






Editorial Calendar



B2C magazines

			
17,000 (circulation audited by ABC Czech)	45,000 (circulation)	40,000 (circulation)	45,000 (circulation)

B2B magazines

				
4,500 (circulation audited by ABC Czech)	4,500 (circulation audited by ABC Czech)	3,500 (circulation audited by ABC Czech)	3,500 (circulation audited by ABC Czech)	3,500 (circulation)

ONLINE magazines

		
homebydleni.cz 192,000 unique visitors each month (Source: Google Analytics)	receptyprimanapadu.cz 138,000 unique visitors each month (Source: Google Analytics)	asb-portal.cz 50,000 unique visitors each month (Source: Google Analytics)

Contents

LIFESTYLE

- 8 HOME byt/dům/styl/zahrada
(HOME apartment/house/lifestyle/garden)
- 14 V zahradě (In the Garden)
- 16 Recepty prima nápadů (Great Recipe Ideas)
- 22 Zahrada prima nápadů (Great Garden Ideas)

PROFESSIONAL MAGAZINES

- 28 ASB – architektúra, stavebníctvo, biznis
(ASB – Architecture, Construction, Business)
- 34 ASB speciál – developerské projekty
(ASB Development Projects Special)
- 36 ASB Green
- 42 Realizace staveb (Construction)
- 46 TZB Haustechnik (HVAC Building Services)
- 50 Inžinierske stavby/Inženýrské stavby
(Civil Engineering)

EVENTS

- 56 Discussion with experts and video
interview with the chief editor

Contacts

SALES OFFICE IN THE CZECH REPUBLIC:

If you are interested in presenting yourself or your business in JAGA media, phone the sales office at +420 727 818 284, email them at obchod@jagamedia.cz or talk directly to some of our sale representatives.



Vladimír Brutovský
Managing Director and Chief
Executive Officer
+420 777 284 680
vladimir.brutovsky@jagamedia.cz



Dominik Ďurovec
+420 777 284 681
dominik.durovec@jagamedia.cz



Markéta Šimoníčková
+420 775 284 686
marketa.simonickova@jagamedia.cz

SALES DEPARTMENT IN SLOVAKIA:

Ludmila Prekalová, +421 903 592 378, ludmila.prekalova@jaga.sk
Katarína Lipovská, +421 903 288 511, katarina.lipovska@jaga.sk
Jaroslava Laššáková, +421 903 245 665, jaroslava.lassakova@jaga.sk
Veronika Uhrínová, +421 902 982 999, veronika.uhrinova@jaga.sk
Juraj Vilkovský, +421 903 246 321, juraj.vilkovsky@jaga.sk

History

1992	1993	1996	2000	2003	2004	2006	2007	2008	2009	2010	2011	2012	2015	2016	2020
JagaTech library founded at the Faculty of Civil Engineering, Slovak Technical University in Bratislava.	JAGA publishing house founded.	JAGA expands into the Czech Republic and launches publication of its home projects magazine.	First edition of a magazine on renovation, building and furnishing of homes issued.	Jaga Media, s. r. o. established in Prague and first issue of HOME byt/dům/styl/zahrada.	ASB – architektúra, stavebníctví, byznys launched.	Professional magazine Realizace staveb starts up.	JAGA purchases Inžinierske stavby, introduces a second language edition Inženýrské stavby and launches homebydleni.cz.	JAGA launches asb-portal.cz and releases first issue of TZB HAUSTECHNIKA.	ASB – architektúra, stavebníctví, byznys and HOME byt/dům/styl/zahrada available on Facebook.	New online catalogue projektovinychdomu.cz launched.	Jaga Media maintains its leading position in the B2B segment of the professional magazine market*	Tender to redesign HOME byt/dům/styl/zahrada co-organized by JAGA (H2O story).	Jaga Media purchases long-established magazine Recepty prima nápadů.	New magazine Zahrada prima nápadů launched.	New magazine launched.

*According to data from the Audit Bureau of Circulations (ABC)

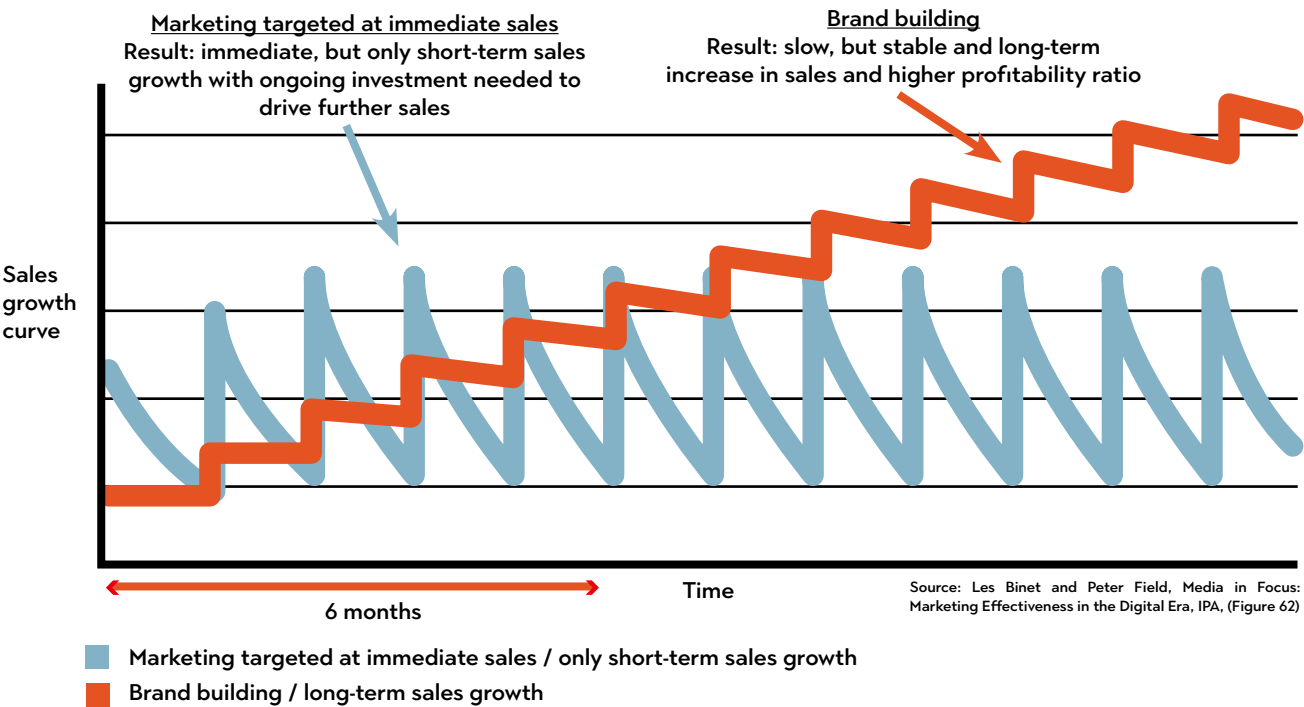
* Source: Google Analytics

Why building awareness of your brand still makes sense

Advertising and public relations in both print and online magazines remain one of the best ways to build a brand and for long-term sustainable growth in product sales.

Why is brand building so important even when a marketing campaign is chasing immediate sales?
Research by the UK's Institute of Practitioners in Advertising (IPA) provides an answer.

Comparing efficiency over time: brand building and marketing for immediate sales



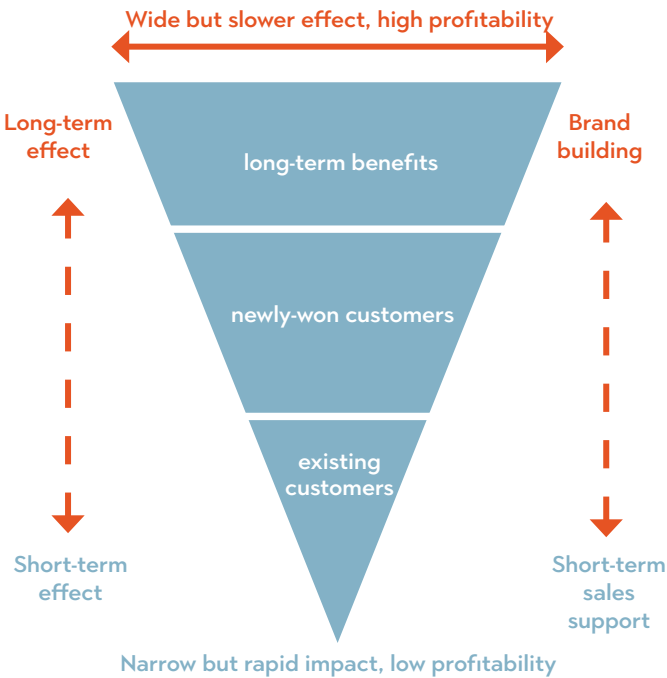
4

Difference between short-term sales support and brand building

Brand building	Short-term sales support
Building a relationship between customers and the brand	Taking advantage of the relationship between customers and the brand
Positive influence on future sales	Immediate increase in sales
Wide impact	Very narrow impact
Long-term effect	Short-term effect only while the campaign lasts
Contributes positively to customer emotions	Customers only convinced to buy the product

Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 01)

Brand building brings a wide impact and stable increase in product sales

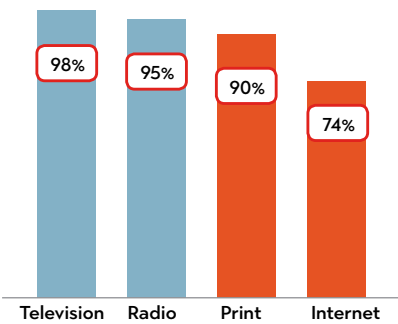


Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)

5

Market overview of living, architecture and civil engineering magazines

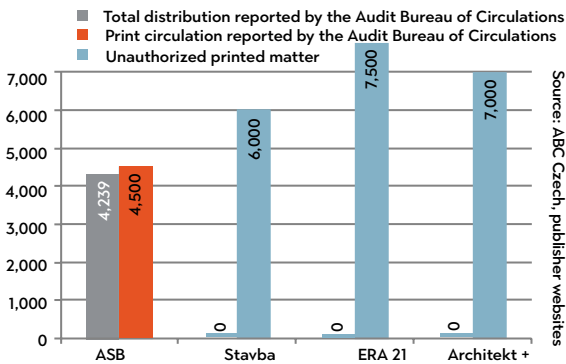
How many people?



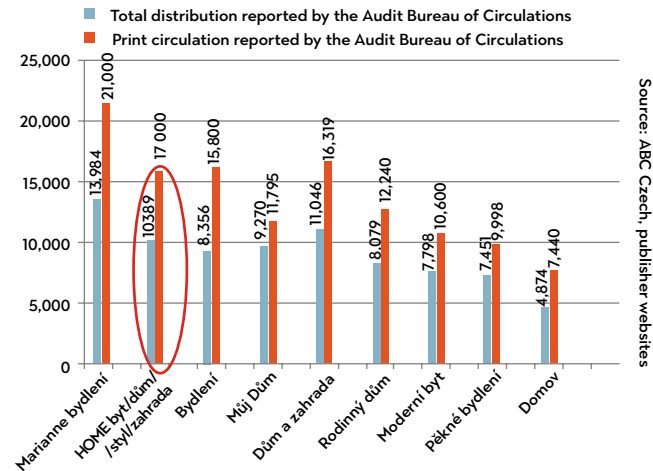
Most trusted types of advertising

Word-of-mouth	50%
TV commercials	47%
Magazine and newspaper advertisements	38%
Internet advertising	28%
Outdoor advertising – billboards, posters	11%
Radio spots	10%
Mobile phone ads	3%

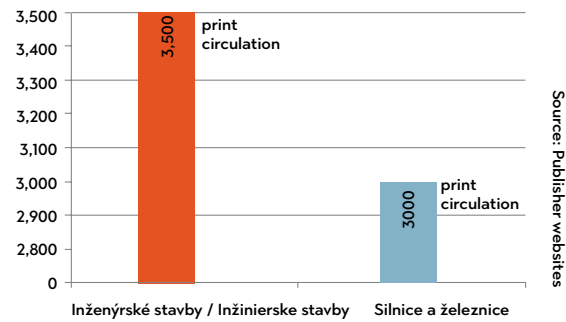
Architecture and construction magazines



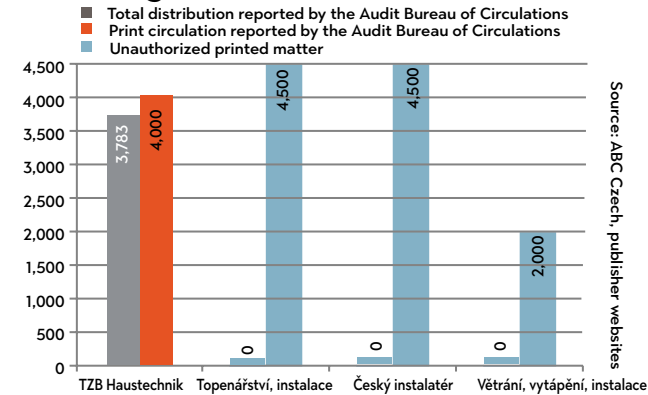
Living and lifestyle magazines



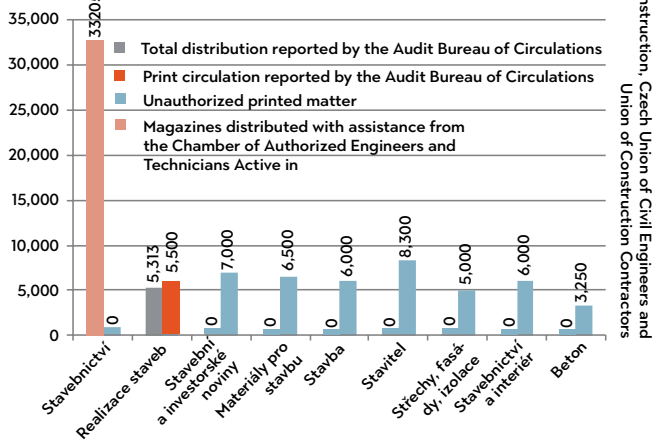
Civil engineering magazines



HVAC magazines

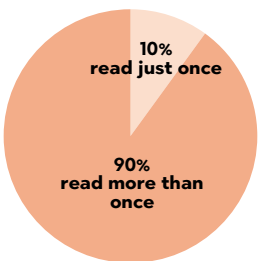


Construction and civil engineering magazines

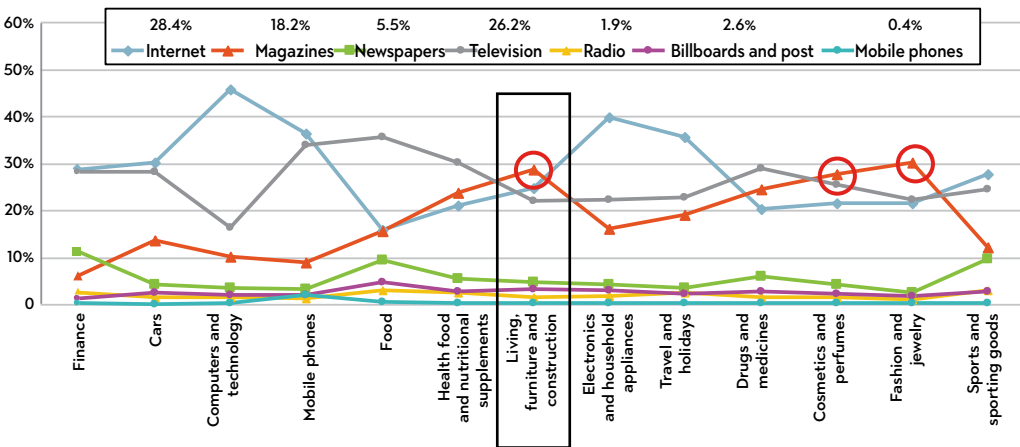


How many times is a single magazine read?

- Just 10% of magazines get read once. Half of readers return to a magazine two or three times, with it read an average of 3.8 times.
- Single magazine issue is read on average by 3.3 readers.



Media most want to buy





Why advertise in HOME

- 01 Top three home and living magazine.
- 02 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues.
- 03 Every reader browses or reads HOME on average 3.4 times. (Source: GRP Survey)
- 04 Advertising in the magazine is among the most influential factors driving purchasing decisions. (Source: GRP Survey)

General information

Circulation: 16,500*
 Frequency: nine times per year
 + three special issues
 Number of pages: 96-144
 Price: CZK 65 (€3.10)
 22nd year

* Zdroj: ABC ČR

16,500

read each issue of HOME

Source: ABC, Czech Republic

What is ABC?

ABC is the acronym for the Audit Bureau of Circulations (Kancelář ověřování nákladů tisku). It has audited print circulation of various periodicals in the Czech Republic ever since it was founded in March 1993, when the Czech Publishers Association established the organization and methodology for this service. On January 1st, 1997, ABC started publishing circulation figures and auditing them in full. It is a nonprofit tripartite association composed of publishers, advertising agencies and advertisers.

Distribution

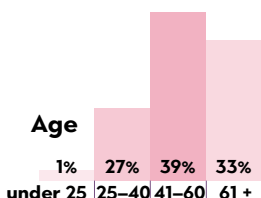
- Subscriptions
- Newsstands and print shops in the Czech Republic and Slovakia
- Department stores and supermarkets – TESCO, AHOLD, GLOBUS
- Distributor sales outlets – GECO, HDS RETAIL, VALMONT, RELAY, INMEDIO and at airports
- Selected gas stations – BENZINA, OMV
- Distributed to creditworthy target groups
- Direct sales and subscriptions at home and construction trade fair stands
- Sold online at www.floowie.com, www.periodik.cz, www.send.cz, and www.magaziny.cz

Who reads HOME

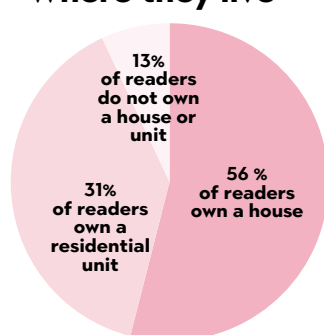
Although typical readers of HOME are women, men of working age between 30 and 50 years old also read it, too. They have completed secondary school or university, are family wage-earners, have children, own their own homes and tend to a garden. Readers are looking to decorate, beautify, and enhance the interiors of their homes to make them more comfortable and also to incorporate their ideas into balconies, patios, gardens and the surroundings of their homes. They are planning to build or reconstruct a residential unit or house, or re-landscape their gardens and are seeking advice, tips and information about products and materials. A relatively large percentage of readers are under 30, single and are looking for an inspiration for their own pleasant homes and living. For the majority of readers, advertisements in HOME play a role in their decisions about which products or firms to choose. More than half of the entire range of the readers have selected a construction company after reading about it in HOME.

Top topics of interest

- Interior makeovers
- Interior decorating
- Garden care and inspirations
- Visits to houses and residential units, inspirational projects
- Interior styles
- Practical home topics



Where they live



Among women and men

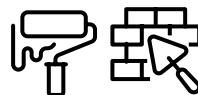
53 %
of readers are women emphasizing quality of life.



47 %
of readers are men seeking information from our building and landscaping columns and who could be potential clients of building companies.



Reconstructing, building or furnishing a home



32 %

of readers are thinking of reconstructing their home.

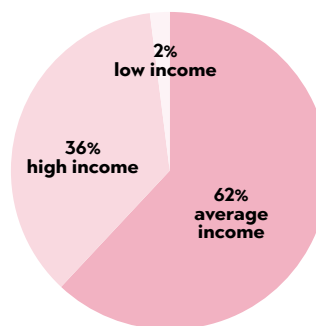


61 %

of readers are looking in magazines for inspiration.

What they earn

- 62% of readers are middle class and average income.
- 36% of readers are upper class and high income.
- 2% of readers have lower incomes such as students, the unemployed or retirees.



ISSUE DEADLINES	ISSUE DATE	HOME	FURNISHINGS	CONSTRUCTION	GARDEN
HOME 11-12/2023 ORDERS: 31.10. 2023 MATERIALS: Editorial assistance: 20.10. 2023 Advertorials: 31.10. 2023 Advertising: 6.11. 2023	29. 11. 2023	<ul style="list-style-type: none"> • Kitchen • Lighting • Financing • Accessories • Christmas tips 	<ul style="list-style-type: none"> • Home appliances: Designer appliances • Audiovisual equipment (television, home cinema, CD players, sound systems) 	<ul style="list-style-type: none"> • Shell construction • Central heating • Plasterboard and dry construction 	<ul style="list-style-type: none"> • Gardening tools: snow blowers • Winter gardens (decorative plants, ornamental species) • Houseplants
HOME 1-2/2024 ORDERS: 24. 1. 2024 MATERIALS: Editorial assistance: 15. 1. 2024 Advertorials: 25. 1. 2024 Advertising: 30. 1. 2024	14. 2. 2024	<ul style="list-style-type: none"> • Kitchen • Storage areas • Financing • Lighting • Bathroom items • Living room and halls • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Home health (steam cooking, slow cookers, citrus and fruit squeezers, smoothie mixers, yogurt makers, home gym equipment) 	<ul style="list-style-type: none"> • Shell construction for wood buildings • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Gardening tools: clippers, saws • Houseplants • Constructing patios
HOME 3/2024 ORDERS: 21. 2. 2024 MATERIALS: Editorial assistance: 12. 1. 2024 Advertorials: 22. 2. 2024 Advertising: 27. 2. 2024	14. 3. 2024	<ul style="list-style-type: none"> • Bathroom • Doors and metalwork • Accessories • Kitchen • Living room • Corridors • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Cooking and baking (stoves, ovens, microwaves) • Testing • Lighting 	<ul style="list-style-type: none"> • Roofs and lighting cables • Shell construction in prefabricated homes • Pool construction • Low-energy houses • Stairs and railings 	<ul style="list-style-type: none"> • Hard landscaping: materials for pavements and driveways • Pools: preparing for summer • Gardening tools: walk-behind and cordless mowers • Spring fertilizers
HOME 4/2024 ORDERS: 26. 3. 2024 MATERIALS: Editorial assistance: 15. 3. 2024 Advertorials: 24. 3. 2024 Advertising: 1. 4. 2024	16. 4. 2024	<ul style="list-style-type: none"> • Kitchen • Floors • Accessories • Bathroom • Living room • Corridors • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Health and beauty (curlers, hair dryers, razors, hair straighteners) 	<ul style="list-style-type: none"> • Glazing • Shell construction • Central heating • Garages • Building materials, wall and floor tiles 	<ul style="list-style-type: none"> • Composting • Pools: heated water - pumps, solar panels)
HOME 5/2024 ORDERS: 24. 4. 2024 MATERIALS: Editorial assistance: 15. 4. 2024 Advertorials: 25. 4. 2024 Advertising: 30. 4. 2024	16. 5. 2024	<ul style="list-style-type: none"> • Bathroom • Storage areas • Accessories • Kitchen and living room • Corridors • Bedrooms • Great special - MILAN 	<ul style="list-style-type: none"> • Home appliances: For younger families (appliances and gadgets for small homes) 	<ul style="list-style-type: none"> • Roofing • Shell construction: wooden buildings • Air conditioning 	<ul style="list-style-type: none"> • Fences and retaining walls • Gas and coal grills • Clean pool water (filters, UV lamps, ionizers, salinity) • Home spa, bar, whirlpool
Special Issue 1/2024 ORDERS: 6. 5. 2024 MATERIALS: Editorial assistance: 26. 4. 2024 Advertorials: 7. 5. 2024 Advertising: 13. 5. 2024	28. 5. 2024	HOME CONSTRUCTION EVERYTHING TO KNOW	<ul style="list-style-type: none"> • Selecting land • Building foundations • Masonry materials • Plaster • Ceilings and floors 	<ul style="list-style-type: none"> • Chimneys • Roofs • Garages • Fences and gates 	

10

HOME 6/2024 ORDERS: 25. 5. 2024 MATERIALS: Editorial assistance: 17. 5. 2024 Advertorials: 29. 5. 2024 Advertising: 3. 6. 2024	18. 6. 2024	<ul style="list-style-type: none"> • Kitchen • Safe homes • Accessories • Bathroom • Living room • Corridors • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Fridges and freezers • Home security systems 	<ul style="list-style-type: none"> • Insulation • Solar shading • Surface coatings • Shell construction • Air conditioning 	<ul style="list-style-type: none"> • Outdoor living: patios, balconies, garden landscaping • Pools
HOME 7-8/2024 ORDERS: 3. 7. 2024 MATERIALS: Editorial assistance: 24. 6. 2024 Advertorials: 3. 7. 2024 Advertising: 9. 7. 2024	25. 7. 2024	<ul style="list-style-type: none"> • Bathroom (trends) • Accessories • Kitchen • Living room • Corridors • Bedrooms for school-aged children • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Juicers, canning equipment, fruit dryers • Home security systems 	<ul style="list-style-type: none"> • Shell construction 	<ul style="list-style-type: none"> • Outdoor living: garden fun (swings, nets, trampolines, hanging bags, sandpits, games) • Gardening tools: brush cutters, hedge trimmers
HOME 9/2024 ORDERS: 25. 8. 2024 MATERIALS: Editorial assistance: 19. 8. 2024 Advertorials: 29. 8. 2024 Advertising: 3. 9. 2024	18. 9. 2024	<ul style="list-style-type: none"> • Kitchen • Storage areas • Accessories • Bathroom • Living room • Corridors • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Large-load washers and dryers, irons and clothes steamers • Back-to-school 	<ul style="list-style-type: none"> • Shell construction • Central heating • Heat pumps • Garages • Lighting • Stoves and heating • Stairs and railings 	<ul style="list-style-type: none"> • Outdoor living: garden lighting • Gardening tools: leaf blowers, crushers
Special Issue 2/2024 ORDERS: 9. 9. 2024 MATERIALS: Editorial assistance: 29. 8. 2024 Advertorials: 9. 9. 2024 Advertising: 13. 9. 2024	1. 10. 2024	ECONOMICAL LIVING	<ul style="list-style-type: none"> • Living room and bedroom • Children's rooms • Kitchen and bathroom • Colors and surfaces 	<ul style="list-style-type: none"> • Floors • Carpets • Storage areas and shelves • Beds, mattresses 	<ul style="list-style-type: none"> • Dressers and cabinets • Lighting • Armchairs and sofas • Home textiles
HOME 10/2024 ORDERS: 1.10. 2024 MATERIALS: Editorial assistance: 20. 9. 2024 Advertorials: 2.10. 2024 Advertising: 7.10. 2024	22. 10. 2024	<ul style="list-style-type: none"> • Bathroom • Lighting • Floors • Financing • Kitchen accessories • Living room and halls • Bedrooms 	<ul style="list-style-type: none"> • Home appliances: Heavy-duty washers, vacuum cleaners, central vacuum pipes, cleaning products 	<ul style="list-style-type: none"> • Roofing • Shell construction • Central heating • Floor coverings 	<ul style="list-style-type: none"> • Gardening tools: saws, axes • Pools: Covering • Preparing for winter
HOME 11-12/2024 ORDERS: 6.11. 2024 MATERIALS: Editorial assistance: 28.11. 2024 Advertorials: 7.11. 2024 Advertising: 12.11. 2024	28. 11. 2024	<ul style="list-style-type: none"> • Kitchen • Lighting • Financing • Accessories • Christmas tips 	<ul style="list-style-type: none"> • Home appliances: Designer appliances • Audiovisual equipment (television, home cinema, CD players, sound systems) 	<ul style="list-style-type: none"> • Shell construction • Central heating • Plasterboard and dry construction 	<ul style="list-style-type: none"> • Snow blowers • Winter gardens (decorative plants, ornamental species) • Houseplants

11

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	430	280	3	CZK 196,000
	2/1 spread in page layout	416	246	–	
	1/1 spread	215	280	3	CZK 112,000
	1/1 spread in page layout	190	246	–	
	1/2 spread width	190	118	–	CZK 62,000
	1/2 spread height	93	246	–	
	1/3 spread width	190	77	–	CZK 44,000
LEADER	1/3 spread height	60	246	–	
	Headline label	107	280	3	CZK 126,000
	Z-gate	421	280	3	CZK 252,000
	2nd cover page	215	280	3	CZK 146,000
	1st magazine page	215	280	3	CZK 146,000
	Other pages before the editorial	215	280	3	CZK 133,000
	1/3 height by the editorial	60	246	3	CZK 79,000
PR	3rd cover page	215	280	3	CZK 133,000
	4th cover page	215	280	3	CZK 185,000
	2/1 PR	6,800 characters, 3-6 pictures, logo			CZK 196,000
	1/1 PR	3,400 characters, 2-3 pictures, logo			CZK 112,000
	1/2 PR width	2,200 characters, 1 picture, logo			CZK 98,000
OTHER	1/2 PR height				
	2/3 PR width	1,800 characters, 1 picture, logo			CZK 62,000
	2/3 PR height				
	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			CZK 44,000
	2/1 purchasing tips**				CZK 54,000
	1/1 purchasing tips**				CZK 34,000
	1/2 purchasing tips**				CZK 21,000
	Product placement	250 characters, 1 picture logo			CZK 21,000
	Branding columns				CZK 61,000
	Inserted advertisements***				minimum price CZK 72,000
	Atypical formats	dimensions and price depend on specifications			

* News and information is published in the editorial section only if it has not appeared before in HOME. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only
CANCELLATION FEES:
100% of the price if cancelled after the official deadline in the editorial calendar for orders.

Non-standard formats

Column branding
CZK 61,000
Materials: logo

Product placement
CZK 21,000
Materials: product photo, name and description max. 25 words; price and size; web contact

Editorial page branding
CZK 44,000
Materials: 450 characters including spaces; 1 product photo; price; web contact

Purchasing tips
CZK 34,000
1/1 page
Purchasing tips framed by the editorial staff according to the magazine's layout. Columns present products with their prices.

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 58.

Full or partial-page advertisements

1/1 spread
215 x 280 mm
CZK 112,000

2/3 PR width
CZK 98,000
2,200 characters
1 photo, logo

1/2 height
93 x 246 mm
CZK 62,000

1/2 width
190 x 118 mm
CZK 62,000

1/3 height
60 x 246 mm
CZK 44,000

2/3 PR height
CZK 98,000
2,200 characters
1 photo logo

1/1 PR
CZK 112,000
3,400 characters
2-3 photos
logo

1/3 width
190 x 77 mm
CZK 44,000



Why advertise in V Zahradě

- 01 Exclusive garden magazine that explains current gardening and landscaping techniques
- 02 Focuses thematically on spring, summer, autumn, and winter
- 03 High interest among readers in advertisements of the materials and tools used in landscaping and re-landscaping of gardens and also in building or rebuilding cottages and homes.
- 04 Print-runs regularly increase when V Zahradě appears in trade fairs, exhibitions and other thematic events

General information

Circulation: 45,000 copies
Frequency: four times per year
Number of pages: 68 – 100
Price: CZK 59 (€ 3.10)
4th year

45,000

read each issue of V Zahradě

ISSUE DEADLINES		ISSUE DATE
V ZAHRADĚ 1/2024 JARO (SPRING)		6. 2. 2024
ORDERS:	16. 1. 2024	
MATERIALS:		
Editorial assistance	5. 1. 2024	
Advertorials	16. 1. 2024	
Advertising	22. 1. 2024	
V ZAHRADĚ 2/2024 LÉTO (SUMMER)		24. 4. 2024
ORDERS:	4. 4. 2024	
MATERIALS:		
Editorial assistance	22. 3. 2024	
Advertorials	4. 4. 2024	
Advertising	11. 4. 2024	
V ZAHRADĚ 3/2024 PODZIM (AUTUMN)		1. 8. 2024
ORDERS:	12. 7. 2024	
MATERIALS:		
Editorial assistance	2. 7. 2024	
Advertorials	12. 7. 2024	
Advertising	17. 7. 2024	
V ZAHRADĚ 4/2024 ZIMA (WINTER)		5. 11. 2024
ORDERS:	15.10. 2024	
MATERIALS:		
Editorial assistance:	4.10. 2024	
Advertorials:	16.10. 2024	
Advertising:	21.10. 2024	

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	430	280	3	200 000 Kč
	2/1 spread in page layout	382	249	–	
	1/1 spread	215	280	3	120 000 Kč
	1/1 spread in page layout	195	260	–	
	1/2 spread width	195	122,5	–	74 000 Kč
	1/2 spread height	95,5	260	–	
	1/3 spread width	195	82,5	–	60 000 Kč
	1/3 spread height	61,5	260	–	
LEADER	1/4 spread	95,5	122,5	–	40 000 Kč
	2nd cover page	215	280	3	146 000 Kč
	1st magazine page	215	280	3	146 000 Kč
	Other pages before the editorial	215	280	3	133 000 Kč
	1/3 height by the editorial	61,5	260	–	98 000 Kč
	3rd cover page	215	280	3	133 000 Kč
	4th cover page	215	280	3	160 000 Kč
PR	2/1 PR	5,000 characters, 2-5 pictures, logo			200 000 Kč
	1/1 PR	4,000 characters, 2-4 pictures, logo			120 000 Kč
	1/2 PR width	3,000 characters, 1-2 pictures, logo			80 000 Kč
	1/2 PR height				
	2/3 PR width	2,000 characters, 1-2 pictures, logo			74 000 Kč
	2/3 PR height				
OTHE	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			54 000 Kč
	Product placement	250 characters, 1 picture			21 000 Kč
	Branding columns	127 x 50 mm, 250 characters, 1 photo logo			67 000 Kč
	Inspirations	127 x 50 mm, 250 characters, 1 photo			37 000 Kč
	Inserted advertisements**				minimální cena 72 000 Kč
	Atypical formats	dimensions and price depend on specifications			

Full or partial-page advertisements

1/1 spread
215 x 280 mm
CZK 120,000

1/1 PR
CZK 120,000
4,000 characters,
2-4 pictures,
logo

* News and information is published in the editorial section only if it has not appeared before in V Zahradě. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES: 100% of the price if cancelled after the official deadline in the editorial calendar for orders.

1/2 width
195 x 122.5 mm
CZK 74,000

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024.
General Terms and Conditions can be found on page 58.



Why advertise in Recepty prima nápadů

- 01 High circulation of 40,000 readers.
- 02 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues.
- 03 Print-runs regularly increase when the magazine appears in trade fairs, exhibitions and other thematic events.
- 04 Ads also appear on www.receptyprimanapadu.cz, a cutting-edge internet portal closely linked to the magazine.

General information

Circulation: 40,000
Frequency: eight issues per year
Number of pages: 68–100
Price: CZK 34 (€1.69)
23rd year

40,000

print circulation of Recepty prima nápadů

Distribution

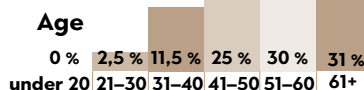
- Subscriptions in the Czech Republic and Slovakia
- Newsstands and print shops in the Czech Republic and Slovakia
- Department stores and hypermarkets – AHOLD, GLOBUS, TESCO, KAUFAND
- Distributor sales outlets – GECO, HDS RETAIL, RELAY, INMEDIO, VALMONT
- Selected gas stations – BENZINA, MOL, OMV
- Distributed to creditworthy target groups
- Direct sales and subscriptions at home, garden and construction exhibition stands
- Sold online at www.floowie.com, www.periodik.cz, www.send.cz, and www.magaziny.cz

Who reads Recepty prima nápadů

Recepty prima nápadů is a full-color monthly magazine aimed primarily at leisure time and hobby enthusiasts. Stressing home and garden, it provides information, advice, tips and ideas including the latest trends in construction, reconstruction and renovation, furnishing homes and interior decoration. The magazine provides gardening information about growing plants, gives you news you can use about ornamental and useful plants, and explains about how to garden. Besides wonderful ideas from gardening experts and readers, Recepty prima nápadů includes columns devoted to home accessories, DIY, country cottages, pets, cooking and health. The magazine was created as an outlet for the popular television show Receptář prima nápadů and both its editorials and promotion are closely tied with the TV show as it following up on the themes and presentations that appear on it. There are also verbal and visual references along with links to shows that have been broadcast and are archived.

Top topics of interest

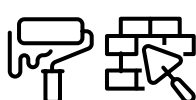
- Advice on gardens and garden structures
- Handy little gadgets
- Practical household advice
- Working with wood
- Reconstructing and maintaining a home
- Traditional cooking recipes
- Manuals for beginners



Looking to reconstruct

35%

of readers are planning to reconstruct or are reconstructing their homes.



50%

of readers are getting ready to construct a house or have just started building.

Read more by women

34%

of readers are men and their numbers have risen since the new layout.



66%

of readers are women emphasizing quality of life.



Property owners



69%

of readers own a house.



38%

of readers have their own garden



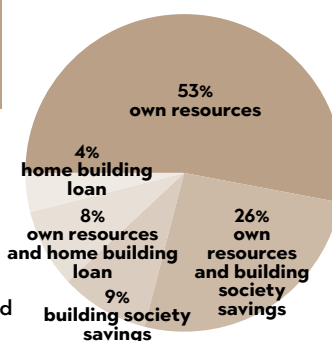
21%

of readers live in a residential unit

18%

of readers own a cottage or cabin

How construction and reconstruction is financed



- 53% own resources
- 26% combination of own resources and building society savings
- 9% building society savings
- 8% combination of own resources and home building loan
- 4% home building loan

ISSUE DEADLINES	ISSUE DATE	HOBBIES AND RELAXATION	BUILDING AND RE-CONSTRUCTION	GARDENING	
Recepty prima nápadů 7/2023 ORDERS: 1. 9. 2023 MATERIALS: Editorial assistance: 24. 8. 2023 Advertorials: 1. 9. 2023 Advertising: 6. 9. 2023	27. 9. 2023	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Pergolas and gazebos	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests: Slugs, pests on ornamental plants• Home pests	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Pools• Garden fireplaces and grills (protecting wood, canopies, screens)
Recepty prima nápadů 8/2023 ORDERS: 2.10. 2023 MATERIALS: Editorial assistance: 22. 9. 2023 Advertorials: 2.10. 2023 Advertising: 5.10. 2023	27. 10. 2023	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Gazebos• Garden houses	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Eliminating garden pests• Home pests	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Ant bait
Recepty prima nápadů 1/2024 ORDERS: 30. 1. 2024 MATERIALS: Editorial assistance 19. 1. 2024 Advertorials 31. 1. 2024 Advertising 5. 2. 2024	20. 2. 2024	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests• Home pests	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming
Recepty prima nápadů 2/2023 ORDERS: 5. 3. 2023 MATERIALS: Editorial assistance 23. 2. 2024 Advertorials 6. 3. 2024 Advertising 11. 3. 2024	26. 3. 2024	SPECIAL GARDEN RECONSTRUCTION ISSUE	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Patio construction	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests: Potato weed• Home pests	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Garden ponds• Automatic watering
Recepty prima nápadů 3/2024 ORDERS: 30. 3. 2024 MATERIALS: Editorial assistance 21. 3. 2024 Advertorials 30. 3. 2024 Advertising 4. 4. 2024	30. 4. 2024	HOME BUILDING ISSUE	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Wall finishes (bare walls, wallpaper, paint) / dry construction	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests• Home pests• Greenhouses• Growing plants in a greenhouse	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Seeds and seeding• Herbs

Recepty prima nápadů 4/2024 ORDERS: 13. 5. 2024 MATERIALS: Editorial assistance 2. 5. 2024 Advertorials 14. 5. 2024 Advertising 17. 5. 2024	4. 6. 2024	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardensGarden diseases and pests: Vegetables and fruit tree pests• Home pests• Gardening tools	<ul style="list-style-type: none">• Preparing pools for summer• Hard landscaping• Farming: Protecting pets from ticks and fleas• Growing a lawn, urban gardening• raised flower beds
Recepty prima nápadů 5/2024 ORDERS: 17. 6. 2024 MATERIALS: Editorial assistance 6. 6. 2024 Advertorials 18. 6. 2024 Advertising 21. 6. 2024	9. 7. 2024	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Building materials, tiles, paving• Building a pergola	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests: Potato mold• Home pests• Gardening tools	<ul style="list-style-type: none">• Greenhouses (selecting and building)• Hard landscaping• Farming• Grills
Recepty prima nápadů 6/2024 ORDERS: 23. 7. 2024 MATERIALS: Editorial assistance 12. 7. 2024 Advertorials 24. 7. 2024 Advertising 29. 7. 2024	14. 8. 2024	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Outdoor tiles and paving• Garden homes	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests: vegetable mold• Home pests: Getting rid of ants in a house or patio	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Pools
Recepty prima nápadů 7/2024 ORDERS: 4. 9. 2024 MATERIALS: Editorial assistance 26. 8. 2024 Advertorials 5. 9. 2024 Advertising 10. 9. 2024	25. 9. 2024	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Pergolas and gazebos	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests: Slugs, pests on ornamental plants• Home pests	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Pools• Garden fireplaces and grills (protecting wood, canopies, screens)• Composting
Recepty prima nápadů 8/2024 ORDERS: 11.10. 2024 MATERIALS: Editorial assistance 2.10. 2024 Advertorials 14.10. 2024 Advertising 17.10. 2024	5. 11. 2024	<ul style="list-style-type: none">• Gardening hints• Ideas/recipes	<ul style="list-style-type: none">• Shell construction• Reconstruction• Tools and machines• Materials and products• Gazebos• Garden cottages	<ul style="list-style-type: none">• Huts and cottages• Ornamental and kitchen gardens• Garden diseases and pests• Home pests	<ul style="list-style-type: none">• Gardening tools• Hard landscaping• Farming• Ant bait

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	CZK 200,000
	2/1 spread in page layout	400	267	–	
	1/1 spread	210	297	3	CZK 120,000
	1/1 spread in page layout	193	267	–	
	1/2 spread width	193	129	–	CZK 74,000
	1/2 spread height	95	267	–	
	1/3 spread width	193	84	–	CZK 60,000
	1/3 spread height	62	267	–	
LEADER	1/4 spread	92	129	–	CZK 40,000
	2nd cover page	210	297	3	CZK 146,000
	1st magazine page	210	297	3	CZK 146,000
	Other pages before the editorial	210	297	3	CZK 133,000
	1/3 height by the editorial	62	267	–	CZK 98,000
PR	3rd cover page	210	267	3	CZK 133,000
	4th cover page	210	267	3	CZK 160,000
	2/1 PR	5,000 characters, 2-5 pictures, logo			CZK 200,000
OTHER	1/1 PR	4,000 characters, 2-4 pictures, logo			CZK 120,000
	2/3 PR width	3,000 characters, 1-2 picture, logo			CZK 80,000
	2/3 PR height				
	1/2 PR width	2,000 characters, 1-2 picture, logo			CZK 74,000
	1/2 PR height				
	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			CZK 54,000
	Product placement	250 characters, 1 picture			CZK 21,000
	Branding columns	logo			CZK 67,000
	Inspirations	127 x 50 mm, 250 characters, 1 photo			CZK 37,000
	Inserted advertisements***				minimum price CZK 72,000
	Atypical formats	dimensions and price depend on specifications			

* News and information is published in the editorial section only if it has not appeared before in Recepty prima nápadů. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES: 100% of the price if cancelled after the official deadline in the editorial calendar for orders.

Non-standard formats

Column branding
CZK 67,000
Materials: log

Product placement
CZK 21,000
Materials: product photo, name and characteristics; price and size; web contact

Inspirations
CZK 37,000
1/10 page

Editorial section
CZK 54,000
Materials: 600 characters including spaces; 1 product photo; price; web contact

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 58.

Full or partial-page advertisements

1/1 spread
210 x 297 mm
CZK 120,000

2/3 PR width
CZK 80,000
3,000 characters
1 photo, logo

1/4 page
92 x 129 mm
CZK 40,000

1/1 PR
CZK 120,000
4,200 characters
2-4 photos
logo

1/2 width
193 x 129 mm
CZK 74,000

1/2 height
95 x 267 mm
CZK 74,000

1/3 width
193 x 84 mm
CZK 60,000

1/3 height
62 x 267 mm
CZK 60,000



Why advertise in Zahrada prima nápadů

- 01 Zahrada prima nápadů has Ideas for gardening and farming that includes everything a reader needs to know.
- 02 The only garden magazine with green thumb tips and hints.
- 03 Much interest by readers in advertised materials and tools for households, gardening and home renovation.
- 04 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues.
- 05 Print-runs regularly increase when the magazine appears in trade fairs, exhibitions and other thematic events.

General information

Circulation: 45,000
 Frequency: seven issues per year
 Number of pages: 64
 Price: CZK 43 (€1.99)
 8th year

45 000

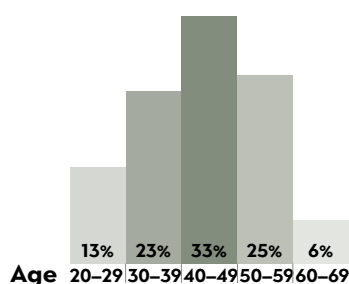
45,000 print circulation of Zahrada prima nápadů

Distribution

- Subscriptions in the Czech Republic and Slovakia
- Newsstands and print shops in the Czech Republic and Slovakia
- Department stores and hypermarkets – AHOLD, GLOBUS, TESCO, NORMA
- Distributor sales points – GECO, HDS RETAIL, RELAY, INMEDIO, VALMONT, and at airports
- Selected gas stations – BENZINA, OMV
- Distributed to creditworthy target groups
- Direct sales and subscriptions at home, garden and construction exhibition stands
- Sold online at www.floowie.com, www.periodik.cz, www.send.cz, and www.magaziny.cz

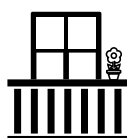
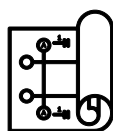
Who reads Zahrada prima nápadů

The typical reader is a woman aged 30-59, although men the same age also read it. They own a garden and are practical, skilled and hard-working people at home who enjoy spending their spare time in any season working in the garden and improving the exterior of their homes. While readers like to work in the garden, grow plants and raise animals, they use their own hands to put the finishing touches on something new to beautify the outside. They love planting flowers and growing their own fruits and vegetables. Zahrada prima nápadů inspires readers with ideas and encourages them to create both simple and more challenging garden decorations.



Planning improvements

82%
 of readers are looking to make some changes in their garden.



11%
 of readers are planning or already newly landscaping a patio garden.

Among women and men

53%



of readers are women concerned about the garden's appearance and see it as a place to relax and grow their own food.

47%



of readers are men interested in the magazine's more technical and complex topics and gardening ideas.

Garden owners

72%

of readers own their house and have a garden.



26%

of the readers own a residential unit.

17%

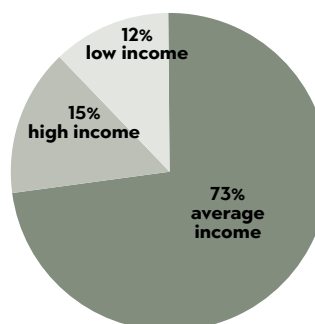
of readers own a garden in an allotment.



12%

of readers own a cottage or cabin with a garden around it.

What they earn



- 73% of readers are middle class and average income.
- 15% of readers are low income such as students, unemployed and retirees.
- 12% of readers are upper class and high income.

ISSUE DEADLINES	ISSUE DATE	HOBBY GARDEN	GARDENING	BUILDING AND RECONSTRUCTION
Zahrada prima nápadů 6/2023 ORDERS: 16. 8. 2023 MATERIALS: Editorial assistance: 7. 8. 2023 Advertorials: 16. 8. 2023 Advertising: 21. 8. 2023	7. 9. 2023	<ul style="list-style-type: none">• Cooking from the garden: What with mushrooms• Garden helpers: Basic garden tools – what every gardener should have in their hands	<ul style="list-style-type: none">• Landscaping: Garden kitchens• Seeding• Photo contest for the prettiest balcony and garden• Combating pests and molds: Cucumber, cabbage and lettuce mold	<ul style="list-style-type: none">• Minor construction: Garden paths• Balcony and patio tips: Pools
Zahrada prima nápadů 7/2023 ORDERS: 24.10. 2023 MATERIALS: Editorial assistance: 13.10. 2023 Advertorials: 24.10. 2023 Advertising: 27.10. 2023	15. 11. 2023	<ul style="list-style-type: none">• Cooking from the garden: Drying fruit• Garden helpers: Drills, grinders and hammers	<ul style="list-style-type: none">• Landscaping: Garden pools• Seeding• Photo contest for the prettiest balcony and garden• Combating pests and molds: Protecting roses and ornamental roses	<ul style="list-style-type: none">• Minor construction: Building a pool• Balcony and patio tips: Moss between pavingstones and how to handle it
Zahrada prima nápadů 01/2024 ORDERS: 27.12. 2023 MATERIALS: Editorial assistance 18.12. 2024 Advertorials 28.12. 2024 Advertising 2. 1. 2024	17. 1. 2024	<ul style="list-style-type: none">• Cooking from the garden: Vegetable and fruit juicing, smoothies• Garden helpers: Small workshops	<ul style="list-style-type: none">• Landscaping: Children's gardens• Seeding: Planting lawns - selecting clay, seeds, and fertilizers• Photo contest of the prettiest balcony and garden• Combating pests and molds: Planting seeds in soil and gardens, raised beds to prepare for spring, sprout inhibitors, pre-spring spraying	<ul style="list-style-type: none">• Minor construction: Playground and sandpits• Balcony and patio tips: Cleaning after winter - painting balcony pipes and fences
Zahrada prima nápadů 02/2024 ORDERS: 14. 2. 2024 MATERIALS: Editorial assistance 5. 2. 2024 Advertorials 15. 2. 2024 Advertising 20. 2. 2024	7. 3. 2024	<ul style="list-style-type: none">• Cooking from the garden: Frying elderberries flowers• Garden helpers: Turf cutters, cultivators	<ul style="list-style-type: none">• Landscaping: gardening on a slope• Seeding: Vegetables• Photo contest for the prettiest balcony and garden• Combating pests and molds: Potato and vegetable weeds and molds	<ul style="list-style-type: none">• Minor construction: Greenhouses• Balcony and patio tips: New floors, floors, tiles, planks
Zahrada prima nápadů 03/2024 ORDERS: 26. 3. 2024 MATERIALS: Editorial assistance 15. 3. 2024 Advertorials 27. 3. 2024 Advertising 1. 4. 2024	16. 4. 2024	<ul style="list-style-type: none">• Cooking from the garden: Smoked food• Garden helpers: Mowers	<ul style="list-style-type: none">• Landscaping: Garden ponds• Seeding: Flowers• Photo contest for the prettiest balcony and garden• Combating pests and molds: Boxwoods and ornamental plants	<ul style="list-style-type: none">• Minor construction: Pergolas• Balcony and patio tips: Balcony and patio furniture

24

Zahrada prima nápadů 4/2024 ORDERS: 6. 5. 2024 MATERIALS: Editorial assistance 25. 5. 2024 Advertorials 7. 5. 2024 Advertising 13. 5. 2024	28. 5. 2024	<ul style="list-style-type: none">• Cooking from the garden: Salsa, jams, marmalades• Garden helpers: garden tools	<ul style="list-style-type: none">• Landscaping: Gazebos and pergolas• Seeding: Growing thujas and other bushes• Photo contest for the prettiest balcony and garden• Combating pests and molds:	<ul style="list-style-type: none">• Minor construction: Fences• Balcony and patio tips: Shades
Zahrada prima nápadů 5/2024 ORDERS: 2. 7. 2024 MATERIALS: Editorial assistance 21. 6. 2024 Advertorials 3. 7. 2024 Advertising 8. 7. 2024	23. 7. 2024	<ul style="list-style-type: none">• Cooking from the garden: Canning vegetables and fruits• Garden helpers: Garden tools - hoses, hose rails, hedge trimmers	<ul style="list-style-type: none">• Landscaping: Small plots• Seeding• Photo contest for the prettiest balcony and garden• Combating pests and molds: Fruit gardens	<ul style="list-style-type: none">• Minor construction: Raised or ornamental flower beds• Balcony and patio tips: Grills and grill tips
Zahrada prima nápadů 6/2024 ORDERS: 22. 8. 2024 MATERIALS: Editorial assistance 13. 8. 2024 Advertorials 23. 8. 2024 Advertising 28. 8. 2024	12. 9. 2024	<ul style="list-style-type: none">• Cooking from the garden: What with mushrooms• Garden helpers: Basic garden tools – what every gardener should have in their hands	<ul style="list-style-type: none">• Landscaping: Garden kitchens• Seeding• Photo contest for the prettiest balcony and garden• Combating pests and molds: Cucumber, cabbage and lettuce mold	<ul style="list-style-type: none">• Minor construction: Garden paths• Balcony and patio tips: Pools
Zahrada prima nápadů 7/2024 ORDERS: 29.10. 2024 MATERIALS: Editorial assistance 18.10. 2024 Advertorials 30.10. 2024 Advertising 4.11. 2024	20. 11. 2024	<ul style="list-style-type: none">• Cooking from the garden: drying fruit• Garden helpers: Drills, grinders and hammers	<ul style="list-style-type: none">• Landscaping: Garden pools• Seeding• Photo contest for the prettiest balcony and garden• Combating pests and molds: Protecting roses and ornamental roses	<ul style="list-style-type: none">• Minor construction: Building a pool• Balcony and patio tips: Moss between pavingstones and how to handle it



Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	CZK 200,000
	2/1 spread in page layout	400	267	–	
	1/1 spread	210	297	3	
	1/1 spread in page layout	193	267	–	
	1/2 spread width	193	129	–	CZK 74,000
	1/2 spread height	95	267	–	
	1/3 spread width	193	84	–	CZK 60,000
	1/3 spread height	62	267	–	
1/4 spread	92	129	–	CZK 40,000	
LEADER	2nd cover page	210	297	3	CZK 146,000
	1st magazine page	210	297	3	CZK 146,000
	Other pages before the editorial	210	297	3	CZK 133,000
	1/3 height by the editorial	62	267	–	CZK 98,000
	3rd cover page	210	267	3	CZK 133,000
	4th cover page	210	267	3	CZK 160,000
PR	2/1 PR	5,000 characters, 2-5 pictures, logo			CZK 200,000
	1/1 PR	4,000 characters, 2-4 pictures, logo			CZK 120,000
	2/3 PR width	3,000 characters, 1-2 picture, logo			CZK 80,000
	2/3 PR height				
	1/2 PR width	2,000 characters, 1-2 picture, logo			CZK 74,000
1/2 PR height					
OTHER	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			CZK 54,000
	Product placement	250 characters, 1 picture			CZK 21,000
	Branding columns	logo			CZK 67,000
	Inspirations	127 x 50 mm, 250 characters, 1 photo			CZK 37,000
	Inserted advertisements***				minimum price CZK 72,000
	Atypical formats	dimensions and price depend on specifications			

* News and information is published in the editorial section only if it has not appeared before in Recepty prima nápadů. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES: 100% of the price if cancelled after the official deadline in the editorial calendar for orders.

Non-standard formats

Column branding
CZK 67,000
Materials: logo

Product placement
CZK 21,000
Materials: product photo, name and characteristics; price and size; web contact

Inspirations
CZK 37,000
1/10 page

Editorial section
CZK 54,000
Materials: 600 characters including spaces; 1 product photo; price; web contact

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 58.

Full or partial-page advertisements

1/1 spread
210 x 297 mm
CZK 120,000

2/3 PR width
CZK 80,000
3,000 characters
1-2 photo, logo

2/3 PR height
CZK 80,000
3,000 characters
1-2 photo, logo

1/1 PR
CZK 120,000
4,200 characters
2-4 photos, logo

1/2 width
193 x 129 mm
CZK 74,000

1/2 height
95 x 267 mm
CZK 74,000

1/3 width
193 x 84 mm
CZK 60,000

1/3 height
62 x 267 mm
CZK 60,000



Why advertise in ASB

- 01 Only audited architecture magazine in the Czech Republic.
- 02 Because ASB readers place large orders for technology and material, there is a return on your investment for every customer your advertising wins.
- 03 Links your advertised brand to a trusted magazine with a single issue read by seven people.
- 04 ASB's editorial board closely cooperates with the Czech Chamber of Architects.
- 05 91% of ASB readers are involved in decision-making for the purchase of construction materials and technologies.

General information

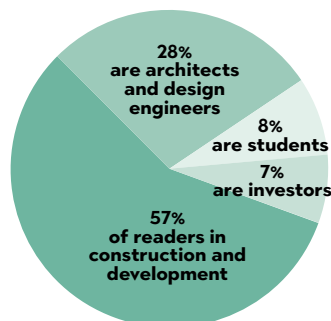
Circulation:	4,500*
Frequency:	six issues per year + one special issues
Number of pages:	64-112
Price:	CZK 139
	21st year
Target group:	architects, developers, investors and large implementation companies

Distribution

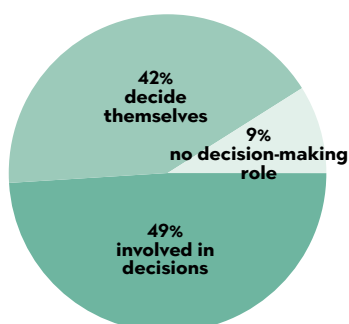
- Subscriptions
- Special client subscriptions at selected target groups
- Direct mailings to target groups
- Sale and subscriptions at home and building industry trade shows
- Sold online at www.send.cz and www.jagamedia.cz
- Sold electronically at floodie.com
- Presented at architecture, construction, home, and development conferences.

Who reads ASB

The typical reader of ASB is a man between 25 and 55 years of age who is a university graduate and works either in management with staff reporting to him or for an architecture or design engineering company. However, university educated women also read ASB. Both sexes are interested in reading about current developments in architecture and civil engineering, professional analysis, technical information, personalities and companies in the industry. On average, readers browse through 60% of each issue's content.

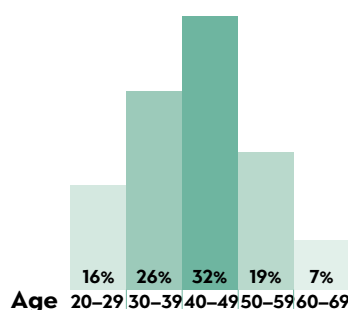


- 57% of readers manage construction and development companies.
- 28% of readers are architects and design engineers.
- 8% of readers are studying civil engineering at universities.
- 7% of readers are developers or investing in development.

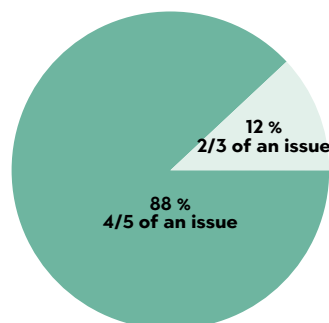


Purchasing decisions

- 49% of readers are involved in purchasing decisions.
- 42% of readers decide on purchases.
- 9% of readers are not involved in purchasing decisions.



ASB magazine is a partner of the Czech Chamber of Architects and winner of the Czech Architecture Award, the main media partner of BIM z.s., and a partner in organizing the Building of the Year competition. ASB is an audited architecture journal.



Intriguing content

- 88% of readers look at four-fifths of every issue.
- 12% of readers look at two-thirds of every issue.

ISSUE DEADLINES	ISSUE DATE	ARCHITECTURE	CIVIL ENGINEERING	BUSINESS	TRADE FAIRS, CONFERENCES AND CONTESTS
ASB 5/2023 #132 ORDERS: 10.10. 2023 MATERIALS: Editorial assistance 2.10. 2023 Advertorials 10.10. 2023 Advertising 13.10. 2023	31. 10. 2023	<ul style="list-style-type: none"> Residential and commercial designs Development Residential buildings Art and design 	<ul style="list-style-type: none"> Insulation Paving, tiling, sanitation Flooring 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments 	<ul style="list-style-type: none"> BIM DAY 2023 Design block Architects Grand Prix Building of the Year
ASB GREEN 6/2023 #133 ORDERS: 7.11. 2023 MATERIALS: Editorial assistance 27.10. 2023 Advertorials 7.11. 2023 Advertising 10.11. 2023	28. 11. 2023	<ul style="list-style-type: none"> Sustainability Environmental aspects of construction Adaptations Energy-efficient homes and active houses Design and ecology 	<ul style="list-style-type: none"> Blue-green infrastructure Rainwater management Energy-efficient buildings Environmentally-friendly materials for the third millennium 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments Development and sustainability 	<ul style="list-style-type: none"> Czech Architecture Prize Garden and landscaping days
ASB 1/2024 #134 ORDERS: 26. 2. 2024 MATERIALS: Editorial assistance 15. 2. 2024 Advertorials 27. 2. 2024 Advertising 1. 3. 2024	15. 3. 2024	<ul style="list-style-type: none"> Office buildings Commercial space Wooden buildings Art and design 	<ul style="list-style-type: none"> Facades Wood Lighting 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments 	<ul style="list-style-type: none"> FOR HABITAT, FOR INTERIOR, DESIGN SHAKER 2023 Wooden construction salon Interior of the Year Light in architecture
ASB 2/2024 #135 ORDERS: 29. 4. 2024 MATERIALS: Editorial assistance 18. 4. 2024 Advertorials 30. 4. 2024 Advertising 6. 5. 2024	21. 5. 2024	<ul style="list-style-type: none"> Residential buildings Reconstruction Art and design 	<ul style="list-style-type: none"> Roofing Isolation 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments 	<ul style="list-style-type: none"> Czech Grand Design Awards
ASB 3/2024 #136 ORDERS: 11. 6. 2024 MATERIALS: Editorial assistance 31. 5. 2024 Advertorials 12. 6. 2024 Advertising 17. 6. 2024	28. 6. 2024	<ul style="list-style-type: none"> Public sector buildings Open space Art and design 	<ul style="list-style-type: none"> Concrete Furniture-makers Blue-green infrastructure 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments 	<ul style="list-style-type: none"> Architecture Festival
ASB 4/2024 #137 ORDERS: 26. 8. 2024 MATERIALS: Editorial assistance 15. 8. 2024 Advertorials 27. 8. 2024 Advertising 1. 9. 2024	12. 9. 2024	<ul style="list-style-type: none"> Urban development and planning City-creating buildings Civil engineering works Art and design 	<ul style="list-style-type: none"> Shell construction materials Facades, glass Windows, doors 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments 	<ul style="list-style-type: none"> FOR ARCH, FOR CITY Nominations for the Czech Architecture Award Green Roof of the Year

ASB ALMANAC 2024 ORDERS: 28. 9. 2024 MATERIALS: Editorial assistance 17. 9. 2024 Advertorials 29. 9. 2024 Advertising 2. 10. 2024	15. 10. 2024	Almanac of construction companies in the Czech Republic		<ul style="list-style-type: none"> Largest overview of development projects Macroeconomic analysis and predictions Market development 	
ASB 5/2024 #138 ORDERS: 6. 10. 2024 MATERIALS: Editorial assistance 25. 9. 2024 Advertorials 7. 10. 2024 Advertising 10. 10. 2024	23. 10. 2024	<ul style="list-style-type: none"> Residential and commercial designs Development Residential buildings Art and design 	<ul style="list-style-type: none"> Insulation Paving, tiling, sanitation Flooring 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments 	<ul style="list-style-type: none"> BIM DAY 2024 Design block Architects Grand Prix Building of the Year
ASB GREEN 6/2024 #139 ORDERS: 4. 11. 2024 MATERIALS: Editorial assistance 24. 10. 2024 Advertorials 5. 11. 2024 Advertising 8. 11. 2024	21. 11. 2024	<ul style="list-style-type: none"> Sustainability Environmental aspects of construction Adaptations Energy-efficient homes and active houses Design and ecology 	<ul style="list-style-type: none"> Blue-green infrastructure Rainwater management Energy-efficient buildings Environmentally-friendly materials for the third millennium 	<ul style="list-style-type: none"> Business and real estate Market development Projects and investments Development and sustainability 	<ul style="list-style-type: none"> Czech Architecture Prize Garden and landscaping days



Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	CZK 196,000
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	CZK 112,000
	1/1 spread in page layout	197	266	–	
	1/2 spread width in page layout	197	127	–	CZK 62,000
	1/2 spread height	230	150	3	
	1/2 spread length in page layout	92,5	266	–	
	1/2 spread height	115	300	3	
	1/3 spread width	197	80	–	CZK 44,000
	1/3 spread height	57	266	–	
LEADER	Headline label	70	300	3	CZK 126,000
	Z-gate	454	300	3	CZK 252,000
	2nd cover page	230	300	3	CZK 146,000
	1st magazine page	230	300	3	CZK 146,000
	Other pages before the editorial	230	300	3	CZK 133,000
	1/3 height by the editorial	57	266	–	CZK 79,000
	3rd cover page	230	300	3	CZK 133,000
	4th cover page	230	300	3	CZK 185,000
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			CZK 196,000
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			CZK 112,000
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			CZK 86,000
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			CZK 62,000
	1/2 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	600 characters, 1 picture			CZK 43,000
	Branding columns	logo			CZK 60,000
	Inserted advertisements**				minimum price CZK 66,000
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 58.

Non-standard formats



* News and information is published in the editorial section only if it has not appeared before in ASB. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

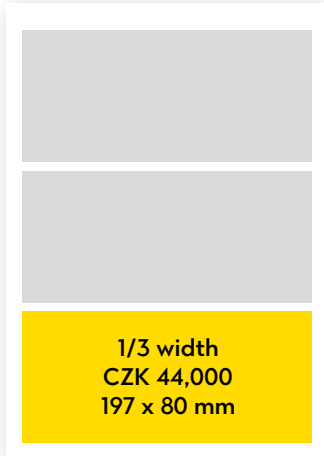
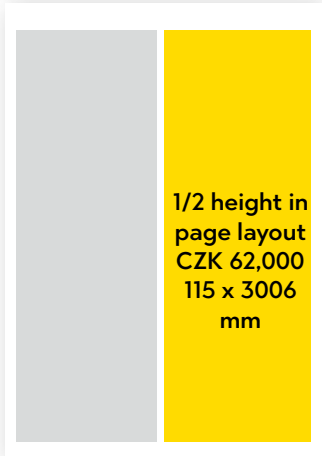
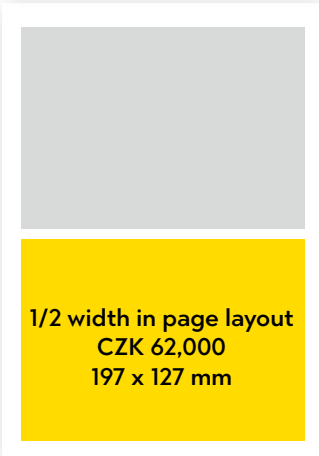
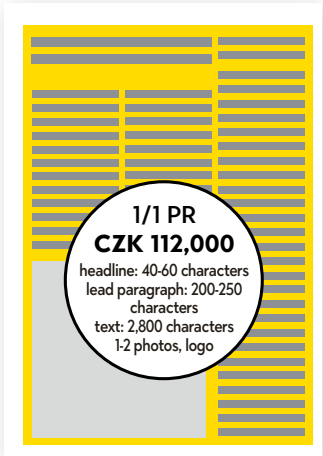
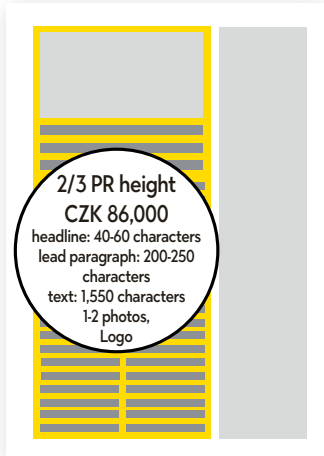
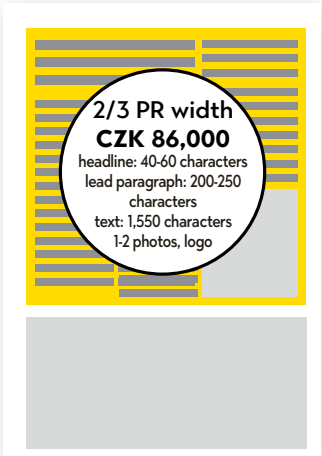
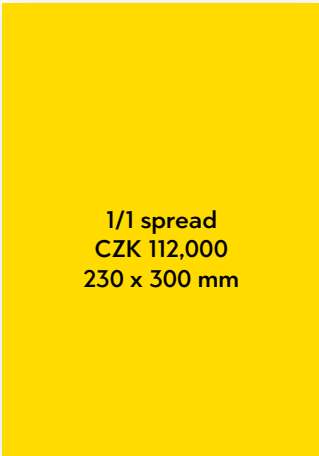
Prices are also determined by the number of inserted attachments and current postage and handling fees

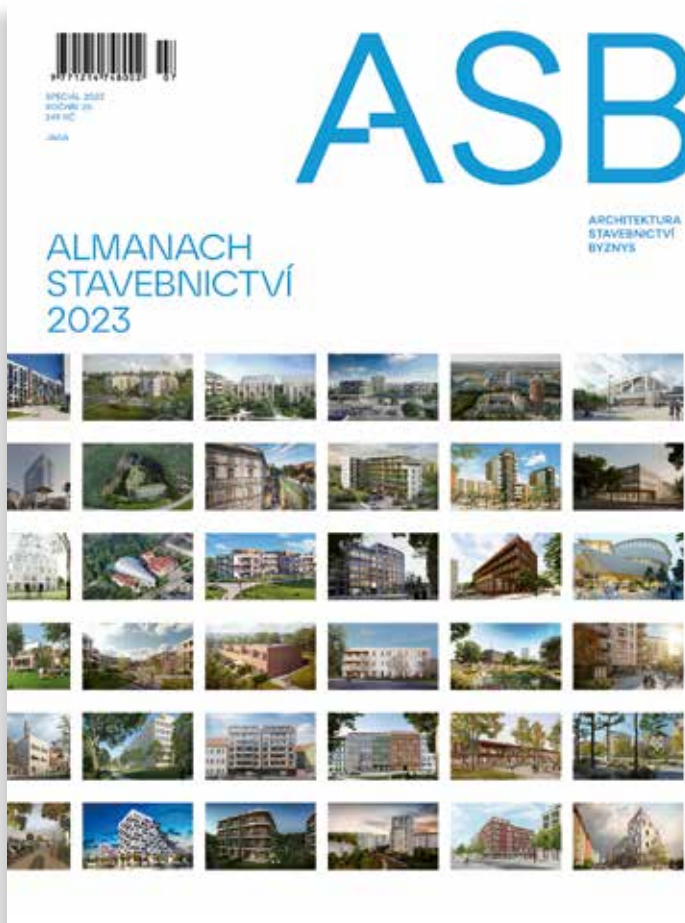
EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:
100% of the price if cancelled after the official deadline in the editorial calendar for orders.



Full or partial-page advertisements





Why advertise in ASB Special

- 01 91% of ASB readers are involved in decision-making for the purchase of construction materials and technologies.
- 02 Largest overview of development projects in the Czech Republic.
- 03 Return on your investment for every customer your advertising wins.

General information

Number of pages: 200 – 250
Circulation: 4,500
Price: CZK 149
Year: 5th

Target group: Engineering and design companies, developers, architects, investors, large construction companies, and people who use information from ASB ALMANAC in their professions.

Distribution

- Subscriptions
- Direct mailing to target groups
- Sale and subscriptions at home and building industry trade shows
- Sold online at www.send.cz and www.floowie.com

ISSUE DEADLINES	ISSUE DATE	THEMES
ASB ALMANAC 2024 ORDERS: 28. 9. 2024 MATERIALS: Editorial assistance 17. 9. 2024 Advertorials 29. 9. 2024 Advertising 2. 10. 2024	15. 10. 2024	<ul style="list-style-type: none"> • Macroeconomic analysis and forecasts • Market developments • Overview of development projects

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	CZK 196,000
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	
	1/1 spread in page layout	197	266	–	
	1/2 spread width in page layout	197	127	–	
	1/2 spread height	230	150	3	CZK 62,000
	1/2 spread length in page layout	92,5	266	–	
	1/2 spread height	115	300	3	
	1/3 spread width	197	80	–	CZK 44,000
1/3 spread height	57	266	–		
LEADER	Headline label	70	300	3	CZK 126,000
	Z-gate	454	300	3	CZK 252,000
	2nd cover page	230	300	3	CZK 146,000
	1st magazine page	230	300	3	CZK 146,000
	Other pages before the editorial	230	300	3	CZK 133,000
	1/3 height by the editorial	57	266	–	CZK 79,000
	3rd cover page	230	300	3	CZK 133,000
	4th cover page	230	300	3	CZK 185,000
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			CZK 196,000
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			CZK 112,000
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			CZK 86,000
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			CZK 62,000
	1/2 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	600 characters, 1 picture			CZK 43,000
	Branding columns	logo			CZK 60,000
	Inserted advertisements**				minimum price CZK 66,000
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 58.

What readers can find in ASB ALMANAC

- Macroeconomic data, development and analysis of the construction market and forecasts of future development
- Residential and commercial real estate market developments in the Czech Republic and Europe
- Designs for residential, office, retail and multipurpose buildings; logistics centers; manufacturing plants; sports facilities and civic amenities



* News and information is published in the editorial section only if it has not appeared before in ASB. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

100% of the price if cancelled after the official deadline in the editorial calendar for orders.



Why advertise in ASB Green

- 01 Exclusive issue sold in the Czech Republic focusing on green architecture, sustainability and the environmental aspects of construction.
- 02 The only audited journal on architecture in the Czech Republic.
- 03 Because ASB readers place large orders for technology and material, there is a return on your investment for every customer your advertising wins.
- 04 Links your advertised brand to a trusted magazine with a single issue read by seven people.
- 05 ASB's editorial board closely cooperates with the Czech Chamber of Architects.
- 06 91% of ASB readers are involved in decision-making for the purchase of construction materials and technologies.
- 07 Your investment in advertising pays off even when you win one customer through it.

General information

Circulation: 4,500*

Number of pages: 64 – 112

Price: CZK 139

4th year

Target group: architects, developers, investors, large construction companies

Distribution

- Subscriptions
- Special client subscriptions at selected target groups
- Direct mailings to target groups
- Sale and subscriptions at home and building industry trade shows
- Sold online at www.send.cz and www.jagamedia.cz
- Presented at architecture, construction, home, and development conferences.

36

ISSUE DEADLINES	ISSUE DATE	ARCHITECTURE	CIVIL ENGINEERING
ASB GREEN 6/2023 #133 ORDERS: 7.11. 2023 MATERIALS: Editorial assistance 27.10. 2023 Advertorials 7.11. 2023 Advertising 10.11. 2023	28. 11. 2023	• Sustainability • Environmental aspects of construction • Adaptations • Energy-efficient homes and active houses • Design and ecology	• Blue-green infrastructure • Rainwater management • Energy-efficient buildings • Environmentally-friendly materials for the third millennium
ASB GREEN 6/2024 #139 ORDERS: 4. 11. 2024 MATERIALS: Editorial assistance 24. 10. 2024 Advertorials 5. 11. 2024 Advertising 8. 11. 2024	21. 11. 2024	• Sustainability • Environmental aspects of construction • Adaptations • Energy-efficient homes and active houses • Design and ecology	• Blue-green infrastructure • Rainwater management • Energy-efficient buildings • Environmentally-friendly materials for the third millennium

* News and information is published in the editorial section only if it has not appeared before in ASB. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges. Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

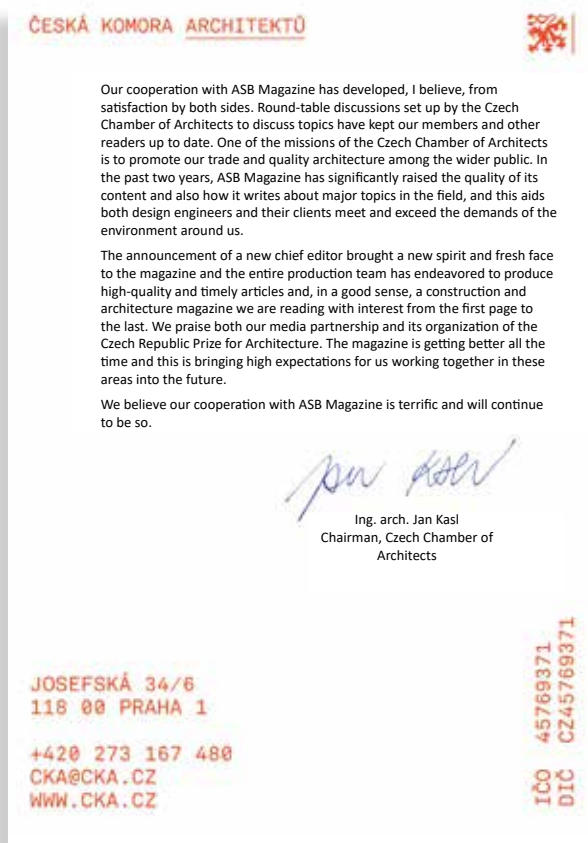
100% of the price if cancelled after the official deadline in the editorial calendar for orders.

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	CZK 196,000
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	CZK 112,000
	1/1 spread in page layout	197	266	–	
	1/2 spread width in page layout	197	127	–	
	1/2 spread height	230	150	3	CZK 62,000
	1/2 spread length in page layout	92,5	266	–	
	1/2 spread height	115	300	3	
	1/3 spread width	197	80	–	
	1/3 spread height	57	266	–	CZK 44,000
LEADER	Headline label	70	300	3	CZK 126,000
	Z-gate	454	300	3	CZK 252,000
	2nd cover page	230	300	3	CZK 146,000
	1st magazine page	230	300	3	CZK 146,000
	Other pages before the editorial	230	300	3	CZK 133,000
	1/3 height by the editorial	57	266	–	CZK 79,000
	3rd cover page	230	300	3	CZK 133,000
	4th cover page	230	300	3	CZK 185,000
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			CZK 196,000
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			CZK 112,000
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			CZK 86,000
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			CZK 62,000
	1/2 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	600 characters, 1 picture			CZK 43,000
	Branding columns	logo			CZK 60,000
	Inserted advertisements**				minimum price CZK 66,000
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 58.

37



Ing. arch. Jan Kasl

38



Petr Lustig
Owner, ccbl, s.r.o.

Since 2015, we have worked together with the Jaga publishing house, such as for a client of ours and Europe's largest manufacturer of electrical heating systems, the Fenix Group, where we run campaigns for both end customer and professionals in the Czech Republic and Slovakia. The great advantage for us is that the circulation of every magazine published by Jaga is audited, so we know how many customers our campaign is going to reach. What we appreciate very much about Jaga is the profession approach taken by marketing director Markéta Šimoníčková and also the editorial staff when they prepare our PR materials.



Kateřina Klimšová
Marketing Manager, Viega, s.r.o.

Jaga Media's portfolio contains a wide range of attractive magazines and portals relevant for us, where we would like to make our products more visible. Although this classical cooperation would be more than enough, Jaga Media gives us much more – a professional and simultaneously individual approach along with always a job splendidly well done. Besides all that, there is the exceptional feeling of them seeing Viega as a partner and always doing their best for us. As a result, Jaga gives Viega the added benefit of letting us get much closer to our customers.



David Kolář, Marketing Director, Hornbach, and Mgr. Robert Duben, Online marketing and public relations, Hornbach

Hornbach was looking for a partner to communicate its project manuals, to express the emotions of its marketing campaigns and most of all to introduce appealing and noteworthy products. This we have been able to accomplish with Jaga, a publishing house whose broad portfolio of titles opened the way for us to win a larger number of satisfied customers. The excellent work Jaga has done for us should be highlighted together with them adapting to our individual needs and their professionalism with a personal touch. We can say that our brand hammer certainly hit the nail on the head when Hornbach started working with Jaga.



Kristína Gabíková
Marketing/CSR Specialist Czech Republic, Cemex Czech Republic, s.r.o.

The main objective Jaga media, s.r.o. sought to achieve in its marketing campaign for Cemex was to provide both professionals and the general public with information about our portfolio of existing and just launched products. Jaga's wide range of titles enabled us to accomplish what we had set out to do and successfully reach a diverse group of readers. We can rate the JAGA team quite positively in how they worked together with us. They were flexible, quite supportive and another great benefit from the team was how they keep track of deadlines for us, so no media release deadline is ever missed. When we started working with Jaga, there were some concerns about filling all the space we had purchased and, most of all, whether there would be enough capacity to prepare all the texts that had been agreed between Cemex and them. Nonetheless, the editorial team was very helpful here and in the end everything went smoothly.

39



Aleš Slivka
Authorized Agent, PREFA
Aluminiumprodukte, s.r.o.

PREFA has been involved for several years with Jaga Media and their magazines are considered by us to be among the highest quality issued in the Czech Republic for readers who work in architecture and design engineering. The quality of the magazines

can be seen in the wide-reaching backgrounds of the people who subscribe, so we know that our information is reaching the right readers – those with a burning interest in architecture. The asb-portal is also used by us for presentations while important information from PREFA is communicated through the newsletter Jaga Media regularly sends out. Finally, the people from PREFA take advantage of the opportunity for round-table discussions with architects and heritage conservationists, which Jaga always organizes with a high degree of professionalism.



Ing. Jiří Vaněk
Marketing Manager, Fatra, a.s.

The magazine titles available to us for advertising can be considered quite high quality, both in terms of content and in the depth and breadth of the writing. They provide a high level of service to their clients and we have been quite satisfied working

with them. From the titles they have offered us, we have been able to build a quite solid brand in selected segments. Our collaboration with them has developed over the past several years and there has always been a lot of effort to find the right, optimal solution that leaves both of us satisfied so there is always the desire to continue working

together. Even though there are only a few members from the team with whom we actually come in to close contact, their willingness to do the best for us and to help us through a campaign has been very valuable and important to us. We certainly appreciate the synergy they give us.



Petr Přichystal
Marketing Manager, LOMAX & Co, s.r.o.

We are quite satisfied partnering with JAGA Media because the publishing house allows us to communicate with a selected target group. Our marketing campaigns in JAGA Media magazines have enabled us to present news, showcase our products and strengthen the presence of LOMAX products in both B2C and B2B. The team

works quite well together, reminders to deliver advertising materials to them come plenty of time in advance and, when we have questions, there is always a specialist on call ready to answer them. Never were we worried about a failure in cooperation.

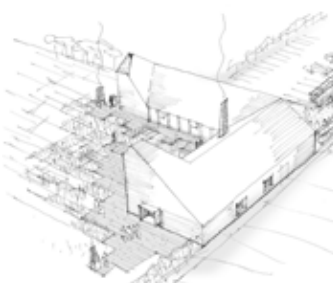


Kvalitní profil
 ★★★★★

Milan Klepsa
VEKA AG

We have been satisfied about the quality magazines published by Jaga,

which in our opinion brings us a lot of publicity. I believe that the campaigns helped increase the visibility of our range of SPECTRAL products and certainly brought awareness of them to the top of the line. There has always been good communication with Ms. Valtová and, at times when necessary, also with her colleagues from Jaga Media. VEKA has worked together with Jaga for several years now with never any concerns from my part about it.



Ing. Peter Markovič, CEO
Xella Slovensko, spol. s r. o. and Xella CZ, s.r.o

“JAGA Publishing is a key media partner, whose interests in home living, construction and architecture jive with Xella’s. Through their strong media portfolio and other endeavors, JAGA helps our communication

strategy succeed in both Slovakia and the Czech Republic. Our long-term collaboration is grounded on reliability, industry experience and a professional approach. I appreciate the quality of JAGA’s editorial work, their high interaction with professionals and ordinary people and the desire to keep moving forward.”



Petr Král,
CXU Director, CEE Region
VELUX

“Our cooperation with the JAGA publishing house can be summed up relatively subtly as this: JAGA listens, prepares, performs, evaluates and is constantly improving. I know from my own experience that there are few media partners concerned about their clients. I wish JAGA all the best.”



Why advertise in Realizace staveb

- 01 82 % of readers are involved in decision-making for the purchase of construction materials and technologies.
- 02 Links your advertised brand to a trusted magazine.
- 03 65% of respondents read the advertisements and advertorials in construction and civil engineering magazines. (Source: GFK Survey)
- 04 52% of respondents read the advertisements and advertorials published in Realizace staveb when they are selecting a supplier of materials or services. (Source: GFK Survey)
- 05 The second largest building material network in the Czech Republic subscribes to Realizace staveb and gives the magazine to its best customers.

General information

Circulation: 3,500*
 Frequency: five times per year
 Number of pages: 56 – 80
 Price: CZK 89
 19th year

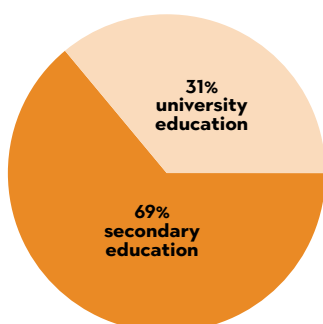
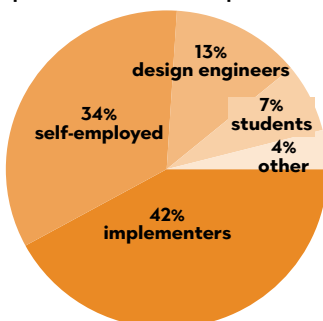
Distribution

- Subscriptions
- Direct mailings to target groups
- Sale and subscriptions at home and building industry trade shows
- Sold online at www.jagamedia.cz and www.send.cz
- Sold online at www.floowie.com
- Presented at construction conferences

42

Who reads Realizace staveb

The typical reader is a man with either a university or secondary school education with the vast majority of them either employed at either implementation service providers or engineering design companies, or are self-employed. They are in the working age range of 23-55 years and make use of the information they read in their professional careers or to expand their technical knowledge. Many of them are interested in unbiased information about specific products and from practical experience.



Implementation service providers and the self-employed

- 45% of readers are employed by implementation service providers.
- 31% of readers are self-employed in construction and use the information they read in the magazine for their professional careers.
- 15% of readers are employed by engineering design companies.
- 5% of readers studying civil engineering at universities.
- 4% are in other professions.

Education

- 69% of readers have a secondary school education and use the information they read in the magazine for their professional careers.
- 31% of readers have a university education and work in construction.

Read more by men

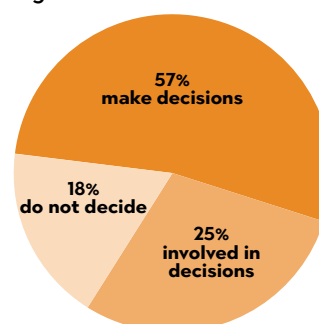
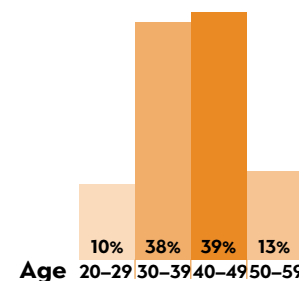
89%

of readers are men involved in construction and either in charge of decision making or executives.



11%

of readers are professional women in the construction industry.



Purchasing decisions

- 57% of readers decide about purchases.
- 25% of readers are involved in purchasing decisions.
- 18% of readers are not involved in purchasing decisions.

43

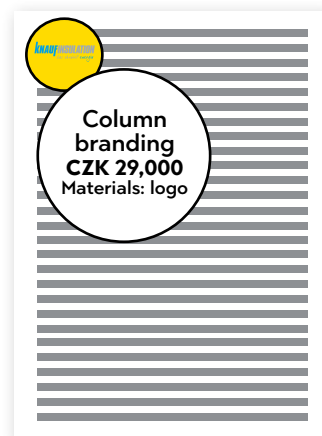
Source: Survey of 395 respondents answering questions in a reader opinion poll.

ISSUE DEADLINES	ISSUE DATE	TOPIC	BUILDING AND RECONSTRUCTION	TRADE FAIRS
Realizace staveb 4/2023 #86 ORDERS: 1. 9. 2023 MATERIALS: Editorial assistance: 23. 8. 2023 Advertorials: 1. 9. 2023 Advertising: 6. 9. 2023	22. 9. 2023	Insulation	<ul style="list-style-type: none"> Flat roofs Pitched roofs Metal and wood structures Roof insulation Construction engineering Utility vehicles, construction machinery 	• FOR ARCH PRAGUE September 2023
Realizace staveb 5/2023 #87 ORDERS: 17. 10. 2023 MATERIALS: Editorial assistance: 6.10. 2023 Advertorials: 17.10. 2023 Advertising: 20.10. 2023	7. 11. 2023	Vertical and horizontal construction	<ul style="list-style-type: none"> Types of insulation Technology and installation Foundation structures and insulation Construction chemistry Utility vehicles, construction machinery Scaffolding and shuttering 	
Realizace staveb 1/2024 #88 ORDERS: 18. 3. 2024 MATERIALS: Editorial assistance: 7. 3. 2024 Advertorials: 19. 3. 2024 Advertising: 22. 3. 2024	9. 4. 2024	Roofing	<ul style="list-style-type: none"> Concrete and concrete structures Walls, ceilings, floors Masonry materials and prefabricates Protection for vertical and horizontal construction Foundation engineering Sheeting, scaffolding and shuttering Utility vehicles, construction machinery 	
Realizace staveb 2/2024 #89 ORDERS: 17. 4. 2024 MATERIALS: Editorial assistance: 5. 4. 2024 Advertorials: 17. 4. 2024 Advertising: 22. 4. 2024	7. 5. 2024	Building envelopes and filling gaps and openings	<ul style="list-style-type: none"> Facade structures Facade cladding Windows, doors and fully-glazed walls Thermal insulation and soundproofing Construction chemistry Utility vehicles, construction machinery 	
Realizace staveb 3/2024 #90 ORDERS: 23. 5. 2024 MATERIALS: Editorial assistance: 14. 5. 2024 Advertorials: 24. 5. 2024 Advertising: 29. 5. 2024	13. 6. 2024	Major overview of building materials	<ul style="list-style-type: none"> Preparing surfaces - penetration Sealants and adhesives, chemical anchors Concrete additives Mortars and mortar admixtures Plasters Biocidal protection and surfactants Utility vehicles, construction machinery 	
Realizace staveb 4/2024 #91 ORDERS: 3. 9. 2024 MATERIALS: Editorial assistance: 23. 8. 2024 Advertorials: 4. 9. 2024 Advertising: 9. 9. 2024	24. 9. 2024	Insulation	<ul style="list-style-type: none"> Flat roofs Pitched roofs Metal and wood structures Roof insulation Construction engineering Utility vehicles, construction machinery 	• FOR ARCH PRAGUE September 2024
Realizace staveb 5/2024 #92 ORDERS: 3.10. 2024 MATERIALS: Editorial assistance: 24. 9. 2024 Advertorials: 4.10. 2024 Advertising: 9.10. 2024	24. 10. 2024	Vertical and horizontal construction	<ul style="list-style-type: none"> Types of insulation Technology and installation Foundation structures and insulation Construction chemistry Utility vehicles, construction machinery Scaffolding and sheeting 	

Formatting and advertising rates

	Formát	Rozměry v mm			Cena
		šířka	výška	spadávka	
ADVERTISING	2/1 spread	420	297	3	CZK 173,000
	2/1 spread in page layout	390	267	–	
	1/1 spread	210	297	3	CZK 100,000
	1/1 spread in page layout	175	267	–	
	1/2 spread width	175	132	–	CZK 52,000
	1/2 spread height	86	267	–	
	1/3 spread width	175	87	–	CZK 37,000
	1/3 spread height	56	267	–	
LEADER	1/4 spread*	86	132	–	CZK 29,000
	Headline label	70	297	3	CZK 118,000
	Z-gate	400	297	3	CZK 230,000
	2nd cover page	210	297	3	CZK 124,000
	1st magazine page	210	297	3	CZK 124,000
	Other pages before the editorial	210	297	3	CZK 118,000
	1/3 height by the editorial	56	267	–	CZK 69,000
	3rd cover page	210	297	3	CZK 118,000
PR	4th cover page	210	297	3	CZK 160,000
	2/1 PR	8,400 characters, 4-8 pictures, logo			CZK 173,000
	1/1 PR	4,200 characters, 2-4 pictures, logo			CZK 100,000
	2/3 PR width	3,500 characters, 1-2 pictures, logo			CZK 65,000
	2/3 PR height				
	1/2 PR width	2,100 characters, 1-2 pictures, logo			CZK 52,000
	1/2 PR height				
	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			CZK 36,000
OTHER	Product placement	250 characters, 1 photo			CZK 20,000
	Branding columns	logo			CZK 29,000
	Inserted advertisements***				minimum price CZK 66,000
	Atypical formats	dimensions and price depend on specifications			

Non-standard formats



* News and information is published in the editorial section only if it has not appeared before in Realizace staveb. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only
CANCELLATION FEES:
100% of the price if cancelled after the official deadline in the editorial calendar for orders.



Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024.
General Terms and Conditions can be found on page 58.



Why advertise in TZB HAUSTECHNIK

- 01 82 % of readers are involved in decision-making for the purchase of construction materials and technologies.
- 02 73% of the readers rate the advertisements and advertorials published in TZB as useful and are using them in their jobs. (Source: GFK Survey)
- 03 41% of readers have used information from advertisements and advertorials published in TZB one or more times. (Source: GFK Survey)
- 04 Links your advertised brand to a trusted magazine.

General information

Circulation: 3,500*
 Frequency: four times per year
 Number of pages: 56 – 80
 Price: CZK 69
 17th year

Distribution

- Subscriptions
- Direct mailings to target groups
- Sale and subscriptions at home and building industry trade shows
- Sold online at www.jagamedia.cz and www.send.cz
- Sold online at www.floowie.com
- Presented at construction conferences

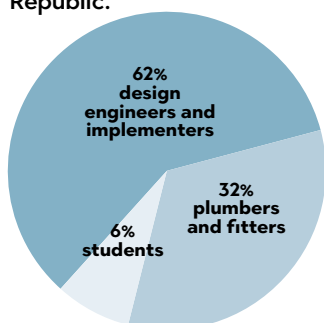
What is ABC?

ABC is the acronym for the Audit Bureau of Circulations (Kancelář ověřování nákladů tisku). It has audited print circulation of various periodicals in the Czech Republic ever since it was founded in March 1993, when the Czech Publishers Association established the organization and methodology for this service. On January 1st, 1997, ABC started publishing circulation figures and auditing them in full. It is a nonprofit tripartite association composed of publishers, advertising agencies and advertisers.

46

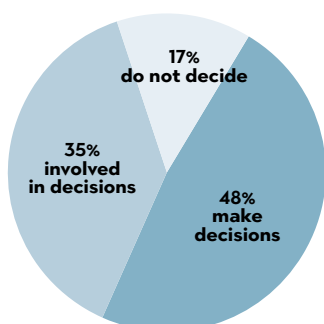
Who reads TZB HAUSTECHNIK

A typical reader is a man in the working age range of 25-55 years with a university or high school education. Women also read the magazine, although to a lesser extent. The majority of readers are employed in design engineering companies or implementation service providers and use the information they read in TZB HAUSTECHNIK in their professional careers. This is also reflected in the growing interest in non-commercial information on current products and trends in the Czech Republic.



Design engineering and implementation service providers

- 62% of readers design building layouts or provide implementation services
- 32% of readers are plumbers, fitters, sanitary engineers or involved in the technical side of constructing buildings.
- 6% of readers are students



Purchasing decisions

- 48% of readers decide about purchases themselves.
- 35% of readers are involved in purchasing decisions.
- 17% of readers are not involved in purchasing decisions.

Read more by men

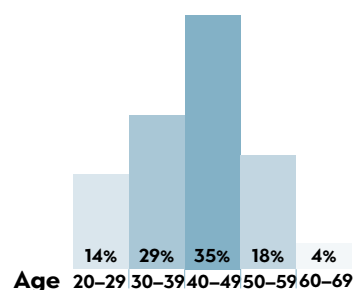
71%

of readers are men working in different fields from financing to engineering and technical layout of buildings.



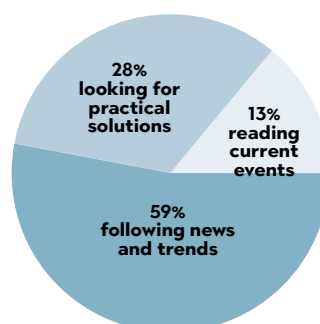
29%

of readers are women interested in a professional career in technical layout of buildings.



News and trends

- 59% of readers are mostly following news about up-to-date products and trends in the Czech Republic.
- 28% of readers are interested in practical information and professional solutions about technical layout of buildings.
- 13% of readers are searching for information about the current events in the field.



47

Source: Survey of 597 respondents answering questions in a reader opinion poll.

ISSUE DEADLINES	ISSUE DATE	TOPIC	BUILDING AND RECONSTRUCTION		TRADE FAIRS
TZB HAUSTECHNIK 3/2023 ORDERS: 5. 9. 2023 MATERIALS: Editorial assistance: 25. 8. 2023 Advertorials: 5. 9. 2023 Advertising: 8. 9. 2023	26. 9. 2023	Central heating	<ul style="list-style-type: none"> Facility management Energy Sanitary appliances and installations Ventilating fans, air-conditioning and cooling 	<ul style="list-style-type: none"> Meters, regulators and control technology Electrical wiring and lighting Sustainability in environmental engineering 	<ul style="list-style-type: none"> FOR ARCH PRAGUE September 2023
TZB HAUSTECHNIK 4/2023 ORDERS: 6.10. 2023 MATERIALS: Editorial assistance: 27. 9. 2023 Advertorials: 6.10. 2023 Advertising: 11.10. 2023	27. 10. 2023	Energy	<ul style="list-style-type: none"> Facility management Central heating Sanitary appliances and installations Indoor environments 	<ul style="list-style-type: none"> Meters, regulators and control technology Electrical wiring and lighting Sustainability in environmental engineering 	
TZB HAUSTECHNIK 1/2024 ORDERS: 2. 4. 2024 MATERIALS: Editorial assistance: 22. 3. 2024 Advertorials: 3. 4. 2024 Advertising: 8. 4. 2024	23. 4. 2024	Quality indoor building environments	<ul style="list-style-type: none"> Facility management Energy Sanitary appliances and installations Ventilating fans, air-conditioning and cooling Indoor environments 	<ul style="list-style-type: none"> Meters, regulators and control technology Electrical wiring and lighting Sustainability in environmental engineering 	
TZB HAUSTECHNIK 2/2024 ORDERS: 16. 5. 2024 MATERIALS: Editorial assistance: 7. 5. 2024 Advertorials: 17. 5. 2024 Advertising: 22. 5. 2024	6. 6. 2024	Quality indoor building environments	<ul style="list-style-type: none"> Facility management Central heating Sanitary appliances and installations Indoor environments 	<ul style="list-style-type: none"> Meters, regulators and control technology Electrical wiring and lighting Sustainability in environmental engineering 	
TZB HAUSTECHNIK 3/2024 ORDERS: 10. 9. 2024 MATERIALS: Editorial assistance: 30. 8. 2024 Advertorials: 11. 9. 2024 Advertising: 16. 9. 2024	1. 10. 2024	Central heating	<ul style="list-style-type: none"> Facility management Energy Sanitary appliances and installations Ventilating fans, air-conditioning and cooling 	<ul style="list-style-type: none"> Meters, regulators and control technology Electrical wiring and lighting Sustainability in environmental engineering 	<ul style="list-style-type: none"> FOR ARCH PRAGUE September 2024
TZB HAUSTECHNIK 4/2024 ORDERS: 10.10. 2024 MATERIALS: Editorial assistance: 1.10. 2024 Advertorials: 11.10. 2024 Advertising: 16.10. 2024	31. 10. 2024	Energy	<ul style="list-style-type: none"> Facility management Central heating Sanitary appliances and installations Indoor environments 	<ul style="list-style-type: none"> Meters, regulators and control technology Electrical wiring and lighting Sustainability in environmental engineering 	

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	CZK 157,000
	2/1 spread in page layout	390	263	–	
	1/1 spread	210	297	3	CZK 91,000
	1/1 spread in page layout	180	263	–	
	1/2 spread width	180	129	–	CZK 47,000
	1/2 spread height	88	263	–	
	1/3 spread width	180	84	–	CZK 34,000
	1/3 spread height	57	263	–	
	1/4 spread*	88	129	–	CZK 26,000
LEADER	Headline label	70	297	3	CZK 107,000
	Z-gate	400	297	3	CZK 209,000
	2nd cover page	210	297	3	CZK 113,000
	1st magazine page	210	297	3	CZK 113,000
	Other pages before the editorial	210	297	3	CZK 107,000
	3rd cover page	210	297	3	CZK 107,000
	4th cover page	210	297	3	CZK 145,000
PR	2/1 PR	8,400 characters, 4-8 pictures, logo			CZK 157,000
	1/1 PR	4,200 characters, 2-4 pictures, logo			CZK 91,000
	2/3 PR width	2,900 characters, 1-2 pictures, logo			CZK 62,000
	2/3 PR height				
	1/2 PR width	2,100 characters, 1-2 pictures, logo			CZK 47,000
	1/2 PR height				
	1/3 PR width	1,100 characters, 1 pictures, logo			CZK 34,000
1/3 PR height					
OTHER	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			CZK 31,000
	Product placement	250 characters, 1 photo			CZK 20,000
	Branding columns	logo			CZK 26,000
	Inserted advertisements***				minimum price CZK 66,000
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024.
General Terms and Conditions can be found on page 58.

Non-standard formats



* News and information is published in the editorial section only if it has not appeared before in TZB Haustechnik staveb. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.
** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.
*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only
CANCELLATION FEES:
100% of the price if cancelled after the official deadline in the editorial calendar for orders.





Why advertise in Inženýrské stavby

- 01 83% of readers decide or are involved in decision-making on purchases of designing material and construction technology.
- 02 38% of readers use the advertisements and advertorials in Inženýrské stavby when they are selecting a supplier (Source: GFK survey).
- 03 Inžinierske stavby is the only highly respected professional magazine for construction and civil engineering, upholding a 72-year-old tradition.
- 04 Links your advertised brand to a trusted magazine.

General information

Circulation:	3,500
Frequency:	six times per year
Number of pages:	56 – 112
Price:	CZK 69
	72nd year

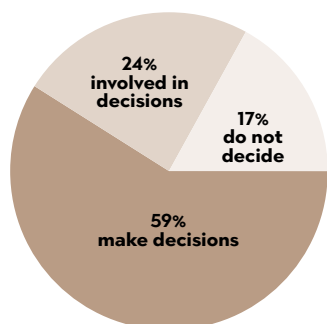
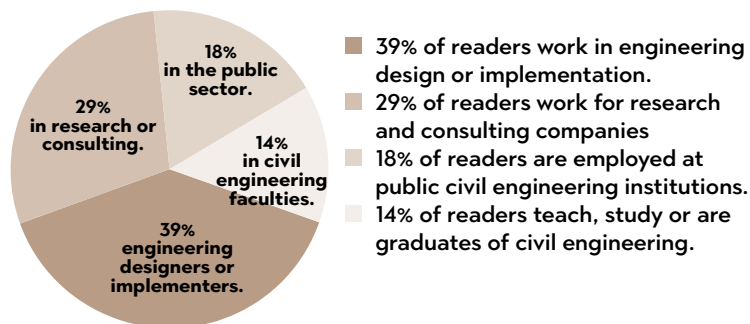
Distribution

- Subscriptions
- Direct mailings to target groups
- Distributed in specialized shops
- Sold at construction, transport and engineering industry trade shows
- Sold online at www.jagamedia.cz and www.send.cz
- Sold online at www.floowie.com
- Presented at construction and transportation conferences

50

Who reads Inžinierske stavby / Inženýrské stavby

A typical reader is a man with either a university or secondary school education, although university-educated women read it, too. The vast majority of readers are employed in engineering design or at implementation service providers. Readers of Inženýrské stavby are working age and use the information they read in their professional careers. Due to the long tradition the magazine has enjoyed, many readers see the magazine as a prerequisite for a rewarding professional career.



Purchasing decisions

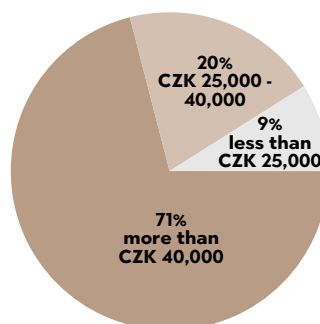
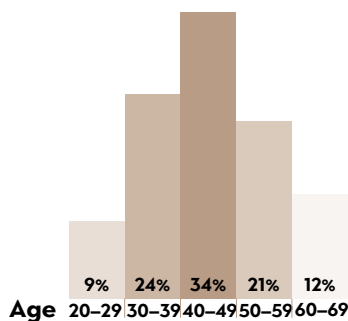
- 59% of readers decide about purchases.
- 24% of readers are involved in purchasing decisions.
- 17% readers are not involved in purchasing decisions.

Read more by men

79%
of readers are men with a university or secondary school education.



21%
of readers are women with a university or secondary school education.



What they earn

- 71% of readers have monthly income greater than CZK 40,000.
- 20% readers have monthly income between CZK 25,000 and CZK 40,000.
- 9% of readers have monthly income less than CZK 25,000.

ISSUE DEADLINES	ISSUE DATE	ANALYSIS	TOPICS	SPECIAL	OTHER
Inžinierske stavby/ Inženýrské stavby 5/2023 #429 ORDERS: 25. 9. 2023 MATERIALS: Editorial assistance: 14. 9. 2023 Advertorials: 25. 9. 2023 Advertising: 28. 9. 2023	14. 10. 2023	<ul style="list-style-type: none"> Highway and road traffic signs Road traffic signs designs, permanent and portable signs, new types of traffic signs and materials, traffic safety features 	<ul style="list-style-type: none"> Constructing tunnels in Slovakia and the Czech Republic Current state and outlook of tunnels, latest tunnel technology, equipment, monitoring, relevant standards 	<ul style="list-style-type: none"> Integrated rail transport Integrating rail passenger transport in urban transport systems 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 6/2023 #430 ORDERS: 24.10. 2023 MATERIALS: Editorial assistance: 16.10. 2023 Advertorials: 24.10. 2023 Advertising: 3.11. 2023	21. 11. 2023	<ul style="list-style-type: none"> Water management and environmentally friendly engineering Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks 	<ul style="list-style-type: none"> Road maintenance Maintaining, repairing and reconstructing roads, work on road surfaces and bridges, safety devices and traffic signs 	<ul style="list-style-type: none"> Bridge construction Materials, structural systems and technology applied in constructing of bridges, remarkable bridges constructed in Slovakia, the Czech Republic and elsewhere 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 1/2024 #431 ORDERS: 6. 3. 2023 MATERIALS: Editorial assistance: 26. 2. 2023 Advertorials: 7. 3. 2023 Advertising: 12. 3. 2023	25. 3. 2024	<ul style="list-style-type: none"> Traffic infrastructure operation safety Increasing traffic infrastructure safety, new science and research knowledge and trends, new legislation Monitoring Gabčíkovo Dam construction 	<ul style="list-style-type: none"> Rail transport Current state of railways in Slovakia and the Czech Republic, development and support, necessary investments, projects on the drawing board 	<ul style="list-style-type: none"> Technology equipment in traffic infrastructure Technology equipment in different types of traffic infrastructure, relevant European standards, temporary trends and development of technologies 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering Special construction
Inžinierske stavby/ Inženýrské stavby 2/2024 #432 ORDERS: 23. 4. 2024 MATERIALS: Editorial assistance: 12. 4. 2024 Advertorials: 24. 4. 2024 Advertising: 29. 4. 2024	10. 5. 2024	<ul style="list-style-type: none"> Flood control Keeping utility networks safe from surface water, current flood control in Slovakia and the Czech Republic, monitoring flood control goals and methods, practical issues 	<ul style="list-style-type: none"> Bridges Building bridges in Slovakia and the Czech Republic, current state and outlook, latest bridge construction and reconstruction technology, bridge diagnostics, relevant standards 	<ul style="list-style-type: none"> Civil engineering remediation and waterproofing Remediation of concrete and steel structures, waterproofing and construction chemistry 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering Special construction

52

Inžinierske stavby/ Inženýrské stavby 3/2024 #433 ORDERS: 17. 6. 2024 MATERIALS: Editorial assistance: 6. 6. 2024 Advertorials: 18. 6. 2024 Advertising: 21. 6. 2024	4. 7. 2024	<ul style="list-style-type: none"> Investing in transportation in Slovakia and the Czech Republic Proposed investment in transportation in Slovakia and the Czech Republic, goals, issues, solutions, specific projects, future outlook 	<ul style="list-style-type: none"> Roads construction and materials Maintaining, repairing and reconstruction roads, technological procedures, asphalt and cement concrete roads 	<ul style="list-style-type: none"> Concrete and concrete structures Using concrete in civil engineering, current trends, technology, testing, diagnostics, concrete protection and remediation 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 4/2024 #434 ORDERS: 20. 8. 2024 MATERIALS: Editorial assistance: 9. 8. 2024 Advertorials: 22. 8. 2024 Advertising: 26. 8. 2024	6. 9. 2024	<ul style="list-style-type: none"> Regional transport Regional transportation priorities, resolving critical traffic situations 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Foundation of buildings, reconstructing and restoring foundations, geotechnical monitoring 	<ul style="list-style-type: none"> Construction engineering, scaffolding and formwork systems in civil engineering Using construction technology and machinery in civil engineering 	<ul style="list-style-type: none"> Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Special construction
Inžinierske stavby/ Inženýrské stavby 5/2024 #435 ORDERS: 24. 9. 2024 MATERIALS: Editorial assistance: 13. 9. 2024 Advertorials: 25. 9. 2024 Advertising: 30. 9. 2024	11. 10. 2024	<ul style="list-style-type: none"> Highway and road traffic signs Road traffic signs designs, permanent and portable signs, new types of traffic signs and materials, traffic safety features 	<ul style="list-style-type: none"> Constructing tunnels in Slovakia and the Czech Republic Current state and outlook of tunnels, latest tunnel technology, equipment, monitoring, relevant standards 	<ul style="list-style-type: none"> Integrated rail transport Integrating rail passenger transport in urban transport systems 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 6/2024 #436 ORDERS: 5.11. 2024 MATERIALS: Editorial assistance: 16.10. 2024 Advertorials: 24.11. 2024 Advertising: 3.11. 2024	22. 11. 2024	<ul style="list-style-type: none"> Water management and environmentally friendly engineering Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks Monitoring Gabčíkovo Dam construction 	<ul style="list-style-type: none"> Road maintenance Maintaining, repairing and reconstructing roads, work on road surfaces and bridges, safety devices and traffic signs 	<ul style="list-style-type: none"> Bridge construction Materials, structural systems and technology applied in constructing of bridges, remarkable bridges constructed in Slovakia, the Czech Republic and elsewhere 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction

53

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	CZK 119,000
	2/1 spread in page layout	390	263	–	
	1/1 spread	210	297	3	CZK 68,000
	1/1 spread in page layout	180	263	–	
	1/2 spread width in page layout	180	129	–	CZK 38,000
	1/2 spread height	88	263	–	
	1/3 spread width	180	84	–	CZK 29,000
	1/3 spread height	57	263	–	
LEADER	1/4 spread*	88	129	–	CZK 22,00
	Headline label	70	297	3	CZK 81,000
	Z-gate	400	297	3	CZK 156,500
	2nd cover page	210	297	3	CZK 89,000
	1st magazine page	210	297	3	CZK 89,000
	2nd and 3rd magazine page	210	297	3	CZK 79,000
	3rd cover page	210	297	3	CZK 79,000
	4th cover page	210	297	3	CZK 110,000
PR	2/1 PR	8,400 characters, 2-8 pictures, logo			CZK 119,000
	1/1 PR	4,200 characters, 2-4 pictures, logo			CZK 68,000
	1/2 PR width	2,100 characters, 1-2 pictures, logo			CZK 48,000
	1/2 PR height				
	1/3 PR width	1,050 characters, 1 picture, logo			CZK 38,000
	1/3 PR height				
	2/3 PR width	1,700 characters, 1 picture, logo			CZK 29,000
	2/3 PR height				
OTHER	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			CZK 29,000
	Product placement	250 characters, 1 picture			CZK 17,000
	Branding columns	logo			CZK 29,000
	Inserted advertisements***				minimum price CZK 53,000
	Atypical formats	dimensions and price depend on specifications			

Non-standard formats

* There is no option in the formatting to select the position of the advertising. The location will be based on the magazine's layout.

** News and information is published in the editorial section only if it has not appeared before in Inženýrské stavby. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

Prices are also determined by the number of inserted attachments and current postage and handling fees.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.

100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Prices are exclusive of VAT.

Prices are valid from 1 September.2023 to 31 August 2024.

General Terms and Conditions can be found on page 58.

Full or partial-page advertisements

Roundtable discussion with architects and specialists

- Meetings with renowned architects and other specialists
- Current news in architecture and the construction industry
- Implementing designs and completing buildings together with the Czech Chamber of Architect

ASB Magazine organizes roundtable discussions that focus on the latest issues moving and shaping the world of architecture and the construction industry. Major architects, company representatives and specialists in the field talk to us about what is happening. What comes out of these discussions that readers would find attractive is then published both in the magazine and on the ASB portal.

What we offer:

- Roundtable discussions by partners on a selected topic
- Promotion of event partners
- Successful specialists talking about topics where they know the story
- Preparation of what is going to be discussed and production of the event
- Networking with important personalities in the field

Partners receive:

- Publication of the roundtable discussions in the B2B magazine ASB
- Publication of the roundtable discussions at asb-portal.cz and in the ASB newsletter



56



If you are interested in learning more about the roundtable discussions with architects and specialists, contact the JAGAMEDIA sales department (phone numbers can be found at page 59) or email them at obchod@jagamedia.cz.

57

General Terms and Conditions

1. An invoice will be issued by JAGA (the "Publisher") within three (3) days from the publication of the magazine in which an ordered advertisement appears.
2. Advertisers are obliged to pay invoices issued by Publisher within fourteen (14) days from the date of issuance. The Publisher's bank details will be stated on the invoice.
3. Were an advertiser to default on the remittance of any invoice, the Publisher will be entitled to charge it late interest of 0.05% for each day begun in default and a penalty of 10% p.a. on the outstanding amount, and the Publisher will simultaneously not accept an order from the advertiser placed for another advertisement in upcoming magazines until the invoice in question has been remitted.
4. Bank fees and any exchange rate differences associated with remittance of an invoice are borne by the advertiser.
5. While advertisers may email or fax their orders, they are still required to send the signed original at most five (5) days thereafter or else the order will not be accepted.
6. Complaints are accepted within fourteen (14) days from the dispatch of the magazine in which the advertisement has been published.
7. The Publisher reserves the right not to publish an advertisement that would be contrary to ethics or would harm its interests.
8. Advertisers acknowledge that will be charged an additional 10% for the positioning of an advertisement at a specifically desired location.
9. Advertisers acknowledge that one of the cancellation fees below will be charged for a withdrawn order:
 - a) 50% of the price for the advertisement were an order cancelled prior to the deadline given in the editorial calendar
 - b) 100% of the price for the advertisement were an order cancelled after the deadline given in the editorial calendar.
10. The Publisher reserves the right to charge the amount discounted beforehand should an invoice with such a discount not have been remitted by the date when payment is due.
11. Should an advertiser fail to deliver advertising materials by the deadline for inclusion in a magazine, the Publisher will use materials that had been previously published in an earlier issue.
12. Advertisers have the right to request advertising materials be extensively proofread twice in order to make corrective changes, for example in the text and graphics. Had an advertiser delivered to the Publisher advertising materials already prepared for publication, the Publisher will not be responsible for any modification in the language of the advertisement.
13. When an ordered advertisement is published in any of the magazine titles published by JAGA, the Publisher will cover the production costs for the advertisement and it will thereafter become the property of the Publisher. If an advertiser is interested in purchasing an advertisement the Publisher has produced, the price will be set at 10% of the base production cost for the advertisement.
14. Advertisers are responsible for the format and content of any advertisements they order and they are liable for any damage caused to the Publisher or third parties due to the information provided in the advertising or in connection with the advertisements. All advertisers further declare that unquestionable consent has been obtained for the publication of photographs and other textual and pictorial materials from third parties.
15. The Publisher is not responsible for the quality of the published advertisement should either a document other than the materials already provided or no digital print be delivered.

Advertising materials

- PDF 300 dpi resolution, CMYK color.
- PC files: TIF, EPS, JPG.
- Media: CD, DVD, email, flash drive, FTP server.

Contacts

MAILING AND BILLING ADDRESS

Jaga Media, s. r. o.
Pražská 1279/18
102 00 Prague 10
Reg. No: 270 76 695
Tax No: CZ 27 07 66 95

Phone: +420 727 818 284
Email jagamedia@jagamedia.cz

CHIEF EXECUTIVE AND PUBLISHING OFFICER

Mgr. Vladimír Brutovský
+420 777 284 680
vladimir.brutovsky@jagamedia.cz

CHIEF PUBLISHING OFFICER
Ing. Peter Halász
peter.halas@jagamedia.cz

BILLING
Lucie Karnetová, +420 775 556 166
lucie.karnetova@jagamedia.cz

MARKETING
marketing@jagamedia.cz
Mgr. Zuzana Koporcová
zuzana.koporcova@jagamedia.cz

DISTRIBUTION
distrib@jagamedia.cz
Hana Petržílková, +420 777 284 682
hana.petrzilkova@jagamedia.cz

SALES
obchod@jagamedia.cz

Markéta Šimoníčková, +420 775 284 686,
marketa.simonickova@jagamedia.cz

Dominik Ďurovec, +420 777 284 681,
dominik.durovec@jagamedia.cz

ADVERTISING MATERIALS
podklady@jagamedia.cz
Adéla Houdková, +420 727 818 284,
adela.houdkova@jagamedia.cz

ARE YOU GETTING YOUR NEW BROCHURES AND CATALOGS READY?

We've got the best printing rates on the market!



Our team's professional background and high level of expertise provides you with printing, complete graphic and editorial processing of catalogs, company magazines, information brochures and other publications. The printing of every order is supervised with JAGA's guarantee of top quality printed materials at an affordable price.

EMAIL OBCHOD@JAGAMEDIA.CZ OR PHONE +420 727 818 284