZK/1 address, minimum order is 20 000 CZK



Prices are stated excluding VAT. Prices and formats are approximate.

The client holds responsibility for the content and formal aspects of the ordered advertisements as well as for all damage that could be impeded to the Publishing House or third parties based on information cited in the given advertisements or in relation to them. The client further declares that when using photographs and other textual material or images of third parties, they have an unquestionable consent to their publication

Specific advertising formats

Format	Location	Materials	Price
14 PARTNER OF A SECTION Portal sections: Architecture, Building Industry, Civil Engineering Works, TZB, Business and Market	Partner of a section receives: • logo in the selected section with a link • logo with its own link in all subsections (e.g. Architecture/Projects, Realization, Building sites and Buildings, Architects, Timeless Architecture, Interiors, Competitions) • logo alongside every article placed into the selected section with a link • PR article** • news*** (possibility of publishing press releases, company newsletter during the year)		1 month 23 000 CZK 3 months 55 000 CZK 6 months 96 000 CZK 12 months 165 000 CZK <i>Attention! A limited format – a maximum of 5 partners in one section!</i>
15 E-MAILING / E-NEWSPAPER In order to maximise the marketing effect we recommend publishing catalogues, magazines, leaflets and price lists as part of the advertorial or of the News column. The application of interactive features (hyperlinks, videos, etc.) is subject to individual pricing.	Publication of a company magazine, catalogue, price list and leaflet etc. with the possibility of eListing (full-text search, active advertising areas)	PDF file with a resolution of 150 dpi, maximum of 250 MB	Presentation in a PR article 17 500 CZK Presentation in the News section 10 000 CZK
PUBLICATION OF A COMPANY VIDEO	Customer's video presentation published in the advertorial or in the column News	Format: FLV, embedded link (Youtube, video)	Presentation in a PR article 17 500 CZK Presentation in the News section 10 000 CZK
PRODUCTION OF A VIDEOPRESENTATION	Depending on processing demands, length of the recording and use of a video (operating procedures, interviews, company product presentations / technology /reference object presentations...)		

## General commercial terms for advertisement

1. The publisher is obliged to send to his client 2 copies of a magazine free of charge within 14 days from date of issue.
2. The publisher will issue an invoice within 3 days of the title being published.
3. The client is obliged to pay the invoice issued by the publisher within 14 days from the date of issue. The bank details are given on the invoice.
4. In case of a late payment, the publisher has the right to claim late payment interest of 0.05 % of the invoiced price for each day of delay, or not to publish the advertisement in the publication.
5. Bank fees and possible exchange rate differences associated with the invoice settlement are covered by the buyer.
6. The client may send the order form by fax, but they are obliged to send the signed original to the Publisher within 5 days.
7. Claims must be submitted in writing within 14 days of the date of issue.
8. The publisher has the right to reject an advertisement if it is in contradiction of ethics or if it harms the publisher's interests.
9. The client takes into account that the additional fee for the required placement is 10 % of the price of the advertisement.
10. The client takes into account that the cancellation fee of an order cancellation is as follows:

- a) 50 % when cancelled before the official deadline of orders for the given copy of the magazine (according to the editorial plan),
  - b) 100 % when cancelled after the official deadline of orders for the given issue of the magazine (according to the editorial plan).
11. If an invoice fails to be paid within the due date, the publisher reserves the right to re-calculate any provided discounts.
  12. In case the client does not submit the due material within the deadline of the given title, the publisher has the right to use those materials of the client that had been used in any previous title.
  13. The client has the right to 2 extensive corrections of the source materials for advertisement (e.g. changes to text and graphics) as provided. In case ready-made advertisement source materials are supplied by the client, JAGA Publishing House does not hold responsibility for the language format of the given advertisement.
  14. Publication of an advertisement for the purposes of publishing the client's advertisement in the titles of JAGA Publishing House is covered by the publisher. Thus, the advertisement becomes property of the publisher. The advertisement can be bought; its price is calculated as 10 % of the basic price of the advertisement.
  15. The client holds responsibility for the content

and formal aspects of the orders advertisements as well as for all damage that could be impeded to the Publishing House or third parties based on information cites in the given advertisements or in relation to them. The client further declares that when using photographs and other textual material or images of third parties, they have an unquestionable consent to their publication.

16. The publisher is not responsible for the quality of published advertisement if other than stated files are submitted and if imprint is not submitted.

## Ground materials

- PDF 300dpi, CMYK colours
- Files for PC: TIF, EPS, CDR, PDF, JPG
- Medium: CD, DVD, mail, USB key, FTP server

## CONTACTS

### POSTAL ADDRESS, INVOICE DETAILS

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# PRINT?

## WE HAVE THE BEST PRICES ON THE MARKET!

Thanks to the professional background and a high level of expertise of our team we are able to arrange for you printing, complete graphic and editorial processing of catalogues, company magazines, informational brochures, and other publications. For every contract we provide the supervision of the print and guarantee the highest quality of printed materials at an affordable price.

contact: [obchod@jagamedia.cz](mailto:obchod@jagamedia.cz)  
call: 777 284 680

