

EDITORIAL  
PLAN  
2018



JAGA

1 034 100

readers per month



[urobsisam.sk](http://urobsisam.sk) • [mojdom.sk](http://mojdom.sk) • [www.zahrada.sk](http://www.zahrada.sk) • [asb.sk](http://asb.sk) • [jagastore.sk](http://jagastore.sk) • [jaga.sk](http://jaga.sk)

**B2C magazines**

296 100 readers per month


**73 000 readers**  
(MML-TGI)

**32 800 readers**  
(MML-TGI)

**107 000 readers**  
(MML-TGI)

**54 300 readers**  
(MML-TGI)

**12 000**  
(printed circulation)

**17 000**  
(printed circulation)

**B2B magazines**

36 000 readers per month


**8 000**  
(printed circulation)

**7 000**  
(printed circulation)

**7 000**  
(printed circulation)

**7 000**  
(printed circulation)

**3 500**  
(printed circulation)

**3 500**  
(printed circulation)

**Websites**

702 000 readers per month


 www.mojdom.sk  
  
**290 000 readers**  
(audit AIMmonitor)

 www.urobsisam.sk  
  
**303 000 readers**  
(audit AIMmonitor)

 www.zahrada.sk  
  
**29 000**  
web views

 www.asb.sk  
  
**80 000 readers**  
(Google Analytics)

2

**CONTENT**
**POPULAR-EDUCATIONAL PRODUCTS**

- 6 Rodinné domy spring/summer 2018
- 7 Môj dom special - rodinné domy autumn/winter 2018
- 8 Všetko o bývaní: BUILDING HOMES WITH ENERGY LABEL A
- 8 Všetko o bývaní: Healthy housing
- 8 Všetko o bývaní: Construction and operation of the house - saving energy
- 10 Urob si sám
- 16 Záhada
- 22 Tvorivé ekoBývanie
- 26 Môj dom
- 32 Môj dom speciál - rodinné domy autumn/winter 2018
- 60 www.mojdom.sk
- 64 www.urobsisam.sk
- 68 www.zahrada.sk

**PROFESSIONAL PRODUCTS**

- 34 Stavebné materiály
- 38 Správa budov
- 42 TZB HAUSTECHNIK
- 46 Inžinierske stavby/Inženýrské stavby
- 52 ASB – architektúra, stavebníctvo, biznis
- 58 ASB special 2017
- 70 www.asb.sk

**HISTORY**

- |  |   |  |  |  |  |  |   |  |   |   |   |  |  |  |
|--|---|--|--|--|--|--|---|--|---|---|---|--|--|--|
| <b>1992</b> The JagaTech book shop is established at the Faculty of Civil Engineering in Bratislava. | <b>1993</b> JAGA Publishing House is established. | <b>1994</b> JAGA issues the first title: Commercial catalogue <b>Stavebníctvo, architektúra 1994</b> . | <b>1996</b> The first publication of <b>Projekty rodinných domov</b> is published. | <b>2000</b> The first volume of <b>Renovujeme, staviamе, zariaďujeme</b> is published. | <b>2001</b> JAGA purchases <b>Môj dom</b> magazine from Bertelsmann Springer Publishing House. | <b>2002</b> JAGA purchases <b>ASB</b> magazine from Bertelsmann Springer Publishing House. | <b>2005</b> JAGA purchases <b>Urob si sám</b> magazine. Magazine <b>Stavebné materiály</b> and portal <b>mojdom.sk</b> are established. | <b>2006</b> JAGA extends its professional portfolio with the <b>TZB HAUSTECHNIK</b> and portal <b>asb.sk</b> . | <b>2007</b> The 1st annual <b>ASB GALA</b> is announced, magazine <b>Správa budov</b> is established and JAGA purchases <b>Inžinierske stavby</b> . | <b>2009</b> A new magazine and portal appears with the name <b>ekoBývanie</b> and <b>urobsisam.sk</b> . | <b>2010</b> Foundation of a new Internet catalogue <b>projektyrodinnychdomov.sk</b> . | <b>2014</b> JAGA extends its professional portfolio with the <b>ASB Almanach</b> . | <b>2015</b> A new magazine called <b>ZÁHRADA</b> appears and already gains its readers in the first year of its existence. | <b>2017</b> Foundation of a new portal <b>zahrada.sk</b> . |
|--|---|--|--|--|--|--|---|--|---|---|---|--|--|--|

**CONTACTS**

 If you are interested, please contact our commercial department at **+421 2 50 200 262, obchod@jaga.sk** or our commercial representatives directly

**COMMERCIAL DEPARTMENT IN THE SLOVAK REPUBLIC:**

**Ludmila Prekalová**  
 Commercial Director  
 +421 903 592 378  
 ludmila.prekalova@jaga.sk

**Jaroslava Omastová**  
 Product Manager of *Projekty rodinných domov* and *Správa budov*  
 +421 903 245 665  
 jaroslava.omastova@jaga.sk

**Katarína Lipovská**  
 Product Manager of *Stavebné materiály*  
 +421 903 288 511  
 katarina.lipovska@jaga.sk

**Juraj Vilkovský**  
 Product Manager of *Inžinierske stavby / Inženýrské stavby*  
 +421 903 246 321  
 juraj.vilkovsky@jaga.sk

**Martin Moravčík**  
 Product Manager of *TZB Haustechnik*  
 +421 903 873 005  
 martin.moravcik@jaga.sk

**COMMERCIAL DEPARTMENT IN THE CZECH REPUBLIC:**

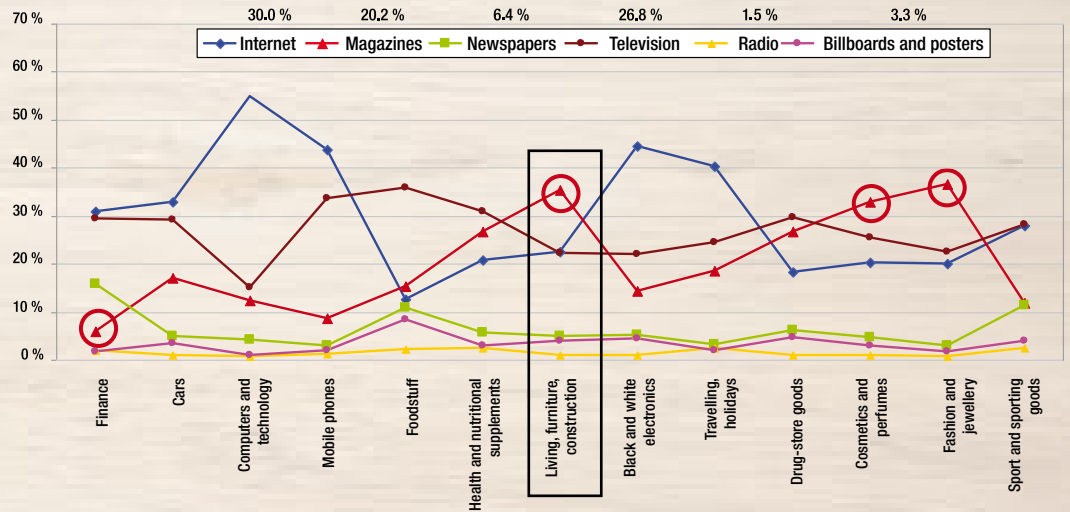
 Vladimír Brutovský, +420 777 284 680, vladimir.brutovsky@jagamedia.cz  
 Alžběta Janáčková, +420 777 284 681, alzbeta.janackova@jagamedia.cz  
 Miroslava Valtová, +420 775 284 685, miroslava.valtova@jagamedia.cz  
 Markéta Šimoníková, +420 775 284 686, marketa.simonickova@jagamedia.cz

3

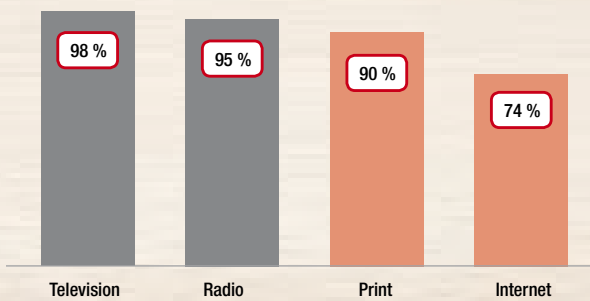
## What can print do?

- Print is still an important part of media consumption.
- Nowadays newspapers are still the first choice for people who want to be informed and who want to understand the current events.
- Overall, print is able to inspire and provide more good tips than TV. Furthermore it has almost the same score as TV in regard to final purchasing decisions.
- It dictates the trends for products and brands in the area of living.
- In general, print advertising is the second most trustworthy after TV advertising.
- Advertising in Professional journals is considered to be the most trustworthy of all types of media.
- For efficiency it is very important to focus consumers on the advertisements in the print media. Nowadays this attribute is typical only for print.

## Media which dictate trends



## How many people read?



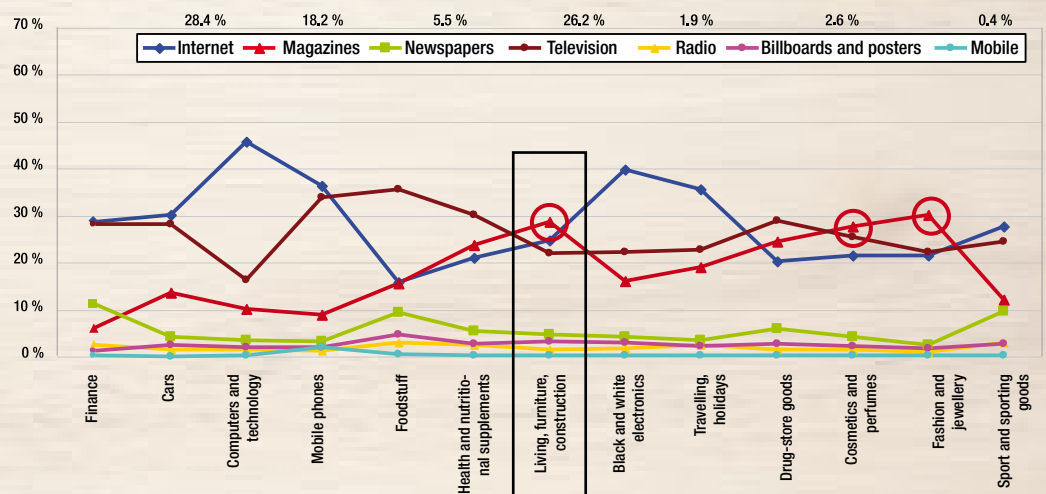
## The most trustworthy types of advertising

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 the radio	10%
Advertising in your mobile phone	3%

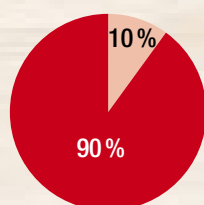
4

- A reader goes back to print more times and one section is read by another 4 people.
- A significant amount of readers are not aware of the exact price of a newspaper or a magazine because for them it is an essential part of a day, a compulsory product.
- During the week almost 9 out of 10 people (89.5%) read magazines or newspapers either in print or online version.
- One reader spends 6 hours and 34 minutes reading print and 8 hours and 27 minutes reading the internet every week.
- In general, paper magazines are read more by women but when it comes to online magazines and newspapers there is a balance between men and female readers.
- Men prefer newspapers whereas women read more magazines.

## Media that motivate people the most to purchase



## How many times is one magazine read?



- 10% of readers read the magazine only once. Half of 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.

”One advertisement in magazines and newspapers is seen 12.3 times on average.”

(source: GfK survey)

5

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	4 320 EUR
	2/1 of a page in page layout	396	270	-	
	1/1 of a page	210	297	3	2 490 EUR
	1/1 of a page in page layout	186	270	-	
	1/2 of a page width	186	132	-	1 460 EUR
	1/2 of a page height	90	270	-	
<b>REPRE</b>	1/3 of a page width	186	85	-	930 EUR
	1/3 of a page height	58	270	-	
	Logo on the front page				
<b>PR</b>	2nd cover page	210	297	3	3 290 EUR
	1st page of the publication	210	297	3	3 290 EUR
	2nd and 3rd page of the publ.	210	297	3	3 120 EUR
	4th, 5th, 6th page of the publ.	210	297	3	2 960 EUR
	last page of the publication	210	297	3	2 960 EUR
	3rd cover page	210	297	3	3 120 EUR
	4th cover page	210	297	3	4 290 EUR
	2/1 PR	7 600 characters, 2 – 8 pictures, logo			
<b>OTHERS</b>	1/1 PR	3 800 characters, 2 – 4 pictures, logo			1 750 EUR
	1/2 PR width	1 900 characters, 1 – 2 pictures, logo			1 020 EUR
	1/2 PR height				
product placement	250 characters, 1 picture				500 EUR
branding columns	logo				1 900 EUR
inserted advertisements*					minimum price 1 300 EUR
atypical format					size and price depending on individual requirements

\* 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:**  
50 % before the closing date of orders for the given magazine issue according to the editorial plan.  
100 % after the closing date of orders for the given magazine issue 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 78.



Sample cover only

Target groups: **People who are planning to build a family house, construction contractors, and project engineers**

Description: **A4 format, approx. 200 pages, full colour print, soft cover**

Circulation: **12 000 copies**

Price of publication: **3.50 EUR**

### Distribution:

- all quality bookshops and e-shops
- Panta Rhei bookshops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- newspaper kiosks (Mediaprint-Kapa Pressegross, a. s.)
- building supplies stores (e.g. PRESPOR)
- internet bookshops (www.jagastore.sk, www.martinus.sk)

ISSUE CLOSING DATE	DATE OF ISSUE
<b>Rodinné domy 2018</b> ORDERS: 27. 2. 2018 MATERIALS: 27. 2. 2018	<b>March 2018</b>

## Why advertise in Rodinné domy?

- 1 1 000 houses built from two publications every year representing 11% of all houses built in Slovakia.
- 2 Maximum possible impact of the advertisement on a person who is about to build a family house.
- 3 It is the only publication in Slovakia which presents the projects of many architects and architecture companies.

## MŌJ DOM SPECIAL - RODINNÉ DOMY - NEW BUILDING MATERIALS

### A GREAT OVERVIEW OF FAMILY HOMES AND NEW BUILDING TECHNOLOGIES

#### Size and advertising price

	Size	Dimensions in mm			Price	
		width	height	bleed		
<b>ADVERTISING</b>	2/1 of a page	440	280	3	5 080 EUR	
	2/1 of a page in page layout	416	246	-		
	1/1 of a page	220	280	3	2 950 EUR	
	1/1 of a page in page layout	190	246	-		
	2/3 of a page width	190	160	-	2 060 EUR	
	2/3 of a page height	125	246	-		
<b>REPRE</b>	1/2 of a page width	190	118	-	1 590 EUR	
	1/2 of a page height	93	246	-		
	1/3 of a page width	190	77	-		
<b>PR</b>	1/3 of a page height	60	246	-	1 160 EUR	
	Lapel on the headline	105	280	3		
	Z-gate	440	280	3		
	2nd cover page	220	280	3		
	1st page of magazine	220	280	3		
	Other pages before the editorial	220	280	3		
	1/3 height by the editorial	60	246	-		
	3rd cover page	220	280	3		
4th cover page	220	280	3	4 620 EUR		
<b>OTHERS</b>	2/1 PR	7 200 characters, 2 – 8 pictures, logo			4 500 EUR	
	1/1 PR	3 600 characters, 2 – 4 pictures, logo			2 550 EUR	
<b>OTHERS</b>	1/2 PR width	1 800 characters, 1 – 2 pictures, logo			1 390 EUR	
	1/2 PR height					
	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture				1 160 EUR
	2/1 tips on buying**					1 200 EUR
	1/1 tips on buying**					700 EUR
	1/2 tips on buying**					400 EUR
	product placement	250 znakov, 1 obrázok				500 EUR
	branding columns	logo				1 900 EUR
	inserted advertisements***					minimum price 2 100 EUR
	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 78.



Sample cover only

Target groups: **People who are planning to build a family house, construction contractors, and project engineers**

Description: **A4 format, approx. 200 pages, full colour print, soft cover**

Circulation: **22 000 copies**

Price of publication: **3.50 EUR**

### Distribution:

- all quality bookshops and e-shops
- Panta Rhei bookshops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- newspaper kiosks (Mediaprint-Kapa Pressegross, a. s.)
- building supplies stores (e.g. PRESPOR)
- internet bookshops (www.jagastore.sk, www.martinus.sk)

ISSUE CLOSING DATE	DATE OF ISSUE
<b>MD special Rodinné domy - New building materials</b> ORDERS: 26. 9. 2018 MATERIALS: 26. 9. 2018	<b>October 2018</b>

\* In editorial section there are published only news and information not previously published in the magazine Môj dom. 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 on the market 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

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.



Sample cover only



Sample cover only



Sample cover only

## Construction of houses with energy label A

- complete adviser to build a house with label and from design to the selection of modern materials and instructions for construction

## Healthy housing

- Technology for a healthy indoor environment
- Environmentally friendly interior materials
- Ecological coatings, bricks and building materials

## Construction and operation of the house - saving energy

- Dozens of inspirational tips that will help builders get the most out of every square meter
- A large guide to building materials and technologies available on the market
- An overview of technical solutions for quality construction and successful operation of the house

ISSUE CLOSING DATE	DATE OF ISSUE
<b>Construction of houses with energy label A</b> ORDERS: 2. 10. 2017 MATERIALS: 2. 10. 2017	November 2017
<b>Healthy housing</b> ORDERS: 3. 4. 2018 MATERIALS: 3. 4. 2018	May 2018
<b>Construction and operation of the house - saving energy</b> ORDERS: 2. 10. 2018 MATERIALS: 2. 10. 2018	November 2018

Target groups: **People who are going to reconstruct, build, modernize or furnish their housing**

Description: **210 × 275 mm format, approx. 144 pages, full colour print, soft cover**

Circulation: **17 000 copies**

Price of publication: **3.95 EUR**

## Distribution

- all quality bookshops and e-shops
- book distribution companies
- bookshop network Panta Rhei
- sale at JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- pages with daily press (Mediaprint-Kapa Pressegrasso, a. s.)
- building supplies stores (e.g. BAU-MARKET, PRESPOR)
- internet bookshop ([www.jagastore.sk](http://www.jagastore.sk))

## Size and advertising price

**1/2 height**  
**1 460 EUR**  
87 x 243 mm

**1/2 width**  
**1 460 EUR**  
180 x 119 mm

**1/3 height**  
**930 EUR**  
56 x 243 mm

**1/3 width**  
**930 EUR**  
180 x 77 mm

	Size	Dimensions in mm			Price
		width	height	bleed	
ADVERTISING	2/1 of a page	420	275	3	4 320 EUR
	2/1 of a page in page layout	380	243	-	
	1/1 of a page	210	275	3	2 490 EUR
	1/1 of a page in page layout	180	243	-	
	1/2 of a page width	180	119	-	1 460 EUR
	1/3 of a page width	180	77	-	930 EUR
REPRE	Logo on the front page				2 960 EUR
	2nd cover page	210	275	3	3 290 EUR
	1st page of the publication	210	275	3	3 290 EUR
	2nd and 3rd page of the publ.	210	275	3	3 120 EUR
	4th, 5th, 6th page of the publ.	210	275	3	2 960 EUR
	last page of the publication	210	275	3	2 960 EUR
PR	3rd cover page	210	275	3	3 120 EUR
	4th cover page	210	275	3	4 290 EUR
	2/1 PR	7 200 characters, 2 – 8 pictures, logo			3 020 EUR
	1/1 PR	3 600 characters, 2 – 4 pictures, logo			1 750 EUR
OTHERS	1/2 PR width	1 800 characters, 1 – 2 pictures, logo			1 020 EUR
	1/2 PR height				
	product placement	250 characters, 1 picture			500 EUR
	branding columns	logo			1 900 EUR
	inserted advertisements*				minimum price 1 300 EUR

\* 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:

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 78.

## Why to advertise in Všetko o bývaní?

- 1 Reinvigorating the highest possible advertising for a person who is going to build a house and cultivate the garden or is subject to the latest trends of Construction and address him homes with energy label A.
- 2 The publication contains a complete overview – from the most complex technology for building houses to fine-tuning its surroundings – the garden.

# THE MOST READ MAGAZINE FOR DO-IT-YOURSELFERS

**107 000** readers read at least one issue of the magazine Urob si sám.  
(source: MML-TGI)

## Reader profile

The typical reader is a male aged around 42, who owns a family house and a garden, and supports his family. He likes being at home, is practical and skilful. In his spare time he likes to enhance and improve his interior, yard and garden. The magazine is also read by women of working age, who often undertake repairs of their flat, house or garden.

## Distribution

- subscribers
- newspaper kiosks, press retail outlets
- department stores and supermarkets – BILLA, CARREFOUR, COOP JEDNOTA, HYPERNOVA, KAUFAND, LIDL, LUKOIL, METRO, OVM, SHELL, SLOVNAFT, TESCO
- Panta Rhei bookshops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)



Sample cover only

Frequency: **monthly + special**  
 Number of pages: **72 – 96 pages**  
 Circulation: **33 000 copies\***  
 Price: **1.60 EUR**  
 Year: **21th**

\*Source: ABC SR independent audit of press sales (Periodical Publishers Association of Slovakia)

## Who reads the magazine Urob si sám?

As much as **66 % of the readers** are planning to **reconstruct their housing!**

### Planning the reconstruction

**66 %** readers are **planning to reconstruct** or are at the moment reconstructing their housing.



**11 %** readers are **preparing to construct** their house or are building it now.

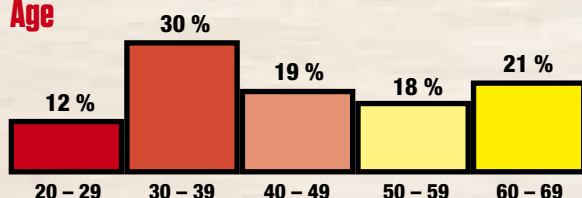
### Men and women

**65 %** readers are **men** especially do-it-yourselfers who improve their living by themselves.



**35 %** readers are **women** and their number has been increasing since the new layout.

### Age



Source: survey conducted on a sample of 1 651 respondents, who answered the questions in the readers' opinion poll.

## Why advertise in Urob si sám?

- 1 It is the most read and best selling magazine for people who are planning to reconstruct their housing.
- 2 It is the best selling monthly magazine for men who are of working age.
- 3 The magazine Urob si sám has been in the top ten of best-selling monthly magazines in Slovakia for a long time.
- 4 Many readers respond to the advertisements related to materials and tools used for housework, garden and the reconstruction of houses and cottages.

## Property owners

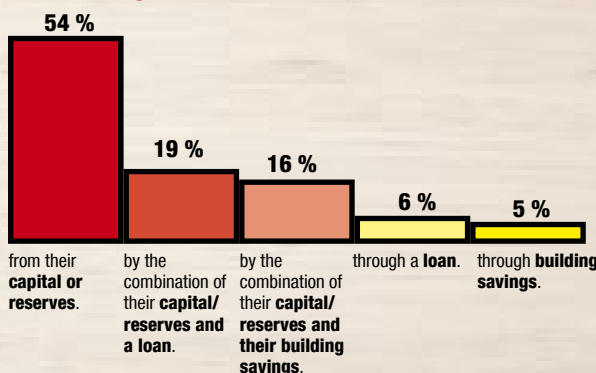
**70 %** of the readers own a house.



**29 %** of the readers own a flat.

**1 %** of the readers live in a rented flat.

## How do they finance their construction and reconstruction?



ISSUE CLOSING DATE	DATE OF ISSUE	MAIN TOPIC	HOBBY	HOUSING AND CONSTRUCTION	RECONSTRUCTION	GARDEN
<b>Urob si sám 11/2017</b> ORDERS: 4. 10. 2017 MATERIALS: Editorial work: 25. 9. 2017 Advertorial: 4. 10. 2017 Advertising: 9. 10. 2017	<b>20. 10. 2017</b>		<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Roof</li> <li>Modern heating bodies</li> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 12/2017</b> ORDERS: 31. 10. 2017 MATERIALS: Editorial work: 20. 10. 2017 Advertorial: 31. 10. 2017 Advertising: 6. 11. 2017	<b>20. 11. 2017</b>		<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 1/2018</b> ORDERS: 4. 12. 2017 MATERIALS: Editorial work: 23. 11. 2017 Advertorial: 4. 12. 2017 Advertising: 7. 12. 2017	<b>20. 12. 2017</b>	<ul style="list-style-type: none"> <li>Main topic: Kitchen renovation</li> <li>Issue's topic: Floor cleaning and maintenance</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 2/2018</b> ORDERS: 3. 1. 2018 MATERIALS: Editorial work: 20. 12. 2017 Advertorial: 3. 1. 2018 Advertising: 6. 1. 2018	<b>19. 1. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Bathroom renovation</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Roof</li> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 3/2018</b> ORDERS: 2. 2. 2018 MATERIALS: Editorial work: 24. 1. 2018 Advertorial: 2. 2. 2018 Advertising: 7. 2. 2018	<b>20. 2. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Foundations realization</li> <li>Issue's topic: Interior floors</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> <li>Terrace construction</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 4/2018</b> ORDERS: 2. 3. 2018 MATERIALS: Editorial work: 21. 2. 2018 Advertorial: 2. 3. 2018 Advertising: 8. 3. 2018	<b>20. 3. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Structural work - beginning a house construction</li> <li>Issue's topic: Roof, terrace, waterproofing the foundations of family homes, Beginning a house construction</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Roof</li> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> <li>Garden equipment</li> </ul>
<b>Urob si sám 5/2018</b> ORDERS: 4. 4. 2018 MATERIALS: Editorial work: 22. 3. 2018 Advertorial: 4. 4. 2018 Advertising: 9. 4. 2018	<b>20. 4. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Roof</li> <li>Issue's topic: Renovation. Balconies and terraces, Garden gazebos, wooden structures, modern interior and exterior floors</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Stairs in a family house</li> <li>Insulating construction materials</li> <li>Dry construction</li> <li>Serial: structural work</li> <li>Building materials, wall and floor tiles</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> <li>Terrace and balcony conversions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám špeciál 1/2018 Z ČOHO STAVAT'</b> ORDERS: 20. 4. 2018 MATERIALS: Editorial work: 11. 4. 2018 Advertorial: 20. 4. 2018 Advertising: 25. 4. 2018	<b>10. 5. 2018</b> Note: special is on sale for 3 months.	<b>A great guide on family houses construction</b>		<ul style="list-style-type: none"> <li>Planning, budgeting, projects</li> <li>Structural work</li> <li>Construction materials</li> <li>Thermal and sound insulation</li> </ul>	<ul style="list-style-type: none"> <li>Windows and doors</li> <li>Plaster coats and screed</li> <li>The technical facilities of a family house</li> <li>Use of renewable sources</li> </ul>	<ul style="list-style-type: none"> <li>Floors and tiles</li> <li>Safety in a family house</li> <li>Saunas</li> </ul>

If you also advertise on [urobisam.sk](http://urobisam.sk) you have the opportunity to reach 410 000 readers every month.

<b>Urob si sám 6/2018</b> ORDERS: 2. 5. 2018 MATERIALS: Editorial work: 20. 4. 2018 Advertorial: 2. 5. 2018 Advertising: 7. 5. 2018	<b>21. 5. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: exterior floors</li> <li>Issue's topic: interior and exterior painting, lawn treatment</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> <li>Pavements and reinforced surfaces</li> <li>Swimming pool</li> </ul>
<b>Urob si sám 7/2018</b> ORDERS: 4. 6. 2018 MATERIALS: Editorial work: 24. 5. 2018 Advertorial: 4. 6. 2018 Advertising: 7. 6. 2018	<b>20. 6. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Wood painting and preservation</li> <li>Issue's topic: garden fireplace, colours in interiors and exteriors</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Roof</li> <li>Bricklaying materials</li> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> <li>Pavements and reinforced surfaces</li> <li>Swimming pool</li> </ul>
<b>Urob si sám 8/2018</b> ORDERS: 3. 7. 2018 MATERIALS: Editorial work: 22. 6. 2018 Advertorial: 3. 7. 2018 Advertising: 9. 7. 2018	<b>20. 7. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Ponds and watering</li> <li>Issue's topic: Bathroom renovation, ponds and watering</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions: bathroom</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 9/2018</b> ORDERS: 2. 8. 2018 MATERIALS: Editorial work: 24. 7. 2018 Advertorial: 2. 8. 2018 Advertising: 7. 8. 2018	<b>20. 8. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Heating - overview</li> <li>Issue's topic: Balconies and terraces, Waterproofing of the lower layer</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Dry construction</li> <li>Cements and concrete additives</li> <li>Fireplaces and furnaces in a family house</li> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> <li>Pavements and reinforced surfaces</li> </ul>
<b>Urob si sám 10/2018</b> ORDERS: 4. 9. 2018 MATERIALS: Editorial work: 23. 8. 2018 Advertorial: 4. 8. 2018 Advertising: 7. 9. 2018	<b>20. 9. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Structural work before the winter season</li> <li>Issue's topic: Waterproofing - chimneys, Maintenance of boilers before the heating season</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Heating a family house</li> <li>Terraces and balconies</li> <li>Insulation materials</li> <li>Series: structural work</li> <li>Fireplaces and furnaces in a family house</li> <li>Lighting</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám special 2/2018 HOBBY</b> ORDERS: 18. 9. 2018 MATERIALS: Editorial work: 7. 9. 2018 Advertorial: 18. 9. 2018 Advertising: 21. 9. 2018	<b>4. 10. 2018</b> Note: special is on sale for 3 months.	<b>A great guide on family houses construction</b>		<ul style="list-style-type: none"> <li>Planning, budgeting, projects</li> <li>Structural work</li> <li>Construction materials</li> <li>Thermal and sound insulation</li> <li>Windows and doors</li> </ul>	<ul style="list-style-type: none"> <li>Plaster coats and screed</li> <li>The technical facilities of a family house</li> <li>Use of renewable sources</li> </ul>	<ul style="list-style-type: none"> <li>Floors and tiles</li> <li>Safety in a family house</li> <li>Saunas</li> </ul>
<b>Urob si sám 11/2018</b> ORDERS: 3. 10. 2018 MATERIALS: Editorial work: 24. 9. 2018 Advertorial: 3. 10. 2018 Advertising: 6. 10. 2018	<b>19. 10. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: Roof - replacement</li> <li>Issue's topic: autumn cleaning of the garden, Roof replacement or repair?</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Roof</li> <li>Modern heating bodies</li> <li>Series: structural work</li> <li>Floorings</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 12/2018</b> ORDERS: 2. 11. 2018 MATERIALS: Editorial work: 23. 10. 2018 Advertorial: 2. 11. 2018 Advertising: 7. 11. 2018	<b>20. 11. 2018</b>	<ul style="list-style-type: none"> <li>Main topic: floor coverings</li> <li>Issue's topic: gift ideas - tools</li> </ul>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>
<b>Urob si sám 1/2019</b> ORDERS: 28. 11. 2018 MATERIALS: Editorial work: 19. 11. 2018 Advertorial: 28. 11. 2018 Advertising: 3. 12. 2018	<b>14. 12. 2018</b>		<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Series: structural work</li> </ul>	<ul style="list-style-type: none"> <li>Reconstructions</li> </ul>	<ul style="list-style-type: none"> <li>Diseases and pests</li> <li>Monthly advice</li> </ul>

If you also advertise on [urobisam.sk](http://urobisam.sk) you have the opportunity to reach 410 000 readers every month.

**Size and advertising price**

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	4 300 EUR
	2/1 of a page in page layout	400	267	-	
	1/1 of a page	210	297	3	2 490 EUR
	1/1 of a page in page layout	193	267	-	
	2/3 of a page width	193	175	-	1 790 EUR
	2/3 of a page height	127	267	-	
	1/2 of a page width	193	129	-	1 430 EUR
	1/2 of a page height	95	267	-	
<b>REPRE</b>	2nd cover page	210	297	3	2 950 EUR
	1st page of magazine	210	297	3	2 950 EUR
	Other pages before the editorial	210	297	3	2 790 EUR
	1/3 height by the editorial	62	267	-	1 790 EUR
<b>PR</b>	3rd cover page	210	297	3	2 790 EUR
	4th cover page	210	297	3	3 490 EUR
	2/1 PR	5 000 characters, 2 – 5 pictures, logo			3 090 EUR
	1/1 PR	4 000 characters, 2 – 4 pictures, logo			1 760 EUR
<b>OTHERS</b>	1/2 PR width	2 000 characters, 1 – 2 pictures, logo			1 060 EUR
	1/2 PR height				
	Editorial section* <i>(news and information previously not published in the magazine)</i>	450 characters, 1 picture			900 EUR
	Good purchase (1 product)	450 characters, 1 photo, price and contact			900 EUR
	product placement	250 characters, 1 picture			500 EUR
	branding columns	logo			1 900 EUR
inserted advertisements**				minimum price 1 900 EUR	
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 78.

**Non-standard formats**



**Branding column**  
**1 900 EUR**  
MATERIALS: logo



**Product placement**  
**500 EUR**  
MATERIALS: product photo, product name, product description, price and size of the packaging, web contact

\* In editorial section only news are published and information not previously published in the magazine Urob si sám. 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  
**CANCELLATION FEES:** 50 % before the closing date of orders for the given issue of the magazine according to the editorial plan.

**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**  
**900 EUR**  
MATERIALS: text of 450 characters including spaces, 1 product photo, price, web contact

**Advertisement area**



1/1 of a page  
**2 490 EUR**  
210 x 297 mm



2/3 width  
**1 790 EUR**  
193 x 175 mm



2/3 height  
**1 790 EUR**  
127 x 267 mm



1/1 PR  
**1 760 EUR**  
4 000 characters, 2 – 4 pictures, 1 logo



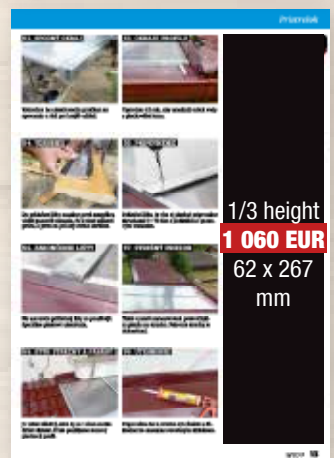
1/2 width  
**1 430 EUR**  
193 x 129 mm



1/2 height  
**1 430 EUR**  
95 x 267 mm



1/3 width  
**1 060 EUR**  
193 x 84 mm



1/3 height  
**1 060 EUR**  
62 x 267 mm



# GARDENING MAGAZINE WITH WORKING PROCEDURES

**54 300** readers read at least one issue of the magazine Záhrada.  
(source: MML-TGI)

## Reader profile

The typical reader is a man at the age of 30 to 50 who owns a garden which is either a part of his house or stands separately. He is also the breadwinner of the family. He is family oriented, practical and skilful. He spends his free time improving the exterior of his house such as yard or garden during each season. He is interested in breeding and likes to create new things with his own hands. There are also women of working age among the readers. They are usually the ones who initiate garden makeovers. They are fond of growing flowers and own farm plants. The magazine brings a lot of ideas for women thanks to which they are able to create simple garden decorations.

## Distribution

- subscribers
- newspaper kiosks, press retail outlets
- department stores and hypermarkets – BILLA, CARREFOUR, COOP JEDNOTA, KAUFAND, OMV, SHELL, SLOVNAFT, TESCO
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and gardening exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)



Sample cover only

Frequency: **ten times per year**  
 Number of pages: **64 – 96 pages**  
 Circulation: **32 000 copies\***  
 Price: **1.59 EUR**  
 Year: **4nd**

## Who reads the magazine Záhrada?

Up to **93 % of the readers** are planning **to change their garden or balcony.**

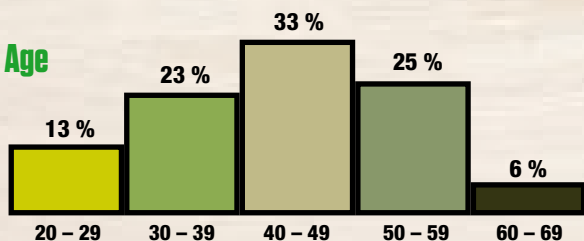
### They are planning reconstruction



### It is for both men and women



### Age



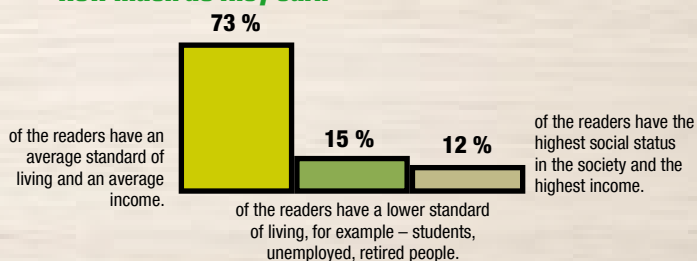
## Why advertise in ZÁHRADA?

- 1 The magazine provides the readers with many ideas about gardening and breeding, therefore 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 step-by-step 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, in the garden and while reconstruction of houses or cottages.

## Owners of gardens



## How much do they earn



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

ISSUE CLOSING DATE	DATE OF ISSUE	HOBBY GARDEN	GARDENING	CONSTRUCTION AND RECONSTRUCTION	BREEDING
<b>ZÁHRADA 7/2017</b> ORDERS: 21. 8. 2017 MATERIALS: Editorial work 10. 8. 2017 Advertorial 21. 8. 2017 Advertising 24. 8. 2017	<b>8. 9. 2017</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 8/2017</b> ORDERS: 25. 9. 2017 MATERIALS: Editorial work 13. 9. 2017 Advertorial 25. 9. 2017 Advertising 29. 9. 2017	<b>11. 10. 2017</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 9/2017</b> ORDERS: 24. 10. 2017 MATERIALS: Editorial work 13. 10. 2017 Advertorial 24. 10. 2017 Advertising 27. 10. 2017	<b>10. 11. 2017</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 10/2017</b> ORDERS: 6. 12. 2017 MATERIALS: Editorial work 27. 11. 2017 Advertorial 6. 12. 2017 Advertising 11. 12. 2017	<b>22. 12. 2017</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 1/2018</b> ORDERS: 18. 1. 2018 MATERIALS: Editorial work 9. 1. 2018 Advertorial 18. 1. 2018 Advertising 23. 1. 2018	<b>5. 2. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 2/2018</b> ORDERS: 21. 2. 2018 MATERIALS: Editorial work 12. 2. 2018 Advertorial 21. 2. 2018 Advertising 26. 2. 2018	<b>9. 3. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul> <p><b>TRAID FAIRS DOMEXPO 2018</b> (19. – 22. 4. 2018)</p>
<b>ZÁHRADA 3/2018</b> ORDERS: 26. 3. 2018 MATERIALS: Editorial work 19. 3. 2018 Advertorial 26. 3. 2018 Advertising 13. 4. 2018	<b>20. 4. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> <li>Paving and tiling in the garden</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul> <p><b>TRAID FAIRS</b> Flóra Bratislava 2018 (4. – 7. 5. 2018)</p>

If you also advertise on [urobisam.sk](http://urobisam.sk) you have the opportunity to reach **357 300** readers every month.

<b>ZÁHRADA 4/2018</b> ORDERS: 30. 4. 2018 MATERIALS: Editorial work 19. 4. 2018 Advertorial 30. 4. 2018 Advertising 4. 5. 2018	<b>18. 5. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> <li>Swimming pool</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 5/2018</b> ORDERS: 7. 6. 2018 MATERIALS: Editorial work 29. 5. 2018 Advertorial 7. 6. 2018 Advertising 12. 6. 2018	<b>25. 6. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> <li>Swimming pool</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 6/2018</b> ORDERS: 19. 7. 2018 MATERIALS: Editorial work 10. 7. 2018 Advertorial 19. 7. 2018 Advertising 24. 7. 2018	<b>6. 8. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 7/2018</b> ORDERS: 20. 8. 2018 MATERIALS: Editorial work 9. 8. 2018 Advertorial 20. 8. 2018 Advertising 23. 8. 2018	<b>6. 9. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> <li>Garden lighting</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 8/2018</b> ORDERS: 21. 9. 2018 MATERIALS: Editorial work 12. 9. 2018 Advertorial 21. 9. 2018 Advertising 26. 9. 2018	<b>9. 10. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 9/2018</b> ORDERS: 23. 10. 2018 MATERIALS: Editorial work 12. 10. 2018 Advertorial 23. 10. 2018 Advertising 26. 10. 2018	<b>9. 11. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>
<b>ZÁHRADA 10/2018</b> ORDERS: 28. 11. 2018 MATERIALS: Editorial work 16. 11. 2018 Advertorial 28. 11. 2018 Advertising 3. 12. 2018	<b>14. 12. 2018</b>	<ul style="list-style-type: none"> <li>Working practices</li> <li>Coating</li> <li>Tools and equipment</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Decorative and household garden</li> <li>Monthly advice</li> <li>Shopping lists</li> <li>Diseases and pests</li> </ul>	<ul style="list-style-type: none"> <li>Landscape architect</li> <li>Lawn maintenance</li> <li>Patios, gazebos and pools</li> <li>Pavements and reinforced surfaces</li> <li>Fencing</li> </ul>	<ul style="list-style-type: none"> <li>Breeding</li> <li>Diseases and pests</li> </ul>

If you also advertise on [urobisam.sk](http://urobisam.sk) you have the opportunity to reach **357 300** readers every month.

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	4 300 EUR
	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	-	2 490 EUR
	2/3 of a page width	193	175	-	
	2/3 of a page height	127	267	-	
	1/2 of a page width	193	129	-	1 430 EUR
	1/2 of a page height	95	267	-	
	1/3 of a page width	193	84	-	
1/3 of a page height	62	267	-	1 060 EUR	
<b>PREPARE</b>	2nd cover page	210	297	3	2 950 EUR
	1st page of magazine	210	297	3	2 950 EUR
	Other pages before the editorial	210	297	3	2 790 EUR
	1/3 height by the editorial	62	267	-	1 790 EUR
	3rd cover page	210	297	3	2 790 EUR
<b>PR</b>	4th cover page	210	297	3	3 490 EUR
	2/1 PR	5 000 characters, 2 – 5 pictures, logo			3 090 EUR
	1/1 PR	4 000 characters, 2 – 4 pictures, logo			1 760 EUR
	1/2 PR width	2 000 characters, 1 – 2 pictures, logo			1 060 EUR
<b>OTHERS</b>	1/2 PR height				1 060 EUR
	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture			900 EUR
	Good purchase (1 product)	450 characters, 1 photo, price and contact			900 EUR
	product placement	250 characters, 1 picture			500 EUR
	branding columns	logo			1 900 EUR
	inserted advertisements**				minimum price 1 900 EUR
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 78.

## Non-standard formats



\* In editorial section are published only news and information not previously published in the magazine Záhřada. 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:** 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.



## Advertisement area



# HOW TO LIVE FOR LESS MONEY AND ECOLOGICALLY

**32 800** readers read at least one issue of the magazine Tvorivé ekoBývanie.  
*(source: MML-TGI)*

## Reader profile

The typical reader is a woman at the age of approximately 20 to 49 who is interested in practical, economical and ecological solutions for the household and exterior. Her priorities are towards her family and her home and she is very active as far as home improvement is concerned. She spends her free time in the nature, in her garden or working on the improvements of interior. There are also men among the readers who are especially inspired by working procedures or by the advice on how to economize.

## Distribution

- subscribers
- newspaper kiosks, press retail outlets
- department stores and hypermarkets – CARREFOUR, COOP JEDNOTA, HYPERNOVA, KAUFAND, LUKOIL, OMV, SHELL, SLOVNAFT, TESCO
- Panta Rhei bookshops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)



Sample cover only

Frequency: **bi-monthly**  
Number of pages: **64 – 96 pages**  
Circulation: **25 000 copies**  
Price: **0.90 EUR**  
Year: **10th**

## Who reads the magazine Tvorivé ekoBývanie?

Up to **41 % of the readers** are planning to **renovate their housing** in the following year.

## Women dominate

**97 %** of the readers are **women**, mainly those interested in DIY who like improving their housing themselves.

**3 %** of the readers are **men** who cooperate with their wives while reconstructing their interior and exterior.



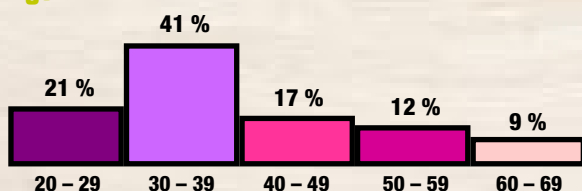
## They are furnishing and reconstructing

**41 %** of the readers are **planning their housing renovation**.



**84 %** of the readers are furnishing or planning to **furnish their interior** in the following year.

## Age



Source: survey conducted on a sample of 969 respondents, who answered the questions in the readers' opinion poll.

## Why advertise in Tvorivé ekoBývanie?

- 1** 97 % of the readers are women who are not only interested in saving money when furnishing or reconstructing their home but also in living ecologically.
- 2** Maximum impact on the readers who are interested in ecological and economical side of their housing – energy intensity of their properties, the quality of materials, economic savings, nature combined with the modern lifestyle.

## Where do they live?

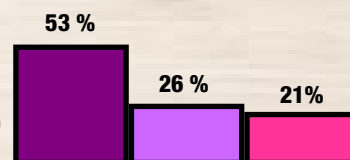
**32 %** of the readers live in a **house**.



**68 %** of the readers live in a **flat**.

## How much do they earn

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



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

of the readers have a **lower standard of living**.

ISSUE CLOSING DATE	DATE OF ISSUE	HOUSING	HOUSEHOLD	CONSTRUCTION	GARDEN
<b>Tvorivé ekoBývanie 5/2017</b> ORDERS: 4. 10. 2017 MATERIALS: Editorial work 25. 9. 2017 Advertorial 4. 10. 2017 Advertising 10. 10. 2017	<b>24. 10. 2017</b>	• Kitchen • Furniture • Paint coats – hobby methods • Floor • Healthy living	• Economical aids: extractor fans • Testing of domestic appliances	• Passive housing • Series: heating – floor and wall heating • Expert advice	• Eco-garden
<b>Tvorivé ekoBývanie 6/2017</b> ORDERS: 10. 11. 2017 MATERIALS: Editorial work 31. 10. 2017 Advertorial 10. 11. 2017 Advertising 16. 11. 2017	<b>1. 12. 2017</b>	• Bathroom • Furniture • Paint coats – hobby methods	• Economical aids: ovens and cookers • Testing of domestic appliances	• Wooden housing • Serial: Heating – fireplace • Expert advice	• Eco-garden
<b>Tvorivé ekoBývanie 1/2018</b> ORDERS: 5. 2. 2018 MATERIALS: Editorial work 25. 1. 2018 Advertorial 5. 2. 2018 Advertising 8. 2. 2018	<b>23. 2. 2018</b>	• Kitchen • Furniture • Paint coats – hobby methods	• Economical aids: hobs • Testing of domestic appliances	• Passive housing • Series: heating • Expert advice	• Eco-garden
<b>Tvorivé ekoBývanie 2/2018</b> ORDERS: 5. 4. 2018 MATERIALS: Editorial work 23. 3. 2018 Advertorial 5. 4. 2018 Advertising 10. 4. 2018	<b>25. 4. 2018</b>	• Bathroom • Furniture • Paint coats – hobby methods • Healthy living	• Economical aids: refrigerators and freezers • Testing of domestic appliances	• Intelligent housing • Series: heating • Insulation • Expert advice	• Eco-garden
<b>Tvorivé ekoBývanie 3/2018</b> ORDERS: 6. 6. 2018 MATERIALS: Editorial work 28. 5. 2018 Advertorial 6. 6. 2018 Advertising 11. 6. 2018	<b>26. 6. 2018</b>	• Kitchen • Furniture • Paint coats – hobby methods • Floor	• Economical aids: dishwashers • Testing of domestic appliances	• Wooden housing • Series: heating – heat pumps • Expert advice • Air-conditioning	• Eco-garden: reinforced surfaces
<b>Tvorivé ekoBývanie 4/2018</b> ORDERS: 6. 8. 2018 MATERIALS: Editorial work 26. 7. 2018 Advertorial 6. 8. 2018 Advertising 9. 8. 2018	<b>24. 8. 2018</b>	• Bathroom • Furniture • Paint coats – hobby methods	• Economical aids: washer and dryer • Testing of domestic appliances	• Low-energy housing • Serial: heating – heat pumps • Expert advice • Insulation	• Eco-garden: reinforced surfaces
<b>Tvorivé ekoBývanie 5/2018</b> ORDERS: 4. 10. 2018 MATERIALS: Editorial work 25. 9. 2018 Advertorial 4. 10. 2018 Advertising 9. 10. 2018	<b>24. 10. 2018</b>	• Kitchen • Furniture • Paint coats – hobby methods • Floor • Healthy living	• Economical aids: extractor fans • Testing of domestic appliances	• Passive housing • Series: heating – floor and wall heating • Expert advice	• Eco-garden
<b>Tvorivé ekoBývanie 6/2018</b> ORDERS: 13. 11. 2018 MATERIALS: Editorial work 2. 11. 2018 Advertorial 13. 11. 2018 Advertising 16. 11. 2018	<b>3. 12. 2018</b>	• Bathroom • Furniture • Paint coats – hobby methods	• Economical aids: ovens and cookers • Testing of domestic appliances	• Wooden housing • Serial: Heating – fireplace • Expert advice	• Eco-garden

If you also advertise on mojdom.sk you have the opportunity to reach 322 800 readers every month.

**Size and advertising price**

	Dimensions in mm			Price	
	Size	width	height		
<b>ADVERTISING</b>	2/1 of a page	420	275	3	4 300 EUR
	2/1 of a page in page layout	380	243	-	
	1/1 of a page	210	275	3	2 490 EUR
	1/1 of a page in page layout	175	243	-	
	2/3 of a page width	175	153	-	1 790 EUR
	2/3 of a page height	115	243	-	
	1/2 of a page width	175	113	-	1 430 EUR
	1/2 of a page height	83	243	-	
	1/3 of a page width	175	73	-	1 060 EUR
	1/3 of a page height	55	243	-	
<b>REPRE</b>	2nd cover page	210	275	3	2 950 EUR
	1st page of magazine	210	275	3	2 950 EUR
	Other pages before the editorial	210	275	3	2 790 EUR
	1/3 height by the editorial	55	243	-	1 790 EUR
	3rd cover page	210	275	3	2 790 EUR
4th cover page	210	275	3	3 490 EUR	
<b>PR</b>	2/1 PR	5 000 characters, 2 – 5 pictures, logo			3 090 EUR
	1/1 PR	3 400 characters, 2 – 4 pictures, logo			1 760 EUR
	1/2 PR width	1 700 characters, 1 – 2 pictures, logo			1 060 EUR
	1/2 PR height				
<b>OTHERS</b>	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture			900 EUR
	2/1 tips on buying**				1 200 EUR
	1/1 tips on buying**				700 EUR
	1/2 tips on buying**				400 EUR
	product placement				500 EUR
	branding columns	logo			1 900 EUR
	inserted advertisements***				minimum price 1 900 EUR
atypical format	size and price depending on individual requirements				

\* In editorial section are published only news and information not previously published in the magazine Tvorivé ekoByvanie. 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 on the market 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

**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.

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

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 78.

**Non-standard formats**

**Branding column**  
1 900 EUR  
MATERIALS: product photo, logo

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

**Editorial page**  
900 EUR  
MATERIALS: text of 450 characters including spaces, 1 product photo, price, web contact

**Product placement B**  
500 EUR  
MATERIALS: 3 different products on a white background, name and description of the product max. 9 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.

# THE MOST STYLISH MAGAZINE ABOUT HOUSING

## 73 000

readers read at least one issue of the magazine **Môj dom**.

(source: MML-TGI)

### Reader profile

Typical readers of **Môj dom** magazine are women and men of working age from 30 to 49. They have completed secondary school or university, are family wage-earners, with children, and own their own flats or houses with gardens. They are interested in decorating, beautifying and making their interiors more comfortable, and also make use of the ideas for their balconies, terraces, gardens, and house surroundings. They are seeking advice, tips, and information on building products, technologies and materials. A relatively large sector is made up of readers under the age of 29 who are still single, and for them **Môj dom** is an inspiration for creating their own pleasant home. Advertisements in **Môj dom** magazine influence the decision-making of the majority of readers when choosing products or firms, and more than half of the entire spectrum of readers have selected a building company on the basis of reading **Môj dom**.

### Distribution

- subscribers
- newspaper kiosks, press retail outlets
- department stores and hypermarkets – BILLA, CARREFOUR, COOP JEDNOTA, HYPERNOVA, KAUF LAND, LUKOIL, METRO, OMV, SHELL, SLOVNAFT, TESCO
- Panta Rhei bookshops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)



Sample cover only

Frequency: **monthly + special**  
 Number of pages: **128 – 212 pages**  
 Circulation: **22 000 copies**  
 Price: **1.63 EUR**  
 Year: **19th**

26

### Why advertise in **Môj dom**?

- 1 84 000 people interested in reconstruction and housing can see the advertisement in just one issue of the magazine **Môj dom**.
- 2 Every reader of the magazine usually reads or flicks through it 3.4 times on average (source: GFK survey).
- 3 Advertising in a magazine is one of the most influential factors when respondents are about to decide what to purchase (source: GFK survey).

### Who reads the magazine **Môj dom**?

Up to **42 %** of the readers are planning to build a family house!

### Women and men

**52 %** of the readers are **women** who put the emphasis on the quality of their living.



**48 %** of the readers are **men** who are potential clients of building companies and they seek information in the articles about building.

### They furnish, reconstruct and build

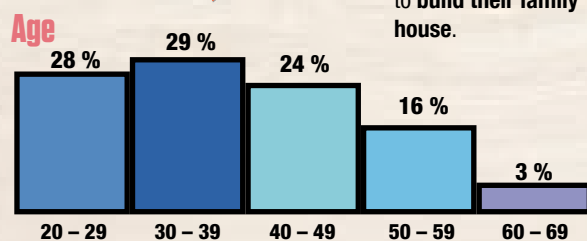
**53 %** of the readers are planning to **reconstruct** their house or flat.



**92 %** of the readers are **furnishing or planning to furnish** their interior in the following year.



**42 %** of the readers are building or planning to **build their family house**.



### Where do they live

**36 %** of the readers own a **house**.

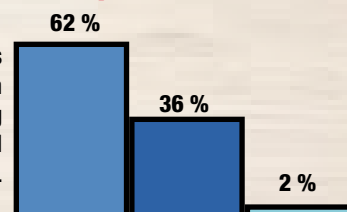


**49 %** of the readers own a **flat**.

**15 %** of the readers live in a **rented house or a flat**.

### How much do they earn

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



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

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

27

Source: survey conducted on a sample of 1 931 respondents, who answered the questions in the readers' opinion poll.

ISSUE CLOSING DATE	DATE OF ISSUE	HOUSING	HOUSEHOLD	CONSTRUCTION	GARDEN
<b>MŔj dom 11/2017</b> ORDERS: 11. 10. 2017 MATERIALS: Editorial work 2. 10. 2017 Advertorial 11. 10. 2017 Advertising 17. 10. 2017	<b>2. 11. 2017</b>	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Furniture</li> <li>Series: housing finance</li> <li>Healthy living</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: appliances for baking</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 12/2017 –1/2018</b> ORDERS: 21. 11. 2017 MATERIALS: Editorial work 9. 11. 2017 Advertorial 21. 11. 2017 Advertising 27. 11. 2017	<b>12. 12. 2017</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: brown goods – TV and more</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 2/2018</b> ORDERS: 12. 1. 2018 MATERIALS: Editorial work 2. 1. 2018 Advertorial 12. 1. 2018 Advertising 17. 1. 2018	<b>2. 2. 2018</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: intelligent household</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Fabric</li> <li>Heating</li> <li>Low-energy houses</li> <li>Terrace construction</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 3/2018</b> ORDERS: 9. 2. 2018 MATERIALS: Editorial work 31. 1. 2018 Advertorial 9. 2. 2018 Advertising 14. 2. 2018	<b>2. 3. 2018</b>	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: Vysávače</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Heating</li> <li>Masonry materials</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> <li>Building up a pool</li> <li>Garden equipment</li> </ul>
<b>MŔj dom 4/2018</b> ORDERS: 9. 3. 2018 MATERIALS: Editorial work 28. 2. 2018 Advertorial 9. 3. 2018 Advertising 14. 3. 2018	<b>3. 4. 2018</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Series: housing finance</li> <li>Healthy living</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: washing machines and dryers</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Roof • Heating</li> <li>Dry construction</li> <li>Low-energy houses</li> <li>Wooden buildings</li> <li>Garage</li> <li>Building materials, wall and floor tiles</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> <li>Reinforced surfaces</li> <li>Pool – waterproofing</li> </ul>
<b>MŔj dom 5/2018</b> ORDERS: 10. 4. 2018 MATERIALS: Editorial work 28. 3. 2018 Advertorial 10. 4. 2018 Advertising 13. 4. 2018	<b>2. 5. 2018</b>	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: refrigerators and freezers</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Windows and roof windows</li> <li>Floor</li> <li>Plasterboard</li> <li>Heating</li> <li>Low-energy houses</li> <li>Klimatizácia</li> </ul>	<ul style="list-style-type: none"> <li>Mowing-machines</li> <li>Tools</li> <li>Monthly advice</li> <li>Pool – covering</li> </ul>
<b>MŔJ DOM ŠPECIÁL 1/2018 NOVÉ BYTY</b> ORDERS: 20. 4. 2018 MATERIALS: Editorial work 11. 4. 2018 Advertorial 20. 4. 2018 Advertising 25. 4. 2018	<b>15. 5. 2018</b> Note: Special edition is on sale for 3 months	<b>Low energy and passive house</b> Overview of building materials together with their price offer	<ul style="list-style-type: none"> <li>Wooden buildings</li> <li>Fabric</li> <li>Roofs</li> <li>Heating</li> </ul>	<ul style="list-style-type: none"> <li>Reinforced surfaces</li> <li>Windows and roof windows</li> <li>Door</li> <li>Facade</li> <li>Swimming pool</li> </ul>	<ul style="list-style-type: none"> <li>A big overview of new residential objects</li> </ul>

If you also advertise on mojdom.sk you have the opportunity to reach 363 000 readers every month.

<b>MŔj dom 6/2018</b> ORDERS: 11. 5. 2018 MATERIALS: Editorial work 30. 4. 2018 Advertorial 11. 5. 2018 Advertising 16. 5. 2018	<b>1. 6. 2018</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: dryers</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Waterproofing</li> <li>Wood protection</li> <li>Shading</li> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Reinforced surfaces</li> <li>Tools</li> <li>Monthly advice</li> <li>Swimming pool</li> </ul>
<b>MŔj dom 7/2018</b> ORDERS: 12. 6. 2018 MATERIALS: Editorial work 1. 6. 2018 Advertorial 12. 6. 2018 Advertising 15. 6. 2018	<b>3. 7. 2018</b>	<ul style="list-style-type: none"> <li>Bathroom (trends)</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: coffee machines and breakfast appliances</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Walls finish</li> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Garden furniture</li> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 8/2018</b> ORDERS: 11. 7. 2018 MATERIALS: Editorial work 29. 6. 2018 Advertorial 11. 7. 2018 Advertising 16. 7. 2018	<b>1. 8. 2018</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Serial: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: vine shops</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 9/2018</b> ORDERS: 10. 8. 2018 MATERIALS: Editorial work 1. 8. 2018 Advertorial 10. 8. 2018 Advertising 15. 8. 2018	<b>3. 9. 2018</b>	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: dishwashers</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Modern facades</li> <li>Windows and roof windows</li> <li>Heating: fireplaces</li> <li>Low-energy houses</li> <li>Wooden buildings</li> <li>Lighting</li> </ul>	<ul style="list-style-type: none"> <li>Reinforced surfaces</li> <li>Terrace</li> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 10/2018</b> ORDERS: 12. 9. 2018 MATERIALS: Editorial work 3. 9. 2018 Advertorial 12. 9. 2018 Advertising 15. 9. 2018	<b>3. 10. 2018</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: ovens and cookers</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Sloping roof</li> <li>Waterproofing</li> <li>Heating: fireplaces</li> <li>Low-energy houses</li> <li>Floorings</li> </ul>	<ul style="list-style-type: none"> <li>Garage</li> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MOJ DOM ŠPECIÁL 2/2018 RODINNÉ DOMY - NOVÉ STAVEBNÉ MATERIÁLY</b> ORDERS: 26. 9. 2018 MATERIALS: Editorial work 17. 9. 2018 Advertorial 26. 9. 2018 Advertising 1. 10. 2018	<b>17. 10. 2018</b> Note: Special edition is on sale for 3 months	100 family house projects from various architectural offices	<ul style="list-style-type: none"> <li>Wooden buildings</li> <li>Fabric</li> <li>Roofs</li> <li>Heating</li> </ul>	<ul style="list-style-type: none"> <li>Reinforced surfaces</li> <li>Windows and roof windows</li> <li>Door</li> <li>Facade</li> <li>Swimming pool</li> </ul>	<ul style="list-style-type: none"> <li>A broad overview of innovative building materials, technologies and construction techniques</li> </ul>
<b>MŔj dom 11/2018</b> ORDERS: 11. 10. 2018 MATERIALS: Editorial work 2. 10. 2018 Advertorial 11. 10. 2018 Advertising 16. 10. 2018	<b>2. 11. 2018</b>	<ul style="list-style-type: none"> <li>Bathroom</li> <li>Furniture</li> <li>Series: housing finance</li> <li>Healthy living</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: appliances for baking</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> </ul>
<b>MŔj dom 12/2018 – 1/2019</b> ORDERS: 21. 11. 2018 MATERIALS: Editorial work 12. 11. 2018 Advertorial 21. 11. 2018 Advertising 26. 11. 2018	<b>12. 12. 2018</b>	<ul style="list-style-type: none"> <li>Kitchen</li> <li>Furniture</li> <li>Series: housing finance</li> </ul>	<ul style="list-style-type: none"> <li>Household appliances: brown goods – TV and more</li> <li>Testing</li> </ul>	<ul style="list-style-type: none"> <li>Heating</li> <li>Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>Tools</li> <li>Monthly advice</li> </ul>

If you also advertise on mojdom.sk you have the opportunity to reach 363 000 readers every month.

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	440	280	3	5 080 EUR
	2/1 of a page in page layout	416	246	-	
	1/1 of a page	220	280	3	2 950 EUR
	1/1 of a page in page layout	190	246	-	
	2/3 of a page width	190	160	-	2 060 EUR
	2/3 of a page height	125	246	-	
<b>REPRE</b>	1/2 of a page width	190	118	-	1 590 EUR
	1/2 of a page height	93	246	-	
	1/3 of a page width	190	77	-	1 160 EUR
	1/3 of a page height	60	246	-	
	Lapel on the headline	105	280	3	3 260 EUR
	Z-gate	440	280	3	6 500 EUR
<b>PR</b>	2nd cover page	220	280	3	3 620 EUR
	1st page of magazine	220	280	3	3 620 EUR
	Other pages before the editorial	220	280	3	3 260 EUR
	1/3 height by the editorial	60	246	-	2 060 EUR
<b>OTHERS</b>	3rd cover page	220	280	3	3 260 EUR
	4th cover page	220	280	3	4 620 EUR
	2/1 PR	7 200 characters, 2 – 8 pictures, logo			4 500 EUR
	1/1 PR	3 600 characters, 2 – 4 pictures, logo			2 550 EUR
	1/2 PR width	1 800 characters, 1 – 2 pictures, logo			1 390 EUR
	1/2 PR height				
	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture			1 160 EUR
	2/1 tips on buying**				1 200 EUR
	1/1 tips on buying**				700 EUR
	1/2 tips on buying**				400 EUR
	product placement	250 znakov, 1 obrázok			500 EUR
	branding columns	logo			1 900 EUR
	inserted advertisements***				minimum price 2 100 EUR
	atypical format	size and price depending on individual requirements			

\* In editorial section are published only news and information not previously published in the magazine Mój dom. 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 on the market 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

**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.

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

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 78.

## Non-standard formats



## Advertisement area

1/1 of a page  
**2 950 EUR**  
220 x 280 mm

2/3 width  
**2 060 EUR**  
190 x 160 mm

2/3 height  
**2 060 EUR**  
125 x 246 mm

1/1 PR  
**2 550 EUR**  
3 600 characters,  
2 – 4 pictures,  
1 logo

1/2 width  
**1 590 EUR**  
190 x 118 mm

1/2 height  
**1 590 EUR**  
93 x 246 mm

1/3 width  
**1 160 EUR**  
190 x 77 mm

1/3 height  
**1 160 EUR**  
60 x 246 mm





Sample cover only



Sample cover only

Target groups: **People who are planning to build a family house, construction contractors, and project engineers**  
 Description: **A4 format, approx. 200 pages, full colour print, soft cover**  
 Circulation: **22 000 copies**  
 Price of publication: **3.50 EUR**

**Distribution:**

- all quality bookshops and e-shops
- Panta Rhei bookshops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- newspaper kiosks (Mediaprint-Kapa Pressegrasso, a. s.)
- building supplies stores (e.g. PRESPOR)
- internet bookshops (www.jagastore.sk, www.martinus.sk)

## môjdom Issues and topics

ISSUE CLOSING DATE	DATE OF ISSUE	HOUSING	MAIN TOPIC
<b>MÔJ DOM SPECIAL 1/2018</b> <b>NEW APARTMENTS</b> ORDERS: 20. 4. 2018 MATERIALS: 11. 4. 2018 Editorial work: 20. 4. 2018 Advertorial: 25. 4. 2018	<b>15. 5. 2018</b> Note: Special edition is on sale for 3 months	<b>Low energy and passive house</b> Overview of building materials together with their price offer	<ul style="list-style-type: none"> <li>• Wooden buildings</li> <li>• Fabric</li> <li>• Roofs</li> <li>• Heating</li> </ul> <ul style="list-style-type: none"> <li>• Reinforced surfaces</li> <li>• Windows and roof windows</li> <li>• Door</li> <li>• Facade</li> <li>• Swimming pool</li> </ul> <ul style="list-style-type: none"> <li>• A big overview of new residential objects</li> </ul>
<b>MOJ DOM SPECIAL 2/2018</b> <b>RODINNÉ DOMY - NEW BUILDING</b> MATERIALS: 26. 9. 2018 ORDERS: 17. 9. 2018 Editorial work: 26. 9. 2018 Advertorial: 1. 10. 2018	<b>17. 10. 2018</b> Note: Special edition is on sale for 3 months	100 family house projects from various architectural offices	<ul style="list-style-type: none"> <li>• Wooden buildings</li> <li>• Fabric</li> <li>• Roofs</li> <li>• Heating</li> </ul> <ul style="list-style-type: none"> <li>• Reinforced surfaces</li> <li>• Windows and roof windows</li> <li>• Door</li> <li>• Facade</li> <li>• Swimming pool</li> </ul> <ul style="list-style-type: none"> <li>• A broad overview of innovative building materials, technologies and construction techniques</li> </ul>

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	440	280	3	5 080 EUR
	2/1 of a page in page layout	416	246	-	
	1/1 of a page	220	280	3	2 950 EUR
	1/1 of a page in page layout	190	246	-	
	2/3 of a page width	190	160	-	2 060 EUR
	2/3 of a page height	125	246	-	
	1/2 of a page width	190	118	-	1 590 EUR
	1/2 of a page height	93	246	-	
	1/3 of a page width	190	77	-	1 160 EUR
	1/3 of a page height	60	246	-	
<b>REPRE</b>	Lapel on the headline	105	280	3	3 260 EUR
	Z-gate	440	280	3	6 500 EUR
	2nd cover page	220	280	3	3 620 EUR
	1st page of magazine	220	280	3	3 620 EUR
	Other pages before the editorial	220	280	3	3 260 EUR
	1/3 height by the editorial	60	246	-	2 060 EUR
	3rd cover page	220	280	3	3 260 EUR
4th cover page	220	280	3	4 620 EUR	
<b>PR</b>	2/1 PR	7 200 characters, 2 – 8 pictures, logo			4 500 EUR
	1/1 PR	3 600 characters, 2 – 4 pictures, logo			2 550 EUR
	1/2 PR width	1 800 characters, 1 – 2 pictures, logo			1 390 EUR
	1/2 PR height				
	<b>OTHERS</b>	Editorial section* (news and information previously not published in the magazine)	450 characters, 1 picture		
2/1 tips on buying**					1 200 EUR
1/1 tips on buying**					700 EUR
1/2 tips on buying**					400 EUR
product placement		250 znakov, 1 obrázok			500 EUR
branding columns		logo			1 900 EUR
inserted advertisements***					minimum price 2 100 EUR
atypical format	size and price depending on individual requirements				

\* In editorial section the reserved only news and information not previously published in the magazine Mój dom. 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 on the market 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

**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.

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

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 78.

## Advertisement area

1/1 of a page  
**2 950 EUR**  
 220 x 280 mm

1/1 PR  
**2 550 EUR**  
 3 600 characters, 2 – 4 pictures, 1 logo

1/2 PR width  
 1 800 characters, 1 – 2 pictures, logo  
 1 390 EUR

1/2 height  
**1 590 EUR**  
 93 x 246 mm

1/2 width  
**1 590 EUR**  
 190 x 118 mm

# PRACTICAL GUIDE FOR EVERY BUILDER

**7 000** print circulation of the magazine **Stavebné materiály**

## 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 Stavebné materiály 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 based on practical experience.

## Distribution

- subscribers
- direct mailing to target groups
- newspaper kiosks and press shops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)

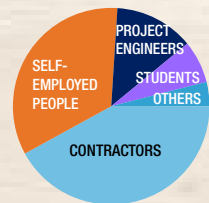


Frequency: **six times per year**  
 Number of pages: **56 – 80 pages**  
 Circulation: **7 000 copies**  
 Price: **2.30 EUR**  
 Year: **14th**

34

## Who reads the magazine Stavebné materiály?

As much as **76 % of the readers** are **realization company employees and self-employed people**.



### Realization companies and self-employed people

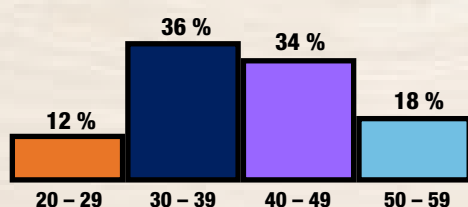
- **42 %** of the readers are **realization company employees**.
- **34 %** of the readers are **self-employed people** working in the field of construction who make use of the information found in the magazine in their profession.
- **13 %** of the readers are **engineering design company employees**.
- **7 %** of the readers are **students** of faculties of Civil Engineering.
- **4 %** accounts for **other readers**.

## Men dominate

**86 %** of the readers are **men** interested in the field of construction and are either in charge of decision making or are company executives.

**14 %** of the readers are **women** who are professionals in the construction field.

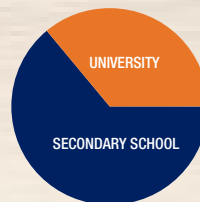
## Age



## Why advertise in Stavebné materiály?

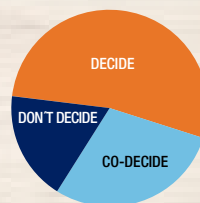
- 1** 82 % of the readers decide or co-decide about the purchase of materials and technologies for a building site.
- 2** 65 % of the respondents read in the construction magazines the advertisements and the advertising articles (source: GFK survey).
- 3** 52 % of the readers use the advertisement or the advertising articles published in the magazine Stavebné materiály to choose suppliers of materials and services (source: GFK survey).

## Education



- **64 %** of the readers are people with **secondary education** who make use of the obtained information in their profession.
- **36 %** of the readers are **academics** working in the field of construction.

## Do they decide about purchasing?



- **53 %** of the readers are the ones who **decide** about purchasing.
- **29 %** of the readers **co-decide** about purchasing.
- **18 %** of the readers **don't decide** about purchasing.

Source: survey conducted on a sample of 862 respondents, who answered the questions in the readers' opinion poll.

ISSUE CLOSING DATE	DATE OF ISSUE	TOPIC	CONSTRUCTION AND RECONSTRUCTION	OTHERS
<b>Stavebné materiály 5/2017 #100</b> ORDERS: 19. 9. 2017 MATERIALS: Editorial work 7. 9. 2017 Advertorial 19. 9. 2017 Advertising 25. 9. 2017	<b>6. 10. 2017</b>	<b>Renovation and revitalization of buildings</b>	<ul style="list-style-type: none"> <li>Failures and faults of constructions</li> <li>Reconstructions and remediation</li> <li>Construction chemistry</li> </ul>	<ul style="list-style-type: none"> <li>Materials and products suitable for reconstructions</li> <li>Water-proofing</li> <li>Construction machinery</li> </ul>
<b>Stavebné materiály 6/2017 #101</b> ORDERS: 23. 10. 2017 MATERIALS: Editorial work 12. 10. 2017 Advertorial 23. 10. 2017 Advertising 27. 10. 2017	<b>10. 11. 2017</b>	<b>Halls and industrial buildings</b>	<ul style="list-style-type: none"> <li>Wooden and steel structures</li> <li>Ferro-concrete and pre-stressed concrete structures</li> </ul>	<ul style="list-style-type: none"> <li>Skeleton structures</li> <li>Paint coats, protection of structures</li> <li>Construction machinery</li> </ul>
<b>Stavebné materiály 1/2018 #102</b> ORDERS: 6. 3. 2018 MATERIALS: Editorial work 23. 2. 2018 Advertorial 6. 3. 2018 Advertising 9. 3. 2018	<b>23. 3. 2018</b>	<b>Vertical and horizontal structures</b>	<ul style="list-style-type: none"> <li>Walls, ceilings, floors</li> <li>Concrete and constructions from concrete</li> <li>Masonry materials and prefabricates</li> </ul>	<ul style="list-style-type: none"> <li>Protection of vertical and horizontal structures</li> <li>Dry construction</li> <li>Construction machinery</li> <li>Drevené konštrukcie</li> </ul>
<b>Stavebné materiály 2/2018 #103</b> ORDERS: 24. 4. 2018 MATERIALS: Editorial work 13. 4. 2018 Advertorial 24. 4. 2018 Advertising 27. 4. 2018	<b>15. 5. 2018</b>	<b>Peripheral shells of buildings and shell fillings</b>	<ul style="list-style-type: none"> <li>Facade structures, facade cladding</li> <li>Windows, doors, glassed-in walls</li> </ul>	<ul style="list-style-type: none"> <li>Energy construction concepts</li> <li>Construction machinery</li> </ul>
<b>Stavebné materiály 3/2018 #104</b> ORDERS: 29. 5. 2018 MATERIALS: Editorial work 18. 5. 2018 Advertorial 29. 5. 2018 Advertising 1. 6. 2018	<b>15. 6. 2018</b>	<b>Roof constructions</b>	<ul style="list-style-type: none"> <li>Flat roofs</li> <li>Inclined roofs</li> <li>Roof insulation</li> </ul>	<ul style="list-style-type: none"> <li>Metal and wooden structures</li> <li>Roof superstructures</li> <li>Construction machinery</li> <li>Precast concrete products</li> </ul>
<b>Stavebné materiály 4/2018 #105</b> ORDERS: 20. 8. 2018 MATERIALS: Editorial work 9. 8. 2018 Advertorial 20. 8. 2018 Advertising 24. 8. 2018	<b>7. 9. 2018</b>	<b>Surface treatment of construction structures</b>	<ul style="list-style-type: none"> <li>Plasters and paints</li> <li>Thermal and sound insulations</li> </ul>	<ul style="list-style-type: none"> <li>Exterior and interior paving and cladding concrete</li> <li>Dry construction</li> <li>Construction machinery</li> <li>Floors</li> </ul>
<b>Stavebné materiály 5/2018 #106</b> ORDERS: 18. 9. 2018 MATERIALS: Editorial work 7. 9. 2018 Advertorial 18. 9. 2018 Advertising 21. 9. 2018	<b>5. 10. 2018</b>	<b>Renovation and revitalization of buildings</b>	<ul style="list-style-type: none"> <li>Failures and faults of constructions</li> <li>Reconstructions and remediation</li> <li>Construction chemistry</li> </ul>	<ul style="list-style-type: none"> <li>Materials and products suitable for reconstructions</li> <li>Water-proofing</li> <li>Construction machinery</li> </ul>
<b>Stavebné materiály 6/2018 #107</b> ORDERS: 22. 10. 2018 MATERIALS: Editorial work 11. 10. 2018 Advertorial 22. 10. 2018 Advertising 25. 10. 2018	<b>9. 11. 2018</b>	<b>Halls and industrial buildings</b>	<ul style="list-style-type: none"> <li>Wooden and steel structures</li> <li>Ferro-concrete and pre-stressed concrete structures</li> <li>Skeleton structures</li> </ul>	<ul style="list-style-type: none"> <li>Paint coats, protection of structures</li> <li>Construction machinery</li> </ul>

If you also advertise on asb.sk you have the opportunity to reach 87 000 readers every month.

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	4 150 EUR
	2/1 of a page in page layout	390	267	-	
	1/1 of a page	210	297	3	2 490 EUR
	1/1 of a page in page layout	175	267	-	
	2/3 of a page width	175	178	-	1 790 EUR
	2/3 of a page height	115	267	-	
	1/2 of a page width	175	132	-	1 430 EUR
	1/2 of a page height	86	267	-	
	1/3 of a page width	175	87	-	1 060 EUR
	1/3 of a page height	56	267	-	
1/4 of a page*	86	132	-	900 EUR	
<b>REPRÉ</b>	Lapel on the headline	105	297	3	2 790 EUR
	Z-gate	400	297	3	5 580 EUR
	2nd cover page	210	297	3	2 960 EUR
	1st page of magazine	210	297	3	2 960 EUR
	2nd and 3rd page of magazine	210	297	3	2 790 EUR
<b>PR</b>	3rd cover page	210	297	3	2 790 EUR
	4th cover page	210	297	3	3 490 EUR
	2/1 PR	8 400 characters, 2 – 8 pictures, logo			3 050 EUR
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			1 760 EUR
<b>OTHERS</b>	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			1 060 EUR
	1/2 PR height				
	Editorial section** (news and information previously not published in the magazine)	600 characters, 1 picture			900 EUR
	product placement	250 characters, 1 picture			500 EUR
	branding columns	logo			900 EUR
inserted advertisements***				minimum price 1 500 EUR	
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 78.

## Non-standard formats



**Branding column 900 EUR**  
MATERIALS: logo



**Product placement 500 EUR**

MATERIALS: product photo, product name, product description, price and size of the packaging, web contact

\* 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 Stavebné materiály. 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:** 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.



**Editorial page 900 EUR**

MATERIALS: text of 600 characters including spaces, 1 product photo, price, web contact

# MAGAZINE FOR 10 500 FLAT OWNER COMMUNITIES

**7 000** print circulation  
of the magazine  
Správa budov

## Reader profile

Typical readers of the magazine Správa budov are men and women who are of working age – a manager of an administration company, a flat owners' group, or a flat owners' representative. The information published in the magazine is highly leveraged when executing their profession, and appreciate the clearest presentation of block of flats renovations.

## Distribution

- subscribers
- direct mailing to target groups
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)



Frequency: **four times per year**  
 Number of pages: **56 – 80 pages**  
 Circulation: **7 000 copies**  
 Price: **2.29 EUR**  
 Year: **12th**

38

## Who reads the magazine Správa budov?

As much as **86 % of the readers** are **property owners' communities**.



- **86 %** of the readers are **flat owner communities**.
- **13 %** of the readers are **residential building management companies**.
- **1 %** of the readers are **housing associations**.

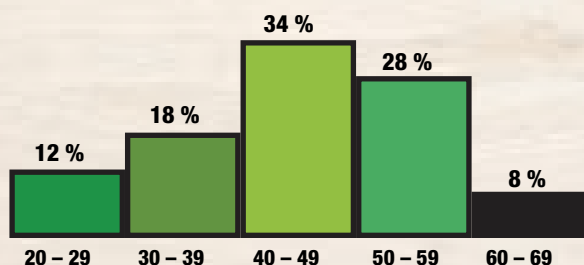
## Men dominate

**71 %**  
of the readers are **men**.



**29 %**  
of the readers are **women**.

## Age



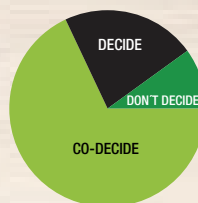
Source: survey conducted on a sample of 759 respondents, who answered the questions in the readers' opinion poll.

## Why advertise in Správa budov?

- 1** 4 issues of the magazine Správa budov are sent in turns to 10 500 chairmen of flat owner communities – through the advertising in all issues it is possible to address almost all existing communities in Slovakia.
- 2** Construction building investments are connected to revitalizing the housing stock covered also in the content of the magazine Správa budov.
- 3** 37% of the readers have used the information from an advertising article or the advertisement published in the journal Správa budov once or several times (source: GFK survey).

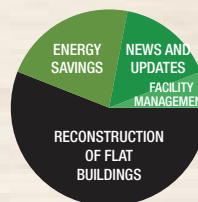
## Do they decide about purchasing?

- **21 %** of the readers are the ones who **decide** about purchasing.
- **69 %** of the readers **co-decide** about purchasing.
- **10 %** of the readers **don't decide** about purchasing.



## What information do the readers look for

- **56 %** of the readers mostly appreciate clearly presented **reconstructions of flat-buildings**.
- **22 %** of the readers are people who are mostly interested in information on **energy savings** in residential buildings.
- **16 %** of the readers are interested in the **news and updates** from the building administration and non-residential properties.
- **6 %** of the readers look for the information on **facility management**.



39

ISSUE CLOSING DATE	DATE OF ISSUE	TOPIC	SPECIAL	BUILDINGS AND APARTMENT HOUSES	OTHERS
<b>Správa budov 4/2017 #44</b> ORDERS: 10. 10. 2017 MATERIALS: Editorial work 29. 9. 2017 Advertorial 10. 10. 2017 Advertising 16. 10. 2017	27. 10. 2017	Energy conservation in buildings	• Renovation of facades	• Operation and maintenance of buildings • Renovation of apartment houses • Energy: production, distribution, supply • Technical equipment of buildings	• Facility management • Economics
<b>Správa budov 1/2018 #45</b> ORDERS: 27. 2. 2018 MATERIALS: Editorial work 16. 2. 2018 Advertorial 27. 2. 2018 Advertising 2. 3. 2018	16. 3. 2018	Renovation of buildings	• Financing of building renovations	• Operation and maintenance of buildings • Renovation of apartment houses • Energy: production, distribution, supply • Technical equipment of buildings	• Facility management • Economics
<b>Správa budov 2/2018 #46</b> ORDERS: 7. 5. 2018 MATERIALS: Editorial work 25. 4. 2018 Advertorial 7. 5. 2018 Advertising 11. 5. 2018	26. 5. 2018	Resolving faults in apartment houses	• Replacement of windows	• Operation and maintenance of buildings • Renovation of apartment houses • Energy: production, distribution, supply • Technical equipment of buildings	• Facility management • Economics
<b>Správa budov 3/2018 #47</b> ORDERS: 27. 8. 2018 MATERIALS: Editorial work 16. 8. 2018 Advertorial 27. 8. 2018 Advertising 31. 8. 2018	14. 9. 2018	Thermal protection of buildings	• Heating and energy supplies of buildings	• Operation and maintenance of buildings • Renovation of apartment houses • Energy: production, distribution, supply • Technical equipment of buildings	• Facility management • Economics
<b>Správa budov 4/2018 #48</b> ORDERS: 9. 10. 2018 MATERIALS: Editorial work 29. 9. 2018 Advertorial 9. 10. 2018 Advertising 12. 10. 2018	26. 10. 2018	Energy conservation in buildings	• Renovation of facades	• Operation and maintenance of buildings • Renovation of apartment houses • Energy: production, distribution, supply • Technical equipment of buildings	• Facility management • Economics

If you also advertise on asb.sk you have the opportunity to reach 87 000 readers every month.

40

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
ADVERTISING	2/1 of a page	420	297	3	3 160 EUR
	2/1 of a page in page layout	390	267	-	
	1/1 of a page	210	297	3	
	1/1 of a page in page layout	175	267	-	
	2/3 of a page width	175	178	-	
	2/3 of a page height	115	267	-	
	1/2 of a page width	175	132	-	
	1/2 of a page height	86	267	-	
	1/3 of a page width	175	87	-	
	1/3 of a page height	56	267	-	
1/4 of a page*	86	132	-	600 EUR	
REPRE	Lapel on the headline	105	297	3	2 160 EUR
	Z-gate	400	297	3	4 320 EUR
	2nd cover page	210	297	3	2 330 EUR
	1st page of magazine	210	297	3	2 330 EUR
	2nd and 3rd page of magazine	210	297	3	2 160 EUR
PR	3rd cover page	210	297	3	2 160 EUR
	4th cover page	210	297	3	2 990 EUR
	2/1 PR	8 400 characters, 2 – 8 pictures, logo			2 660 EUR
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			1 490 EUR
	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			830 EUR
OTHERS	1/2 PR height	2 100 characters, 1 – 2 pictures, logo			830 EUR
	1/3 PR width	1 050 characters, 1 picture, logo			600 EUR
	1/3 PR height	1 050 characters, 1 picture, logo			600 EUR
	Editorial section** (news and information previously not published in the magazine)	600 characters, 1 picture			600 EUR
	product placement	250 characters, 1 picture			500 EUR
branding columns	logo			900 EUR	
inserted advertisements***				minimum price 990 EUR	
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 78.

## 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 Správa budov. 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:**  
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.

41

# FOR PROJECT ENGINEERS AND SANITY ENGINEERS

**3 500** print circulation of the magazine TZB HAUSTECHNIK

## 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 reader group, 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 Slovak market.

## Distribution

- subscribers
- direct mailing to target groups
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- sale at exhibitions focused on construction and living, building services, energy and engineering
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)

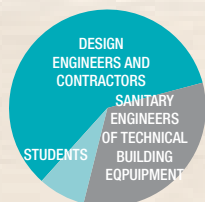


Sample cover only

Frequency: **five times per year**  
 Number of pages: **56 – 80 pages**  
 Circulation: **3 500 copies**  
 Price: **2.29 EUR**  
 Year: **26th**

## Who reads the magazine TZB HAUSTECHNIK?

Over **60 % of readers** are employees of **design and realization companies.**

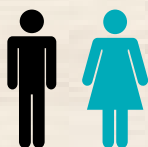


### Design and realization companies

- **61 %** of the readers are people who work in **design and realization companies.**
- **34 %** of the readers are TZB **sanitary engineers of technical building equipment.**
- **5 %** of the readers are **students.**

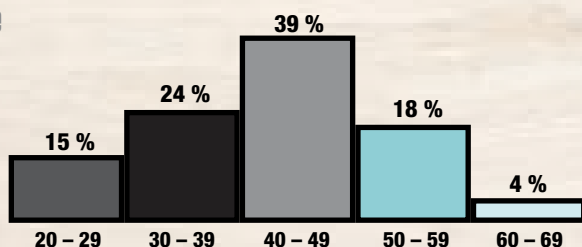
## Men dominate

**79 %** of the readers are **men** working in different fields from financing to building equipment.



**21 %** of the readers are **women** who are interested in the field of technical building equipment within the frame of their profession.

## Age



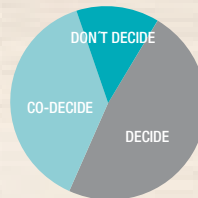
Source: survey conducted on a sample of 412 respondents, who answered the questions in the readers' opinion poll.

## Why advertise in TZB HAUSTECHNIK?

- 1 It is the only Slovak magazine for design engineers who work in the field of technical building equipment.
- 2 86 % of the readers of TZB decide or co-decide about technologies for a building site.
- 3 78 % of the readers consider the advertisement and the advertising articles published in the magazine TZB useful and make use of the information in their profession (source: GFK survey).
- 4 44 % 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?

- **49 %** of the readers are the ones who **decide** about purchasing.
- **37 %** of the readers **co-decide** about purchasing.
- **14 %** of the readers **don't decide** about purchasing.



## What information do readers look for?

- **53 %** of the readers belong to the group of people who read mostly **about up-to-date products and trends** on the Slovak market.
- **33 %** of the readers are people who are interested in **practical** information as well as professional **solutions** from the field of technical building equipment.
- **14 %** of the readers search for information **about current situation** in this field.



ISSUE CLOSING DATE	DATE OF ISSUE	SPECIAL	OTHER TOPICS	TRADE FAIRS
<b>TZB HAUSTECHNIK 5/2017</b> ORDERS: 16. 10. 2017 MATERIALS: Editorial work 5. 10. 2017 Advertorial 16. 10. 2017 Advertising 20. 10. 2017	3. 11. 2017	Metering, regulation, and control technology	<ul style="list-style-type: none"> <li>Energy</li> <li>Heating</li> <li>Ventilation, air-conditioning, and cooling</li> <li>Indoor environment</li> <li>Sanitation equipment and installations</li> </ul>	<ul style="list-style-type: none"> <li>Electrical installations and lighting technology</li> <li>Security systems and fire safety technology</li> <li>Sustainability of the environmental technology</li> </ul>
<b>TZB HAUSTECHNIK 1/2018</b> ORDERS: 6. 3. 2018 MATERIALS: Editorial work 23. 2. 2018 Advertorial 6. 3. 2018 Advertising 9. 3. 2018	23. 3. 2018	Energy and Sustainability	<ul style="list-style-type: none"> <li>Heating</li> <li>Ventilation, air-conditioning, and cooling</li> <li>Indoor environment</li> <li>Sanitation equipment and installations</li> <li>Metering, regulation, and control technology</li> </ul>	<ul style="list-style-type: none"> <li>Electrical installations and lighting technology</li> <li>Security systems and fire safety technology</li> <li>Sustainability of the environmental technology</li> </ul>
<b>TZB HAUSTECHNIK 2/2018</b> ORDERS: 16. 4. 2018 MATERIALS: Editorial work 5. 4. 2018 Advertorial 16. 4. 2018 Advertising 19. 4. 2018	4. 5. 2018	The quality of the buildings' indoor environment	<ul style="list-style-type: none"> <li>Energy</li> <li>Heating</li> <li>Ventilation, air-conditioning, and cooling</li> <li>Indoor environment</li> <li>Sanitation equipment and installations</li> </ul>	<ul style="list-style-type: none"> <li>Metering, regulation, and control technology</li> <li>Electrical installations and lighting technology</li> <li>Security systems and fire safety technology</li> <li>Sustainability of the environmental technology</li> <li>Heat pumps</li> </ul>
<b>TZB HAUSTECHNIK 3/2018</b> ORDERS: 8. 6. 2018 MATERIALS: Editorial work 30. 5. 2018 Advertorial 8. 6. 2018 Advertising 13. 6. 2018	27. 6. 2018	Ventilation, air-conditioning, and cooling	<ul style="list-style-type: none"> <li>Energy</li> <li>Heating</li> <li>Indoor environment</li> <li>Sanitation equipment and installations</li> <li>Metering, regulation, and control technology</li> </ul>	<ul style="list-style-type: none"> <li>Electrical installations and lighting technology</li> <li>Security systems and fire safety technology</li> <li>Sustainability of the environmental technology</li> <li>Solar energy use in buildings</li> </ul>
<b>TZB HAUSTECHNIK 4/2018</b> ORDERS: 4. 9. 2018 MATERIALS: Editorial work 23. 8. 2018 Advertorial 4. 9. 2018 Advertising 7. 9. 2018	21. 9. 2017	Heating	<ul style="list-style-type: none"> <li>Energy</li> <li>Ventilation, air-conditioning, and cooling</li> <li>Indoor environment</li> <li>Sanitation equipment and installations</li> <li>Metering, regulation, and control technology</li> </ul>	<ul style="list-style-type: none"> <li>Electrical installations and lighting technology</li> <li>Security systems and fire safety technology</li> <li>Sustainability of the environmental technology</li> <li>Heat Recovery Ventilation technology</li> </ul>
<b>TZB HAUSTECHNIK 5/2018</b> ORDERS: 16. 10. 2018 MATERIALS: Editorial work 5. 10. 2018 Advertorial 16. 10. 2018 Advertising 19. 10. 2018	3. 11. 2018	Metering, regulation, and control technology	<ul style="list-style-type: none"> <li>Energy</li> <li>Heating</li> <li>Ventilation, air-conditioning, and cooling</li> <li>Indoor environment</li> <li>Sanitation equipment and installations</li> </ul>	<ul style="list-style-type: none"> <li>Electrical installations and lighting technology</li> <li>Security systems and fire safety technology</li> <li>Sustainability of the environmental technology</li> <li>Sanitation technologies</li> </ul>

If you also advertise on asb.sk you have the opportunity to reach 83 500 readers every month.

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
ADVERTISING	2/1 of a page	420	297	3	3 160 EUR
	2/1 of a page in page layout	390	263	-	
	1/1 of a page	210	297	3	1 830 EUR
	1/1 of a page in page layout	180	263	-	
	2/3 of a page width	180	173	-	1 300 EUR
	2/3 of a page height	118	263	-	
	1/2 of a page width	180	129	-	1 000 EUR
	1/2 of a page height	88	263	-	
	1/3 of a page width	180	84	-	730 EUR
	1/3 of a page height	57	263	-	
	1/4 of a page*	88	129	-	600 EUR
REPRE	Lapel on the headline	105	297	3	2 160 EUR
	Z-gate	400	297	3	4 320 EUR
	2nd cover page	210	297	3	2 330 EUR
	1st page of magazine	210	297	3	2 330 EUR
	2nd and 3rd page of magazine	210	297	3	2 160 EUR
	3rd cover page	210	297	3	2 160 EUR
	4th cover page	210	297	3	2 990 EUR
PR	2/1 PR	8 400 characters, 2 – 8 pictures, logo			2 660 EUR
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			1 490 EUR
	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			830 EUR
	1/2 PR height				
	1/3 PR width	1 050 characters, 1 picture, logo			600 EUR
OTHERS	Editorial section** (news and information previously not published in the magazine)	600 characters, 1 picture			600 EUR
	product placement	250 characters, 1 picture			500 EUR
	branding columns	logo			900 EUR
	inserted advertisements***				minimum price 990 EUR
	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 78.

## 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 % 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.



# 66 YEARS ON THE MARKET

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

## Reader profile

The typical reader is an academic or secondary-school educated man, but university educated women are also part of the readership. A great majority of readers are employees of engineering – design and implementation companies. The readers of the magazine Inžinierske stavby / Inženýrské stavby are of working age, and the information obtained from its 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
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- exhibitions and fairs focused on construction, transport and engineering industry
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)

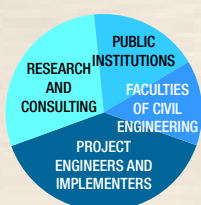


Frequency: **six times per year**  
 Number of pages: **56 – 112 pages**  
 Circulation: **3 500 copies**  
 Price: **2.29 EUR**  
 Year: **66th**

46

## Who reads the magazine Inžinierske stavby?

Almost **40 %** of the readers are people who work in engineering design and realization companies.

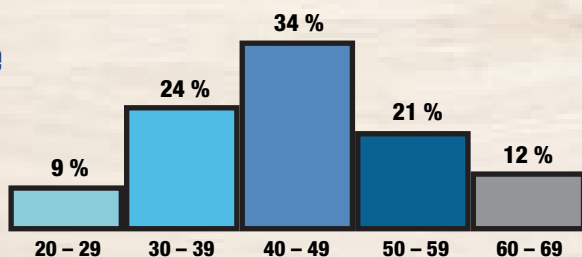


- **39 %** of the readers are people from the field of **engineering design and realization**.
- **29 %** of the readers work for **research and consulting companies**.
- **18 %** of the readers are people employed in **public institutions** in the field of construction.
- **14 %** of the readers are **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

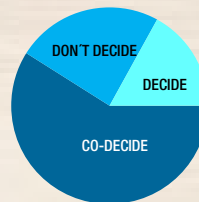


Zdroj: Prieskum realizovaný na vzorke 809 respondentov, ktorí odpovedali v čitateľskej ankete.

## Why advertise in Inžinierske 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 the income **higher than 1 500 EUR**.
- **20 %** of the readers have the income **between 900 and 1 500 EUR**.
- **9 %** of the readers have income **lower than 900 EUR**.

47



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	<b>12. 10. 2017</b>	<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	<b>16. 11. 2017</b>	<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	<b>7. 3. 2018</b>	<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: CONECO – RACIO-ENERGIA 2018 (11. – 14. 4. 2018) 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	<b>11. 5. 2018</b>	<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>

If you also advertise on asb.sk you have the opportunity to reach 83 500 readers every month.

<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	<b>29. 6. 2018</b>	<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	<b>7. 9. 2018</b>	<b>Regional transport</b> Regional transportation priorities, resolving critical traffic situations <b>PPP construction project monitoring</b> Motorway D4 – Expressway R7	<b>National Report of Fib Slovakia: BETÓN NA SLOVENSKU 2014-2018</b> - organized at 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) 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	<b>12. 10. 2018</b>	<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	<b>16. 11. 2018</b>	<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>

If you also advertise on asb.sk you have the opportunity to reach 83 500 readers every month.

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	420	297	3	3 750 EUR
	2/1 of a page in page layout	390	263	-	
	1/1 of a page	210	297	3	
	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	-	
	1/2 of a page width	180	129	-	
	1/2 of a page height	88	263	-	
	1/3 of a page width	180	84	-	
	1/3 of a page height	57	263	-	
1/4 of a page*	88	129	-	690 EUR	
<b>REPRE</b>	Lapel on the headline	105	297	3	2 520 EUR
	Z-gate	400	297	3	4 930 EUR
	2nd cover page	210	297	3	2 780 EUR
	1st page of magazine	210	297	3	2 780 EUR
	2nd and 3rd page of magazine	210	297	3	2 520 EUR
<b>PR</b>	3rd cover page	210	297	3	2 520 EUR
	4th cover page	210	297	3	3 500 EUR
	2/1 PR	8 400 characters, 2 – 8 pictures, logo			3 750 EUR
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			2 150 EUR
<b>OTHERS</b>	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			1 180 EUR
	1/2 PR height	1 100 characters, 1 picture, logo			860 EUR
	1/3 PR width	1 100 characters, 1 picture, logo			860 EUR
	1/3 PR height	1 100 characters, 1 picture, logo			860 EUR
	Editorial section** (news and information previously not published in the magazine)	600 characters, 1 picture			860 EUR
	product placement	250 characters, 1 picture			500 EUR
	branding columns	logo			900 EUR
inserted advertisements***				minimum price 1 160 EUR	
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 78.

## 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

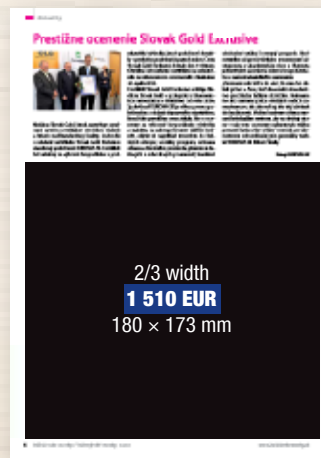
**EXTRA CHARGE:** 10 % for requested placement

**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



# THE MOST WIDELY READ MAGAZINE ABOUT ARCHITECTURE AND BUILDING CONSTRUCTION

**7 000** copies of each ASB issue are distributed

## Reader profile

The typical reader is an academic or a man with secondary education. However, there are also college educated women among the readers. A great majority of readers are engineering design company employees or realization company employees. The typical readers of the magazine ASB – architecture, construction, business are of working age and they utilise the obtained information in their profession. Due to a long tradition of the magazine ASB – architecture, construction, business, the readers take it as a matter of course.

## Distribution

- subscribers
- direct mailing to target groups
- newspaper stands and press sales shops
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>
- online sale of the magazine via the website [www.floowie.com](http://www.floowie.com)

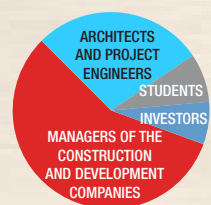


Sample cover only

Frequency: **eight times per year**  
 Number of pages: **72 – 136 pages**  
 Circulation: **7 000 copies**  
 Price: **2.60 EUR**  
 Year: **25th**

## Who reads the magazine ASB?

As much as **59 % of the readers** are **managers of construction and development companies.**

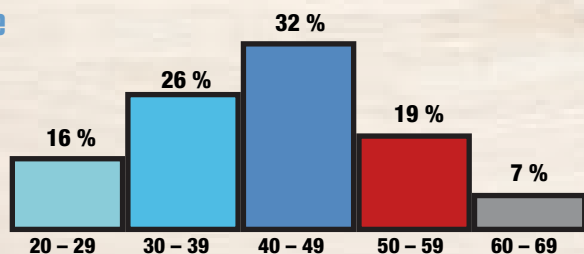


- **59 %** of the readers are **managers of construction and development companies.**
- **25 %** of the readers are **architects and project engineers.**
- **9 %** of the readers are **students** of the Faculties of Civil Engineering.
- **7 %** of the readers are **investors.**

## Men and women

**59 %** of the readers are **men.**  **41 %** of the readers are **women.** 

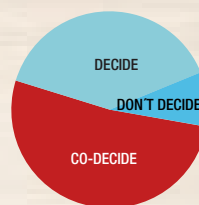
## Age



## Why to advertise in ASB?

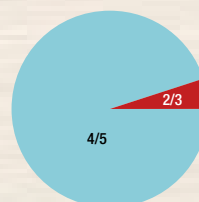
- 1** The most widely read magazine about architecture and construction business
- 2** 91 % of the ASB magazine readers decide or help in decision making concerning the purchase of material and technologies for a construction site
- 3** The readers of ASB magazine decide about the orders of a huge amount of technology and materials – one new customer found thanks to the advertising in the magazine will get you back the money invested in it.

## Do they decide about purchasing?



- **52 %** of the readers **co-decide** about purchasing.
- **39 %** of the readers are the ones who **decide** about purchasing.
- **9 %** of the readers **don't decide** about purchasing.

## Intriguing content



- **95 %** of the readers read **4/5** of every magazine issue.
- **5 %** of the readers read **2/3** of the magazine's content.

Source: survey conducted on a sample of 853 respondents, who answered the questions in the readers' opinion poll.

# Issues and topics

ISSUE CLOSING DATE	DATE OF ISSUE	TOPICS	INTERIORS	FINANCING	TRADE FAIRS AND ACTIONS
<b>ASB 10/2017 #194</b> ORDERS: 26. 9. 2017 MATERIALS: 14. 9. 2017 Editorial work: 26. 9. 2017 Advertorial: 2. 10. 2017 Advertising:	<b>13. 10. 2017</b>	<ul style="list-style-type: none"> <li>Realisations of buildings, suppliers</li> <li>Energy-efficient buildings</li> <li>Insulation</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	
<b>ASB 11-12/2017 #195</b> ORDERS: 8. 11. 2017 MATERIALS: 27. 10. 2017 Editorial work: 8. 11. 2017 Advertorial: 14. 11. 2017 Advertising:	<b>28. 11. 2017</b>	<ul style="list-style-type: none"> <li>Functions conversion, reconstructions</li> <li>Cultural, religious buildings</li> <li>Roofs</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	
<b>ASB 1-2/2018 #196</b> ORDERS: 30. 1. 2018 MATERIALS: 19. 1. 2018 Editorial work: 30. 1. 2018 Advertorial: 3. 2. 2018 Advertising:	<b>16. 2. 2018</b>	<ul style="list-style-type: none"> <li>New buildings</li> <li>Sanitation ware, fittings</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	<ul style="list-style-type: none"> <li>FURNITURE AND LIVING NITRA 2018 (7. – 12. 3. 2018)</li> <li>MIPIM 2018 (13. – 16. 3. 2018)</li> </ul>
<b>ASB 3/2018 #197</b> ORDERS: 2. 3. 2018 MATERIALS: 21. 2. 2018 Editorial work: 2. 3. 2018 Advertorial: 7. 3. 2018 Advertising:	<b>21. 3. 2018</b>	<ul style="list-style-type: none"> <li>Offices and logistics</li> <li>Administrative buildings</li> <li>Glass and glass facades</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	<ul style="list-style-type: none"> <li>CONECO – RACIOENERGIA 2018 (11. – 14. 4. 2018)</li> </ul>
<b>ASB 4/2018 #198</b> ORDERS: 10. 4. 2018 MATERIALS: 28. 3. 2018 Editorial work: 10. 4. 2018 Advertorial: 13. 4. 2018 Advertising:	<b>27. 4. 2018</b>	<ul style="list-style-type: none"> <li>Housing fund</li> <li>Residential buildings and constructions</li> <li>Windows, doors</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	<ul style="list-style-type: none"> <li>DOMEXPO 2018 (19. – 22. 4. 2018)</li> </ul>
<b>ASB 5/2018 #199</b> ORDERS: 27. 4. 2018 MATERIALS: 18. 4. 2018 Editorial work: 287. 4. 2018 Advertorial: 3. 5. 2018 Advertising:	<b>18. 5. 2018</b>	<ul style="list-style-type: none"> <li>Development</li> <li>Civic construction</li> <li>Floors and pavement</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	
<b>ASB 6-7/2018 #200</b> ORDERS: 1. 6. 2018 MATERIALS: 23. 5. 2018 Editorial work: 1. 6. 2018 Advertorial: 6. 6. 2018 Advertising:	<b>20. 6. 2018</b>	<ul style="list-style-type: none"> <li>Urban development, urbanism</li> <li>City-forming buildings and constructions</li> <li>Roofs</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	<ul style="list-style-type: none"> <li>ASB GALA 2018 (30. 5. 2018)</li> </ul>

If you also advertise on asb.sk you have the opportunity to reach 87 000 readers every month.

<b>ASB special 2018</b> ORDERS: 10. 8. 2018 MATERIALS: 2. 8. 2018 Editorial work: 10. 8. 2018 Advertorial: 15. 8. 2018 Advertising:	<b>30. 8. 2018</b>	<b>Slovak construction business almanac TOP 1 200 COMPANIES</b>		<ul style="list-style-type: none"> <li>A list of 1 200 best companies and their performance</li> <li>New and not yet published categories, rankings of companies</li> <li>Overview of upcoming development projects</li> <li>Macroeconomic analyses and predictions</li> </ul>	
<b>ASB 8-9/2018 #201</b> ORDERS: 3. 9. 2018 MATERIALS: 22. 8. 2018 Editorial work: 3. 9. 2018 Advertorial: 6. 9. 2018 Advertising:	<b>20. 9. 2018</b>	<ul style="list-style-type: none"> <li>Architect</li> <li>Sustainability in architecture</li> <li>Facades</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	
<b>ASB 10/2018 #202</b> ORDERS: 25. 9. 2018 MATERIALS: 14. 9. 2018 Editorial work: 25. 9. 2018 Advertorial: 12. 10. 2018 Advertising:	<b>12. 10. 2018</b>	<ul style="list-style-type: none"> <li>Realisations of buildings, suppliers</li> <li>Energy-efficient buildings</li> <li>Insulation</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	
<b>ASB 11-12/2018 #203</b> ORDERS: 9. 11. 2018 MATERIALS: 30. 10. 2018 Editorial work: 9. 11. 2018 Advertorial: 14. 11. 2018 Advertising:	<b>28. 11. 2018</b>	<ul style="list-style-type: none"> <li>Functions conversion, reconstructions</li> <li>Cultural, religious buildings</li> <li>Roofs</li> </ul>	<ul style="list-style-type: none"> <li>Interior, design, furniture</li> <li>Detail</li> </ul>	<ul style="list-style-type: none"> <li>Financing developer projects and constructions</li> </ul>	

Advertise on the most widely read professional website about architecture and building construction asb.sk!



## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
<b>ADVERTISING</b>	2/1 of a page	460	300	3	4 880 EUR
	2/1 of a page in page layout	400	275.5	-	
	1/1 of a page	230	300	3	2 820 EUR
	1/1 of a page in page layout	207	275.5	-	
	2/3 of a page width	207	182	-	1 990 EUR
	2/3 of a page height	136	275.5	-	
	1/2 of a page width	207	135	-	1 590 EUR
	1/2 of a page height	101	275.5	-	
	1/3 of a page width	207	89	-	1 190 EUR
1/3 of a page height	66	275.5	-		
<b>REPRE</b>	Lapel on the headline	115	300	3	3 220 EUR
	Z-gate	440	300	3	6 440 EUR
	2nd cover page	230	300	3	3 450 EUR
	1st page of magazine	230	300	3	3 450 EUR
	Other pages before editorial	230	300	3	3 220 EUR
	1/3 height by editorial	66	275.5	-	1 990 EUR
	3rd cover page	230	300	3	3 260 EUR
	4th cover page	230	300	3	4 350 EUR
<b>PR</b>	2/1 PR	8 400 characters, 2 – 8 pictures, logo			4 220 EUR
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			2 450 EUR
	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			1 430 EUR
	1/2 PR height				
<b>OTHERS</b>	Editorial section* (news and information previously not published in the magazine)	650 characters, 1 picture			1 060 EUR
	branding columns	logo			1 900 EUR
	inserted advertisements**				minimum price 1 630 EUR
	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 78.

## Non-standard formats



\* 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

**CANCELLATION FEES:**  
50 % before the closing date of orders for the given magazine issue according to the editorial plan.  
100 % after the closing date of orders for the given magazine issue according to the editorial plan.

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



## Advertisement area

1/1 of a page  
**2 820 EUR**  
230 x 300 mm

2/3 width  
**1 990 EUR**  
207 x 182 mm

2/3 height  
**1 990 EUR**  
136 x 275,5 mm

1/1 PR  
**2 450 EUR**  
4 200 characters, 2 – 4 pictures, 1 logo

1/2 width  
**1 590 EUR**  
207 x 135 mm

1/2 height  
**1 590 EUR**  
101 x 275,5 mm

1/3 width  
**1 190 EUR**  
207 x 89 mm

1/3 height  
**1 190 EUR**  
66 x 275,5 mm

# WHAT WAS THE YEAR 2017 LIKE? WHAT AWAITS US? PREDICTIONS, ANALYSES, RANKINGS

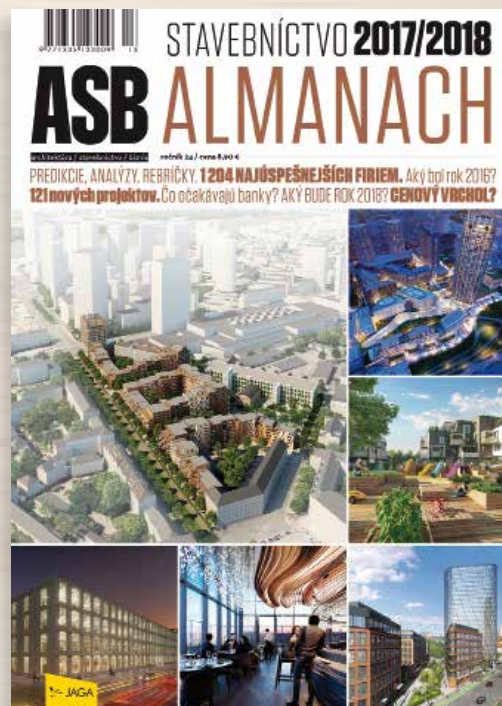
## 1 200 most successful companies from the Slovak building industry

### What can readers find in the magazine ASB special?

- Rankings of the most successful construction companies according to their sales
- Jaga as the only one provides specific division of the companies into 9 categories according to their activities and focus
- Macroeconomic data, construction market analysis and the estimations for its future development
- Current information on the real estate in Slovakia
- Upcoming development projects in Slovakia – residential, administrative, retail and multifunctional, logistic, industrial, sport and civic amenities projects

### Distribution

- subscribers
- direct mailing to target groups
- JAGA bookshop in the building of the Faculty of Civil Engineering (STU) in Bratislava
- housing and building industry exhibitions
- online sale at [www.jagastore.sk](http://www.jagastore.sk) and <http://predplatne.jaga.sk>



Sample cover only

Number of pages: **80 – 168 pages**  
 Circulation: **8 000 copies**  
 Price: **8.90 EUR**  
 Target groups: employees of engineering design and realization companies, and people who use the information obtained from the magazine ASB special in their professions

## Issues and topics

ISSUE CLOSING DATE	DATE OF ISSUE	TÉMA
<b>ASB special 2018</b> ORDERS: 10. 8. 2018 MATERIALS: Editorial work 1. 8. 2018 Advertorial 10. 8. 2018 Advertising 15. 8. 2018	<b>30. 8. 2018</b>	<b>Slovak construction business almanac</b> <b>TOP 1 200 COMPANIES</b>
		The list of 1 200 best companies and their performance New and not yet published categories, rankings of companies Overview of upcoming development projects Macroeconomic analyses and predictions

## Size and advertising price

	Size	Dimensions in mm			Price
		width	height	bleed	
ADVERTISING	2/1 of a page	430	300	3	4 880 EUR
	2/1 of a page in page layout	420	277	–	
	1/1 of a page	215	300	3	
	1/1 of a page in page layout	192	277	–	2 820 EUR
	2/3 of a page width	192	183	–	
	2/3 of a page height	126	277	–	
	1/2 of a page width	192	136	–	1 590 EUR
	1/2 of a page height	94	277	–	
	1/3 of a page width	192	89	–	
1/3 of a page height	61	277	–	1 190 EUR	
REPRE	Lapel on the headline	107.5	300	3	3 220 EUR
	Z-gate	410	300	3	6 440 EUR
	2nd cover page	215	300	3	3 450 EUR
	1st page of magazine	215	300	3	3 450 EUR
	Other pages before editorial	215	300	3	3 220 EUR
	1/3 height by editorial	61	277	–	1 990 EUR
	3rd cover page	215	300	3	3 260 EUR
4th cover page	215	300	3	4 350 EUR	
PR	2/1 PR	8 400 characters, 2 – 8 pictures, logo			4 220 EUR
	1/1 PR	4 200 characters, 2 – 4 pictures, logo			2 450 EUR
	1/2 PR width	2 100 characters, 1 – 2 pictures, logo			1 430 EUR
OTHERS	Editorial section* (news and information previously not published in the magazine)	650 characters, 1 picture			1 060 EUR
	branding columns	logo			1 900 EUR
	inserted advertisements**				minimum price 1 630 EUR
	atypical format	size and price depending on individual requirements			

\* 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

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 78.

**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.

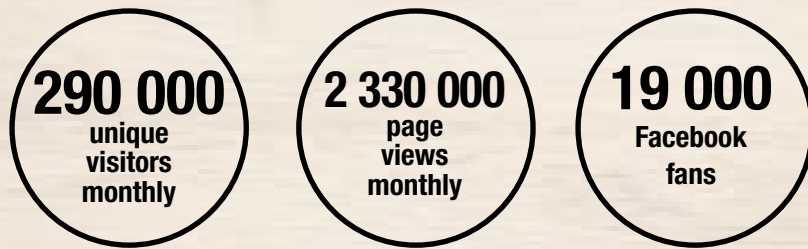


### Why to advertise in ASB special?

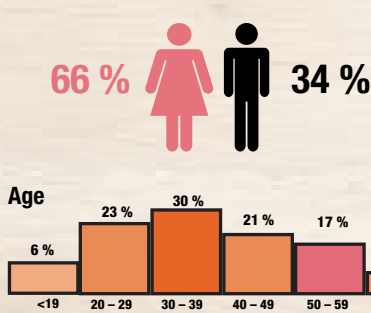
- 1 The magazine is attractive for readers especially due to publishing new and so far not published categories and rankings of companies.
- 2 In combination with advertising on [asb.sk](http://asb.sk) it is possible to reach 84 000 readers every month.
- 3 The most widely read magazine about architecture and construction business.
- 4 91 % of the ASB magazine readers decide or help in decision making concerning the purchase of material and technologies for a construction site
- 5 Even one new customer found through the advertising in the magazine will get you back the money invested in it.

www.mojdom.sk

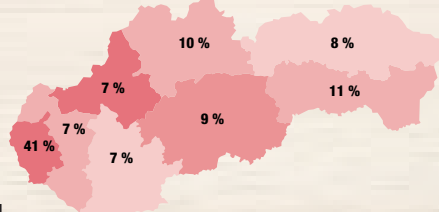
# THE MOST WIDELY READ WEBSITE ABOUT HOUSING



source: AIMmonitor

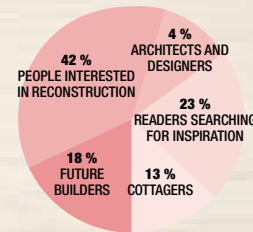


The percentage of users according to the region

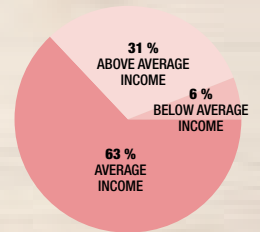


source: Google Analytics

Who are our readers?



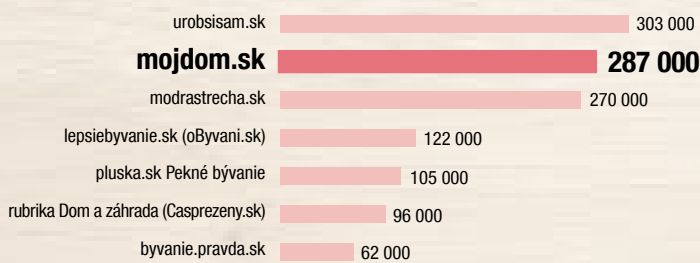
How much do they earn?



Source: visitors' opinion poll on the website mojdom.sk on a sample of 13 965 respondents.

## Readership of Slovak websites on housing, construction and reconstruction, and gardens

Average number of real visitors per month.



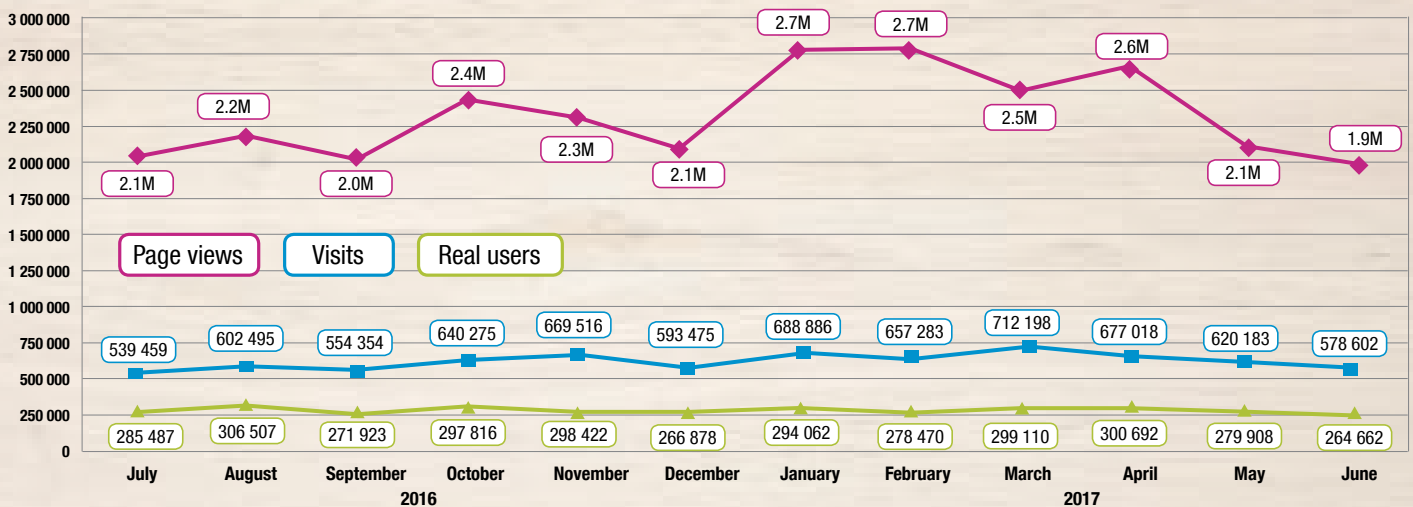
source: AIMmonitor: 7/2016 - 6/2017

## Why advertise on the website mojdom.sk?

- 1 It is the most widely read website about housing.
- 2 The articles published on the website mojdom.sk are searched for and can be found on the first positions on google.com.
- 3 The advertisement is effectively targeted on people, who are planning construction, reconstruction or some other changes of their housing.
- 4 High page rank (5) of the website mojdom.sk will increase the visits of the client's website.
- 5 Webpage is a part of the website zoznam.sk.

www.mojdom.sk

source: AIMmonitor 7/2016 - 6/2017

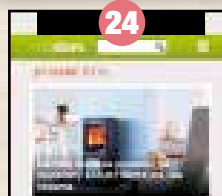
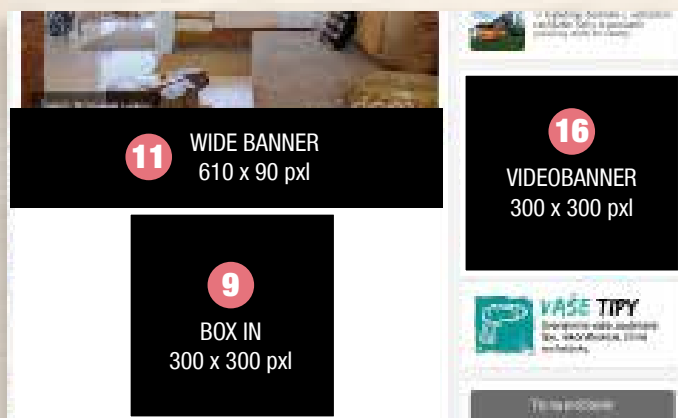




Formats sold

Format	Location	Size	Size	Estimated number of impressions	Price per 1000 views
1 TOP BOX (rotation 1:2)	mojdom.sk/main page and sections	300 x 300 pxl	30 kB	350 000 per week	12.75 EUR
2 SHADING/BRANDING	mojdom.sk/main page and sections	according to the manual design		350 000 per week	15.00 EUR
3 DOUBLE SQUARE	mojdom.sk/main page and sections	300 x 600 pxl	30 kB	350 000 per week	14.25 EUR
4 PR ARTICLE*	mojdom.sk/sections	3 600 characters (including spaces), 5 – 8 pictures (min. 800 x 600 pxl), max. 3 links		individually	600.00 EUR/ per 1 publication
5 TAGGING OF PICTURES	in editorial magazines	tagged picture (min. 800 x 600 pxl), maximum 3 tags with links		individually	100.00 EUR
6 PR ARTICLE WITH TAGGED PICTURES	mojdom.sk/sections	3 600 characters (including spaces), 5 – 8 pictures (min. 800 x 600 pxl), max. 3 links		individually	700.00 EUR/ per 1 publication

\*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 ground materials for the advertisement (e.g. changes to text and graphics) as laid out.



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 are approximate. Size of banners and the price list may change in the course of the year. Current sizes, price list and general trade terms are to be found on the website <http://media.zoznam.sk/bannerova-reklama/>.

Formats sold per number of view

Format	Size in pxl	Size	Price per 1 000 views (cost per thousand)
7 SPONSORED TEXT LINK	max. 80 characters, logo 50 x 50 pxl, 300 x 100 pxl	25 kB	2.50 EUR
8 OUR TIP / TEXT	15 characters	25 kB	0.80 EUR
9 BOX in	300 x 300	30 kB	25.00 EUR
10 BILLBOARD	990 x 315	30 kB	10.00 EUR
11 WIDE BANNER	610 x 90	30 kB	25.00 EUR
12 SPECIAL FORMATS (STICKER, COSMIC CURSOR)	by agreement	30 kB	65.00 EUR
13 INTERSTITIAL	by agreement	30 kB	75.00 EUR

Advertising video spots

Format	Location	Maximum length	Recommended length	Price	Format
14 PREROLL	placed before a video	15 seconds	up to 10 seconds	30.00 EUR per 1 000 displays	FLV
15 POSTROLL	placed after a video	60 seconds	up to 30 seconds	15.00 EUR per 1 000 displays	FLV
16 VIDEOBANNER	300 x 300			15.00 EUR per 1 000 displays	FLV
17 VIDEO ADVERTISING IN ARTICLES				25.00 EUR per 1 000 displays	FLV
18 EXPANDUJÚCI VIDEOBANNER	mojdom.sk/home-page and sections	autoexpanding, cursor interaction		20.00 EUR per 1 000 displays	FLV
19 MOBILE VIDEOBANNER				15.00 EUR per 1 000 displays	FLV
20 PUBLICATION OF A COMPANY VIDEO	in a PR article or in the News section	5 min.	-	100.00 EUR	FLV
PRODUCTION OF A VIDEO PRESENTATION	Depending on processing demands, length of the recording and the use of a video (operating procedures, interviews, company product presentations / technology / reference objects presentations...)				

Mobile formats

Format	Size in pxl	Size	Price per 1 000 views (cost per thousand)
21 SQUARE	300 x 300	30 kB	10.00 EUR
22 DOUBLE SQUARE		30 kB	13.00 EUR
23 FULL SCREEN	individually	30 kB	30.00 EUR
24 STRIPE FIX	350 x 53	30 kB	20.00 EUR
25 INTERSCROLLER	individually	30 kB	30.00 EUR
26 VIDEO OVERLAY	individually	30 kB	25.00 EUR

Native ads

Format	Price
27 NATIVE ARTICLE - CREATION AND PUBLICATION	3 500,00 EUR

Directmail – 250 000 addresses

Format	Price
28 TO 50 000 CONTACTS	0.08 EUR/mail
29 OVER 50 000 CONTACTS	0.05 EUR/mail++

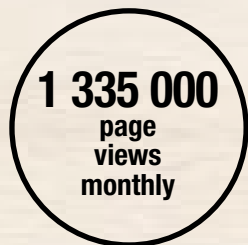


www.urobsisam.sk

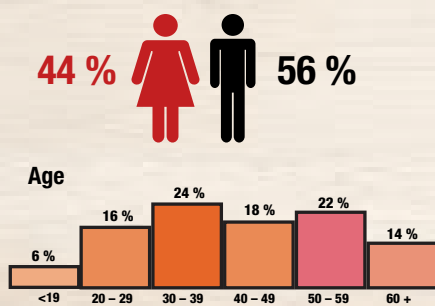
# THE MOST WIDELY READ WEBSITE FOR DO-IT-YOURSELFERS



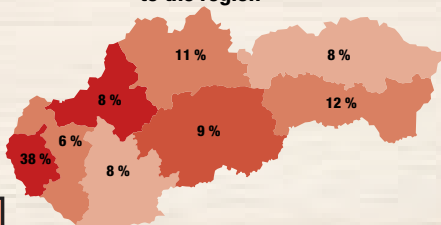
source: AIMmonitor



source: Facebook

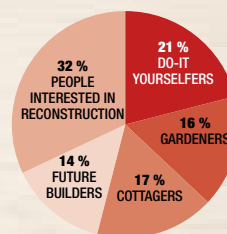


The percentage of users according to the region

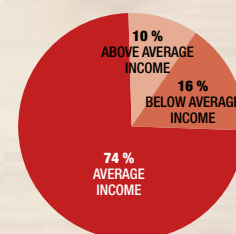


source: Google Analytics

Who are our readers?



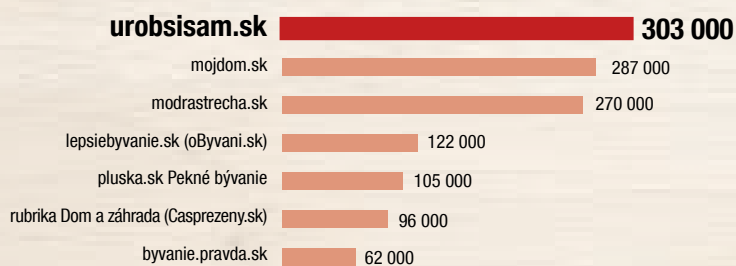
How much do they earn?



Source: visitors' opinion poll on the website urobsisam.sk on a sample of 6 321 respondents.

## Readership of Slovak websites on housing, construction and reconstruction, and gardens

Average number of real visitors per month



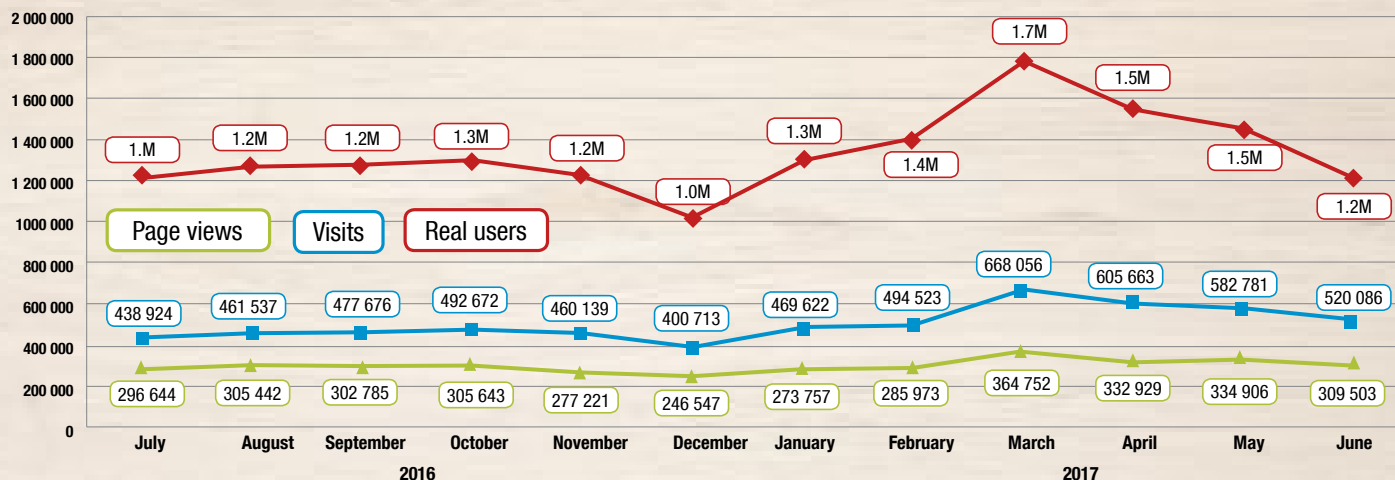
source: AIMmonitor: 7/2016 – 6/2017

## Why advertise on the website urobsisam.sk?

- 1 The most widely read Slovak website for do-it-yourselfers.
- 2 Articles published on the website urobsisam.sk are searched for and can be found on the first positions on google.com.
- 3 Advertisements are effectively targeted at people who are planning to reconstruct their living, design their garden and like DIY.
- 4 High page rank of the website urobsisam.sk will increase the visits of the client's website.
- 5 Webpage is a part of the website zoznam.sk.

## UROB SI sám.sk

Source AIMmonitor 7/2016 – 6/2017





Formats sold

Format	Location	Size	Size	Estimated number of impressions	Price per 1 000 views
1 TOP BOX (rotation 1:2)	urobsisam.sk/main page and sections	300 x 300 pxl	30 kB	350 000 per week	12.75 EUR
2 SHADING/BRANDING	urobsisam.sk/main page and sections	according to the manual design		350 000 per week	15.00 EUR
3 DOUBLE SQUARE	urobsisam.sk/main page and sections	300 x 600 pxl	30 kB	350 000 per week	14.25 EUR
4 PR ARTICLE*	urobsisam.sk/sections	3 600 characters (including spaces), 5 – 8 pictures (min. 800 x 600 pxl), max. 3 links		individually	600.00 EUR/ per 1 publication
5 TAGGING OF PICTURES	in editorial magazines	tagged picture (min. 800 x 600 pxl), maximum 3 tags with links		individually	100.00 EUR
6 PR ARTICLE WITH TAGGED PICTURES	urobsisam.sk/sections	3 600 characters (including spaces), 5 – 8 pictures (min. 800 x 600 pxl), max. 3 links		individually	700.00 EUR/ per 1 publication

\* 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 ground materials for the advertisement (e.g. changes to text and graphics) as laid out.



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 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 are approximate. Size of banners and the price list may change in the course of the year. Current sizes, price list and general trade terms are to be found on the website <http://media.zoznam.sk/bannerova-reklama/>.

Formats sold per numbers of views

Format	Size in pxl	Size	Price per 1 000 views (cost per thousand)
7 SPONSORED TEXT LINK	max. 80 characters, logo 50 x 50 pxl, 300 x 100 pxl	25 kB	2.50 EUR
8 OUR TIP / TEXT	15 characters	25 kB	0.80 EUR
9 BOX in	300 x 300	30 kB	25.00 EUR
10 BILLBOARD	990 x 315	30 kB	10.00 EUR
11 WIDE BANNER	610 x 90	30 kB	25.00 EUR
12 SPECIAL FORMATS (STICKER, COSMIC CURSOR)	by agreement	30 kB	65.00 EUR
13 INTERSTITIAL	by agreement	30 kB	75.00 EUR

Advertising video spots

Format	Location	Maximum length	Recommended length	Price	Format
14 PREROLL	placed before a video	15 seconds	up to 10 seconds	30.00 EUR per 1 000 displays	FLV
15 POSTROLL	placed after a video	60 seconds	up to 30 seconds	15.00 EUR per 1 000 displays	FLV
16 VIDEOBANNER	300 x 300			15.00 EUR per 1 000 displays	FLV
17 VIDEO ADVERTISING IN ARTICLES				25.00 EUR per 1 000 displays	FLV
18 EXPANDUJÚCI VIDEOBANNER	mojdom.sk/home-page and sections		autoexpanding, cursor interaction	20.00 EUR per 1 000 displays	FLV
19 MOBILE VIDEOBANNER				15.00 EUR per 1 000 displays	FLV
20 PUBLICATION OF A COMPANY VIDEO	in a PR article or in the News section	5 min.	-	100.00 EUR	FLV
PRODUCTION OF A VIDEO PRESENTATION	Depending on processing demands, length of the recording and the use of a video (operating procedures, interviews, company product presentations / technology / reference objects presentations...)				

Mobile formats

Format	Size in pxl	Size	Price per 1 000 views (cost per thousand)
21 SQUARE	300 x 300	30 kB	10.00 EUR
22 DOUBLE SQUARE		30 kB	13.00 EUR
23 FULL SCREEN	individually	30 kB	30.00 EUR
24 STRIPE FIX	350 x 53	30 kB	20.00 EUR
25 INTERSCROLLER	individually	30 kB	30.00 EUR
26 Video overlay	individually	30 kB	25.00 EUR

Native ads

Format	Price
27 NATIVE ARTICLE - CREATION AND PUBLICATION	3 500.00 EUR

Direct mail - 250,000 addresses

Format	Price
28 TO 50 000 CONTACTS	0.08 EUR/mail
29 OVER 50 000 CONTACTS	0.05 EUR/mail

www.zahrada.sk

# NEW ONLINE MAGAZINE AND SOCIAL NETWORK ABOUT GARDENING

**Virtual consultant for beginner and experienced gardeners**

**Shared posts on Facebook reached 147 000 people**

**Facebook group Záhradkáři a chatári has 30 500\* members**

\* source: Facebook

**Discussion forum with inspirational topics and photos**

**Why advertise on the website zahrada.sk?**

- 1 Effective ad targeting for relevant site visitors.
- 2 Unique format of magazine and of social network.
- 3 Daily content editing and ongoing discussions ensure a continuous increase in traffic.
- 4 Extensive base of real users on Facebook.



**3 HALF PAGE 300 x 600 pxl**

## Advertising format and prices

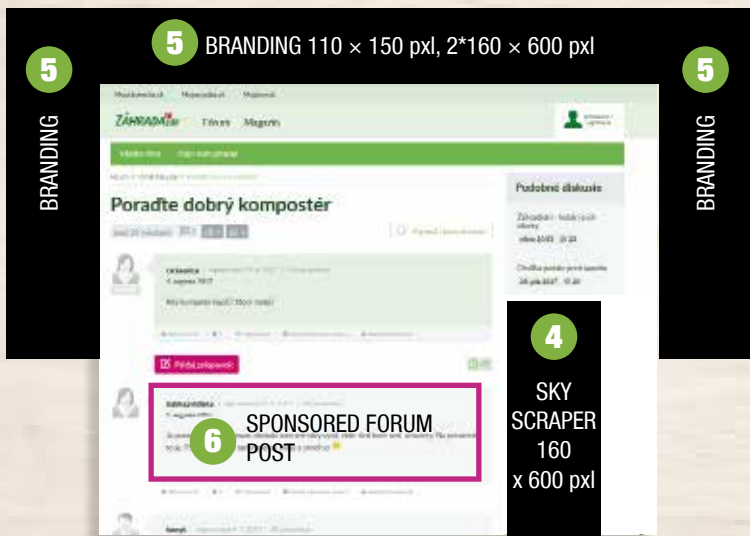


Format	Location	Size	Size	Price per 1 000 views
1 MEGABOARD	main page, sections, articles, forum	1 110 × 100 pxl	25 kB	800 EUR per week
2 SQUARE	main page, sections, articles, forum	300 × 300 pxl	20 kB	750 EUR per week
3 HALF PAGE	main page, sections, articles, forum	300 × 600 pxl	25 kB	800 EUR per week
4 SKY SCRAPER	main page, sections, articles, forum	160 × 600 pxl	25 kB	550 EUR per week
5 BRANDING	main page, sections, articles, forum	1 110 × 150 pxl, 2*160 × 600 pxl		1 200 EUR per week
6 SPONSORED FORUM POST	forum			1 200 EUR per week
7 PR ARTICLE* <i>The publishing price includes linking of three words (phrases) to client's pages.</i>	on the main page, in the sections	3 600 characters (including spaces), 5 - 8 images (at least 2000 pxl width, 72 dpi), max. 3 hyperlinks, logo (125 × 125 pxl) can be part of the News article		500 EUR/ per 1 publication
8 NEWS** <i>The publishing price includes linking of source of information to the client's page.</i>	on the main page, in the sections	900 characters (including spaces), 2 - 3 images (at least 2000 pxl width, 72 dpi), 1 hyperlink, logo (125 × 125 pxl) can be part of News article		350 EUR/ per 1 publication

\* The article will be marked as a PR article. The price of the PR article does not include the translation of the supplied text into another language. The customer has the right to 2 large-scale revisions of the PR article (eg changes in text and graphics) in a break. PR articles are published on the main page and in the magazine as standard articles. They are a permanent part of the portal.

\*\* As news, only previously unpublished information is posted on www.zahrada.sk. News is published on the main page and in the sections as standard articles. The editorial board reserves the right to grammatical, stylistic and formal adjustment of supplied text materials and also to adjust the scope. The news release is not intended to publish general information about the manufacturer and its product range. News remain part of the portal archive. The Advertiser is responsible for the formal and content content of the advertised advertisements as well as for any damages that may arise to the publisher or third parties on the basis of, or in connection with, the information contained in the advertisements.

The Customer further declares that, when providing photographs and other textual and pictorial material of third parties, he has undoubted consent to their publication. Prices are listed without VAT and are approximate.



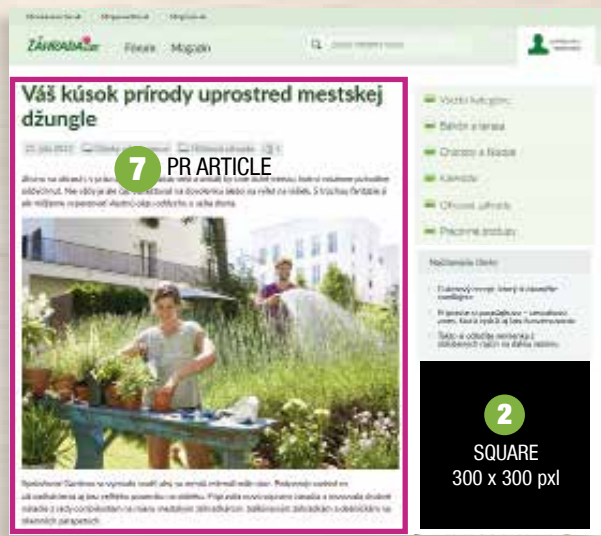
**5 BRANDING**

**5 BRANDING 110 × 150 pxl, 2\*160 × 600 pxl**

**5 BRANDING**

**4 SKY SCRAPER 160 x 600 pxl**

**6 SPONSORED FORUM POST**

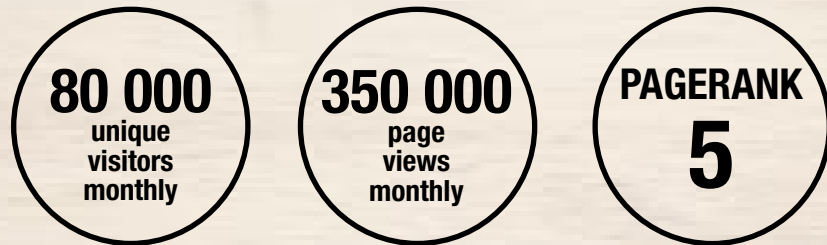


**7 PR ARTICLE**

**2 SQUARE 300 x 300 pxl**

www.asb.sk

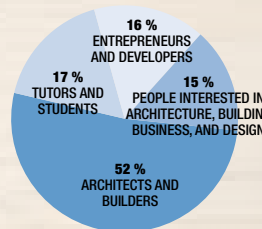
# THE MOST WIDELY READ WEBSITE ABOUT ARCHITECTURE AND BUILDING BUSINESS



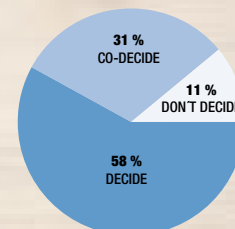
source: Google Analytics



### Who are our readers?

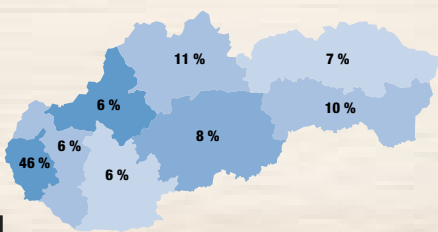


### Do they decide about purchasing?

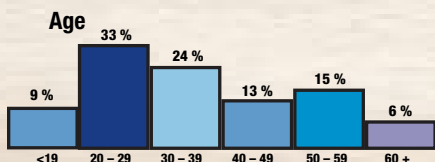


Source: visitors' opinion poll on the website asb.sk on a sample of 9 329 respondents.

### The percentage of users according to the region



source: Google Analytics

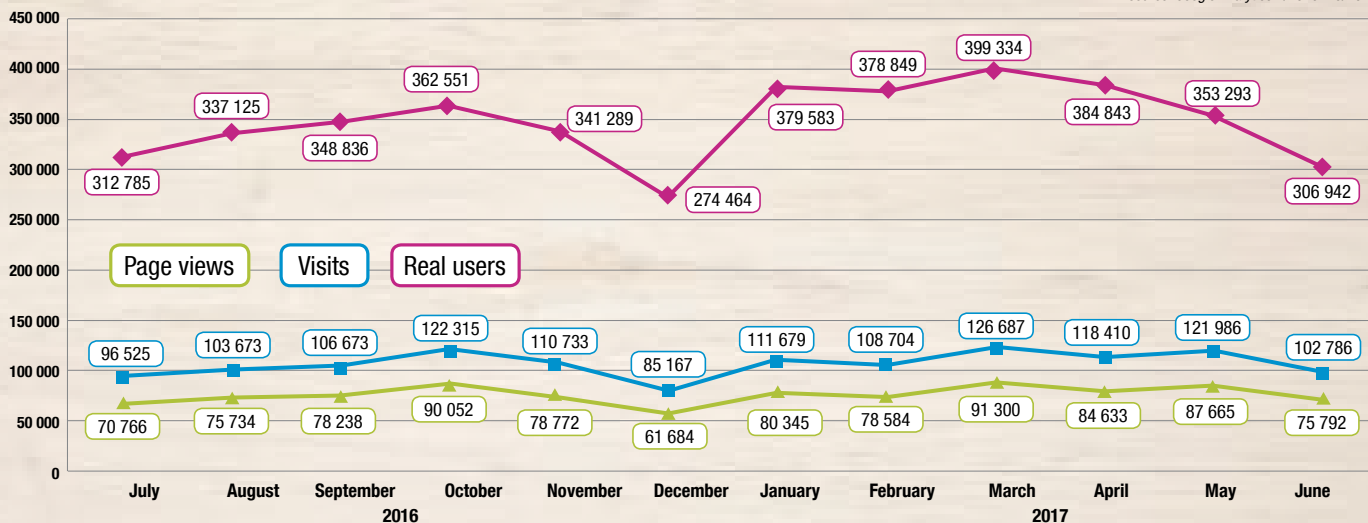


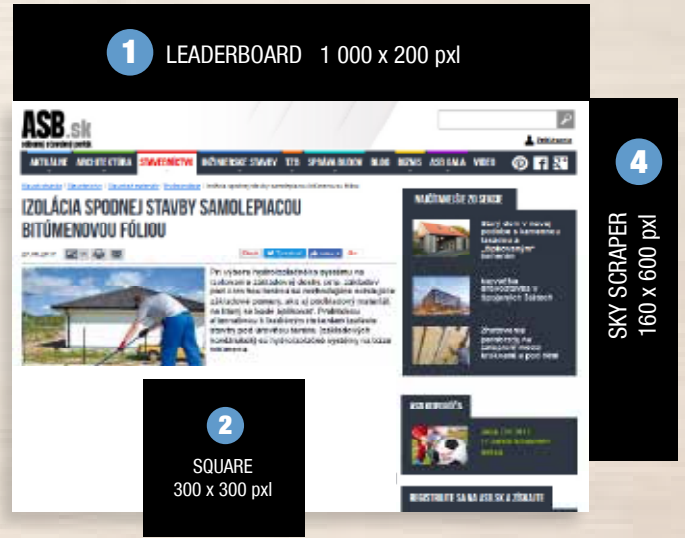
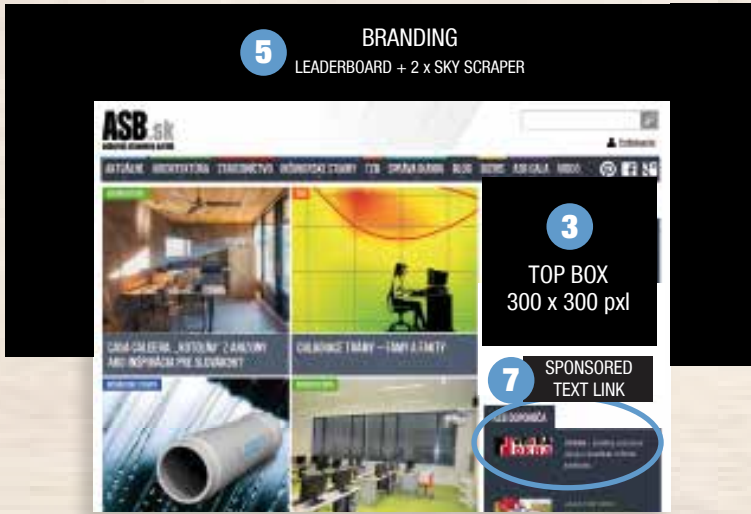
www.asb.sk

### Why advertise on the website asb.sk?

- 1 It is the most widely read website about architecture and building business.
- 2 81% of the website's readers decide or co-decide about the purchase of materials and technologies for a building site.
- 3 More than 6 000 professionals subscribe for weekly reports in the form of online newspapers.
- 4 There are more than 9 000 articles from architecture and building industry.
- 5 Reaching 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 in Slovakia and abroad).

source: Google Analytics 7/2016 - 6/2017

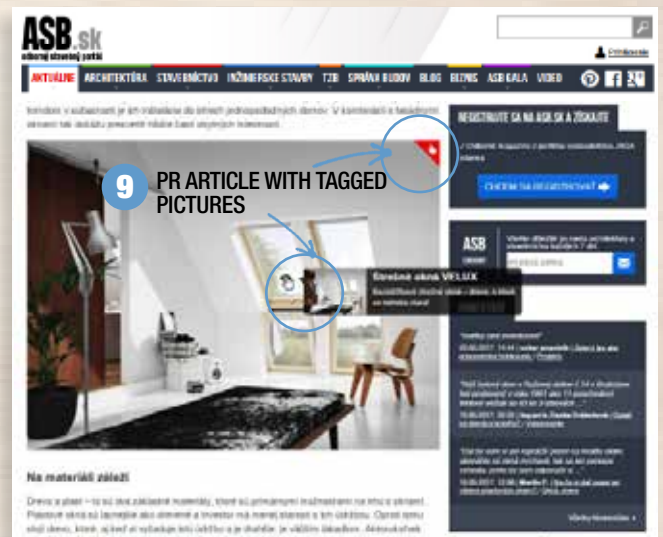




Presentation by means of banners

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	166 EUR	35 000 when there is circulation 1 out of 3	44 EUR	1 000 EUR per week 26 000 number of the guaranteed page views/week
2 SQUARE	in articles and galleries	300 × 300	20 kB	166 EUR	67 000 when there is circulation 1 out of 3	34 EUR	1 200 EUR per week 50 000 number of the guaranteed page views/week
3 TOP BOX	main page, sections, articles	300 × 300	25 kB	166 EUR	35 000 when there is circulation 1 out of 3	44 EUR	1 000 EUR per week 26 000 number of the guaranteed page views/week
4 SKY SCRAPER	main page, sections, articles	160 × 600	25 kB	166 EUR	35 000 when there is circulation 1 out of 3	28 EUR	630 EUR per week 26 000 number of the guaranteed page views/week
5 BRANDING	main page, sections, articles	1000 × 200, 2*160 × 600	3 * 25 kB	332 EUR	–	–	1 450 EUR per week 26 000 number of the guaranteed page views/week
6 SPECIAL FORMATS* (video banner, interstitial, expand, overlay, shading)	–	by agreement	40 kB	–	–	by agreement	The prices of non-standard formats may vary during the year. Current price list can be found on www.asb.sk/inzercia.
7 SPONSORED TEXT LINK	main page, sections, articles	max. 80 characters, logo 50 × 50 pxl	5 kB	–	140 000 per month	175 EUR per week	

72



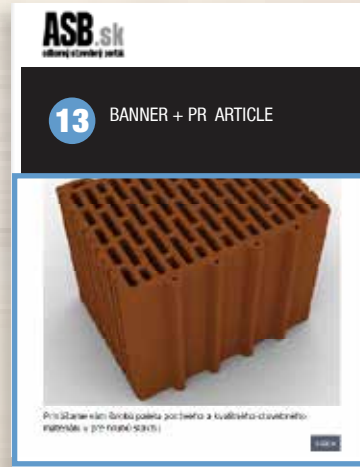
Advertising formats in the form of an article

Format	Location	Size	Price
8 PR ARTICLE* The price includes linking three words (phrases) to the client's website.	on the main page, in sections	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.	500 EUR per publication
9 PR ARTICLE WITH TAGGED PICTURES*	on the main page, in sections	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	600 EUR per publication
10 NEWS** The price includes linking the information source to the client's website.	on the main page or in sections	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	350 EUR 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 provided. 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 News.

\*\* In the News column, only news and information previously unpublished on the portal 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 intended for publication of general information on the producer and their range of goods. Information in the News column becomes a part of the portal's archive. 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.

73



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

Format	Location	Materials	Price
11 PR ARTICLE, NEW	Link to PR article (or news), published on www.asb.sk is placed at the beginning of ASB newsletter.	-	500 EUR
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)	500 EUR
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	700 EUR

**Advertising formats for mailing**

Format	Location	Materials	Price
<b>DIRECT MAIL</b> Commercial advertising sent by the operator's web server to 6 000 addresses.	Company information (newsletter) is sent to the customers via e-mail.	HTML file price for the production of HTML template is by agreement	0,40 EUR/1 address, minimum order is 700 EUR

\*\*\*The frequency of the ASB newsletter: once a week sent to 6 000 addresses. Guarantee of exclusivity – only one of the presented advertising formats will appear in the newsletter.



Prices are stated excluding VAT. Prices and formats are approximate. Please submit your source materials to our email address podklady@jaga.sk. In the subject line, please indicate the name of the portal for which the materials are intended.

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.

Submission deadlines for source materials:

- For the production of a banner – 3 working days before the planned term of publication.
- For the publication of a ready-made banner – 1 working day before the planned term of publication.
- For the production of a PR article, News – 3 working days before the planned term of publication.

In case of a postponement of submission on the part of the client, the site provider is entitled to a postponement of the publication date of the banner/article. Each modification and adjustment to a banner/article following its publication on the website is subject to a charge of 50 EUR.

A part of the order of a PR article is also a definition of the lead image and opening text (lead paragraph), respectively stating requirements as on the break-up of the article.

**Specific advertising formats**

Format	Location	Materials	Price
14 PARTNER OF A SECTION Portal sections: Architecture, Building Industry, Civil Engineering Works, Building Administration, Business	Partner of a section receives: • logo in the selected section with a link • logo alongside every editorial article placed into the selected section with a link • logo with a link in all subsections • advertorial placed in the Company information section • updates (possibility of publishing press releases, company newsletter during the year)		1 month 950 EUR 3 months 2 300 EUR 6 months 3 900 EUR 12 months 6 800 EUR <i>Attention! A limited format – a maximum of 5 partners in one section!</i>
15 E-MAILING / NEWSLETTER <i>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.</i>	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	190 EUR
PUBLICATION OF A CLIENT'S VIDEO	presentation in a PR article	format: FLV, embedded link (YouTube, video)	600 EUR
	presentation in the News section	format: FLV	450 EUR
PRODUCTION OF A VIDEO PRESENTATION	<i>Depending on processing demands, length of the recording and use of a video (operating procedures, interviews, company product presentations / technology / reference object presentations...)</i>		

# ASB GALA 2018

**DEVELOPER OF THE YEAR  
PERSONALITY OF THE YEAR  
CONSTRUCTION COMPANY OF THE YEAR**

## 12<sup>TH</sup> ANNUAL AWARD CEREMONY

ASB GALA has become a regular meeting point for the top management of significant construction, development, financial and real estate companies, along with architects and public officials.

ASB GALA is traditionally associated with the conference, prepared by the weekly magazine Trend, in cooperation with ASB. Editors of ASB magazine also actively take part in the panel discussion. The annual awards ceremony, which is the culmination of the evening, is declared by the ASB – architecture, construction, business magazine, in the following categories: ASB Personality of the Year in Architecture and Building, ASB Developer of the Year, ASB Construction Company of the Year. The level of this already traditional event is also attested to by the sponsorship of renowned institutions of the building trade.

### ASB GALA 2018

2018 will be the twelfth year of ASB GALA. The aim of this festive occasion, which will

be held on May 22, 2018, is to acknowledge those personalities that have a significant impact on the construction trade, to highlight the activities of the dominant developer groups, to draw attention to the building companies and to popularise the construction industry as a major sector of the national economy with the annual awards once again.

### What are the benefits for the partners?

- Logo publication while advertising ASB GALA
- Magazines and newspapers – Trend, ASB, Stavebné materiály, Správa budov, TZB, Inžinierske stavby.
- The Internet – asb.sk, mojdcom.sk, etrend.sk, topky.sk, openiazoch.sk
- Promotional materials, invitations
- Presentation of company's logo during the ceremony ASB GALA
- Honorary tickets to the annual ASB awards ceremony during ASB GALA

### Possibilities for cooperation

Companies operating in the Slovak construction market have the opportunity to address ASB GALA participants in the form of partnership, which may significantly contribute to fulfilling their marketing aims. Associating the company's name with such a prestigious event will positively affect brand perception and expand the communication instruments focused on addressing the Professional construction community.

### Forms of cooperation

General advertising partner  
Main advertising partners  
Advertising partners  
Event supported by partners  
Media partners

**If interested, please contact the Advertising Department of JAGA Publishing House by phone no.: +421 2 50 200 225, or email [obchod@jaga.sk](mailto:obchod@jaga.sk).**



**Main award**  
Under the supervision of Deloitte, a jury of **100 professionals** will choose and award the winners of the year.



### ASB GALA awards 2017 were given to:

From left: **Milan Murcko, MSc, MBA, YIT Slovakia** – ASB Developer of the Year, **Igor Marko MA Arch ARB** - ASB Personality of the Year in Architecture and Building, **Ing. Ivan Valent, Corwin Capital** - ASB Developer of the Year by [www.asb.sk](http://www.asb.sk), **Mgr. Magdaléna Dobišová** – ASB Personality of the Year in Architecture and Building by [www.asb.sk](http://www.asb.sk), **Ing. Ivan Bezák Ph.D., INGSTEEL** – ASB Construction Company of the Year, **Ing. Róbert Šinály, Eurovia SK** – ASB Construction Company of the Year by [www.asb.sk](http://www.asb.sk), **Gábor Bindics** – ASB Special award.

## GENERAL COMMERCIAL TERMS FOR ADVERTISEMENT

- The publisher is obliged to send to his client two copies of a magazine free of charge within 14 days from the date of issue.
- The publisher will issue an invoice within 3 days after the title is published.
- In terms of § 31 – 36 of the Act on Accounting No. 431/2002 Coll. as amended, upon the agreement of the customer, an electronic invoice in PDF format that will fulfil all requirements for invoicing documents as stated in Articles 75 and 76 of the Act on Value Added Tax No. 222/2004 Coll. as amended, will be sent to the client's address.
- The client is obliged to pay the invoice issued by publisher within 14 days from the date of issue. The bank details are given in the invoice.
- In case of a late payment, publisher has the right to claim the late payment interest of 0.05 % of the invoiced price for each day of delay, or not publishing the advertisement in the publication.
- Bank fees and possible exchange rate differences associated to the invoice settlement are covered by the buyer.
- The client may send the order form by fax, but they are obliged to send the signed original to publisher within 5 days.
- Claims must be submitted in writing within 14 days of the date of issue.
- The publisher has the right to reject an advertisement if it is in contradiction with ethics or if it harms the publisher's interests.
- The client takes into account that the additional fee for requested placement is 10 % of the price of the advertisement.
- The client takes into account that the cancellation fee of an order cancellation is as follows:
  - 50 % when cancelled before the official deadline of orders for the current issue of the magazine (according to the editorial plan).
  - 100 % when cancelled after the official deadline of orders for the current issue of the magazine (according to the editorial plan).
- If an invoice fails to be paid within the due date, the publisher reserves the right to recalculate any provided discounts.
- 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 when readymade advertisement source materials are supplied by the client, JAGA Publishing House does not hold the responsibility for the language format of the given advertisement.
- 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 were used in any previous titles.
- Production 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 the property of the publisher. If the client is interested, this advertisement can be bought and the price is calculated as 10 % of the basic price of the advertisement.
- The client holds the responsibility for the content and formal aspects of the ordered advertisements as well as for all the damage that could be impeded to the Publishing House or third parties based on the 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.
- The publisher is not responsible for quality of published advertisement if other than stated files are submitted and if imprint is not submitted.

### SOURCE MATERIALS

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

## CONTACTS

### INVOICE DETAILS

JAGA GROUP, s.r.o.  
Imricha Karvaša 2  
811 07 Bratislava  
ID no.: 35 705 779  
VAT ID no.: SK2020265258

### POSTAL ADDRESS

Lamačská cesta 45  
841 03 Bratislava 42

phone: +421 2 50 200 200  
fax: +421 2 50 200 210  
jaga@jaga.sk

### EXECUTIVE DIRECTOR

Ing. Peter Halász  
peter.halasz@jaga.sk

### FINANCIAL DEPARTMENT

Diana Pavlásek Hô-Chí  
+421 2 50 200 203  
diana.ho-chi@jaga.sk

### DISTRIBUTION DEPARTMENT

*Chief of the Distribution Department*  
Ing. arch. Marek Pavlásek  
+421 2 50 200 202  
+421 902 340 040  
marek.pavlasек@jaga.sk

### MARKETING DEPARTMENT

*Chief of the Marketing Department*  
Mgr. Zuzana Koporcová  
+421 2 50 200 215  
+421 903 736 035  
zuzana.koporcova@jaga.sk

### SUBSCRIPTIONS

Zuzana Grossová  
+421 2 50 200 283  
predplatne@jaga.sk

### DEPARTMENT OF PUBLISHING ACTIVITIES

Robert Hošťák  
+421 903 516 151  
robert.hostak@jaga.sk

### DEPARTMENT OF WEB

Mgr. Oliver Vysloužil  
+421 903 589 116  
oliver.vyslouzil@jaga.sk

### CUSTOMISED PRODUCTS

Bc. Ingrid Hedvigová  
+421 2 50 200 232  
+421 903 424 166  
ingrid.hedvigova@jaga.sk

### PRODUCTION DEPARTMENT

*Chief of the Production Department*  
Mgr. Miriam Lukáčová  
+421 2 50 200 229  
+421 911 551 285  
miriam.lukacova@jaga.sk

### COMMERCIAL DEPARTMENT

obchod@jaga.sk

### *Commercial director*

Ing. Ludmila Prekalová  
+421 903 592 378  
ludmila.prekalova@jaga.sk

### *Commercial representatives*

Katarína Lipovská  
+421 903 288 511  
katarina.lipovska@jaga.sk

Ing. Martin Moravčík  
+421 903 873 005  
martin.moravcik@jaga.sk

Mgr. Jaroslava Omastová  
+421 903 245 665  
jaroslava.omastova@jaga.sk

Ing. Juraj Vilkovský  
+421 903 246 321  
juraj.vilkovsky@jaga.sk

Commerce assistant  
Ing. Bronislava Patzeltová  
+421 2 50 200 264  
bronislava.patzeltova@jaga.sk

### SOURCE MATERIAL FOR ADVERTISEMENT

podklady@jaga.sk  
Zuzana Drábová  
+421 2 50 200 223  
+421 903 450 948  
zuzana.drabova@jaga.sk

Iveta Mužiková  
+421 2 50 200 224  
+421 903 551 145  
iveta.muzikova@jaga.sk



# 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@jaga.sk](mailto:obchod@jaga.sk)  
call: 0903 592 378

