

# Editorial Calendar



## B2C magazines



17,000 (Circulation as audited by ABC Czech Rep.)	45,000 (Circulation)	40,000 (Circulation)	45,000 (Circulation)
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## B2B magazines



4,500 (Circulation as audited by ABC Czech Rep.)	4,500 (Circulation as audited by ABC Czech Rep.)	3,500 (Circulation as audited by ABC Czech Rep.)	3,500 (Circulation as audited by ABC Czech Rep.)	3,500 (Circulation)
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## ONLINE magazines



homebydleni.cz 192,000 monthly unique visitors (Source: Google Analytics)	receptyprimanapadu.cz 138,000 monthly unique visitors (Source: Google Analytics)	asb-portal.cz 50,000 monthly unique visitors (Source: Google Analytics)
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2

## 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

## History

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

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If you are interested in media presentation at JAGA, phone the sales office at +420 727 818 284, email them at [obchod@jagamedia.cz](mailto:obchod@jagamedia.cz), or talk directly to some of our sale representatives.



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\*According to data from the Audit Bureau of Circulations (ABC) Czech Republic  
\* Source: Google Analytics

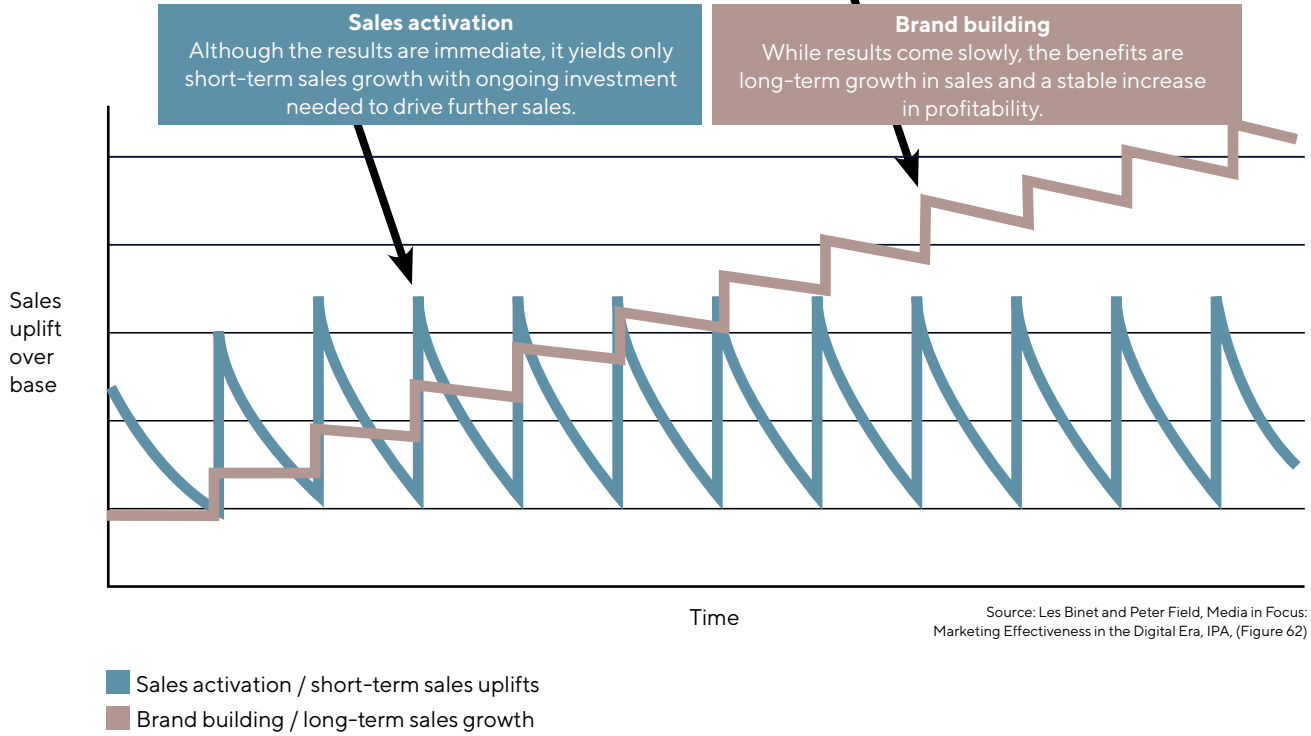
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# Why building awareness of your brand still makes sense

**Advertising and promotion in online and print magazines are the two best ways to build long-term brand awareness and ensure stable sales growth.**

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

## Comparing the effectiveness over different timescales: brand building and sales activation



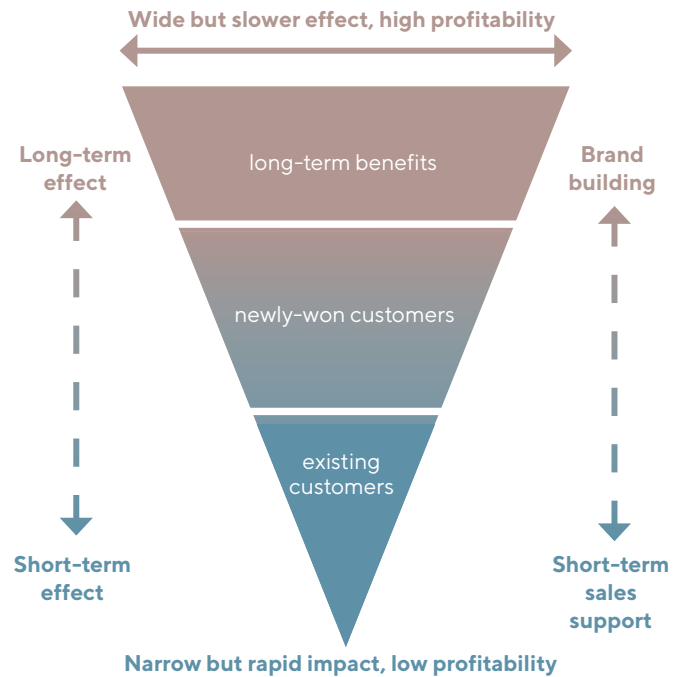
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## Differences between brand building and sales activation

Brand Building	Sales Activation
Creates mental brand equity	Exploits mental brand equity
Influences future sales	Generates sales now
Broad reach	Tightly targeted
Long-term impact	Short-term effect (only while the campaign lasts)
Emotional priming	Persuasive messages

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

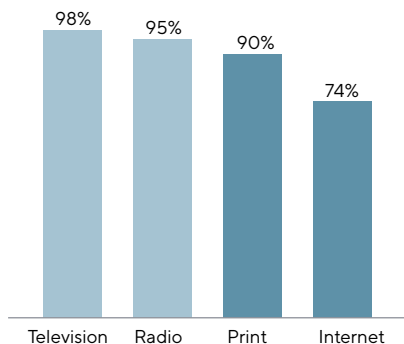


Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)

5

# Market overview of home living, architecture and civil engineering magazines

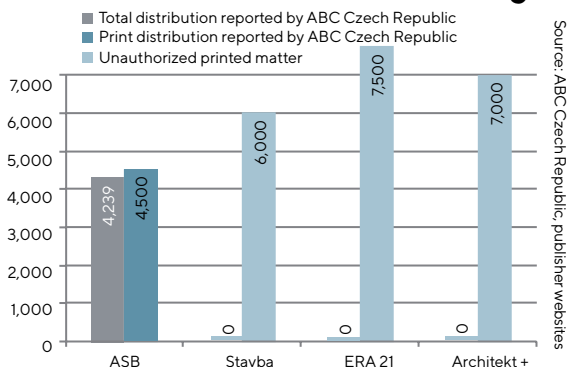
## How people find out



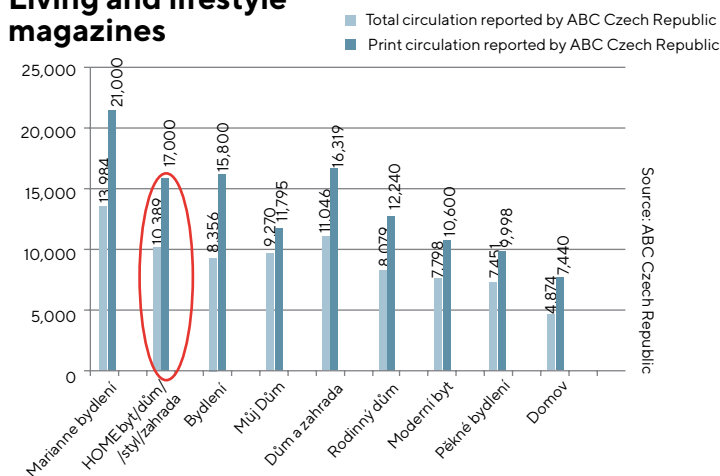
## Most trusted types of advertising

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%

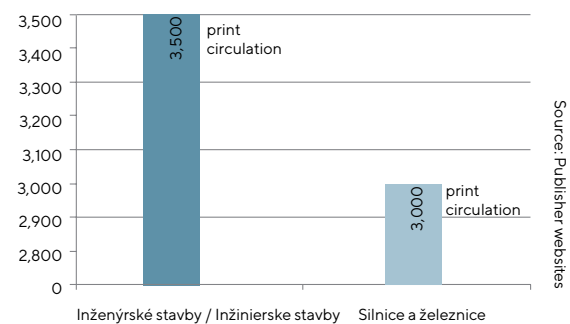
## Architecture and construction magazines



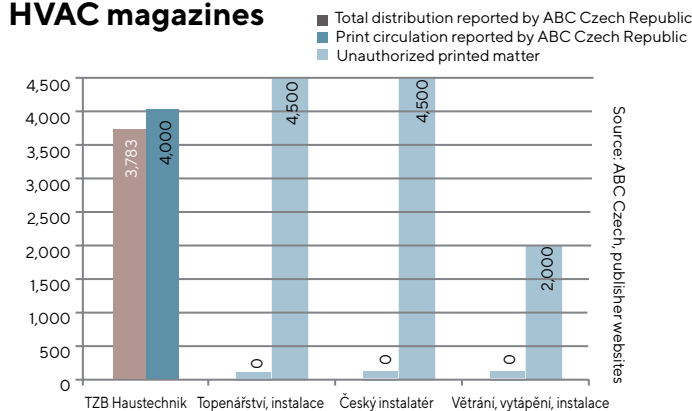
## Living and lifestyle magazines



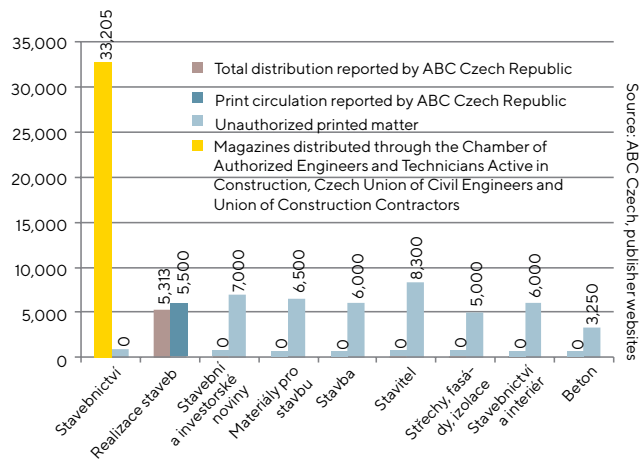
## Civil engineering magazines



## HVAC magazines

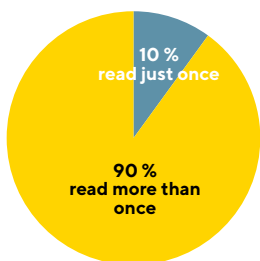


## Construction magazines

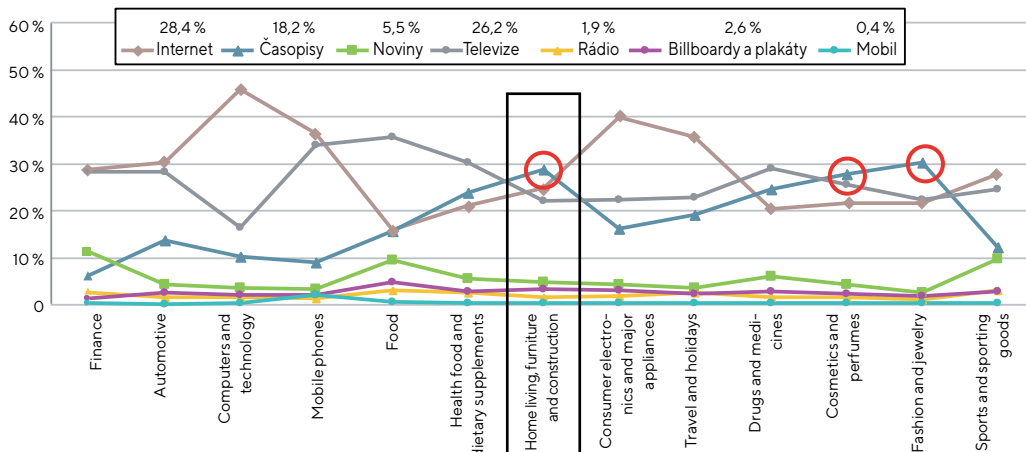


## How many times a single magazine is read

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



## Média, která nejvíce motivují ke koupi



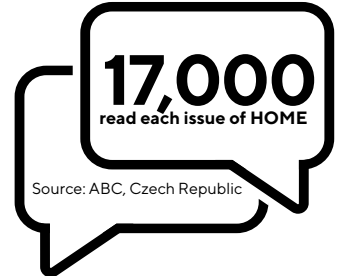


## Why advertise in Home

- 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 of home living magazines.
- 03 Every reader browses or reads HOME on average three to four times (Source: GFK survey).
- 04 Advertising in HOME is a strong incentive driving purchasing decisions (Source: GFK survey)

## General information

Circulation: 17,000\*  
 Frequency: nine issues a year  
 + three special issues  
 Number of pages: 96-144  
 Price: CZK 65 (€3.10)  
 23rd year  
 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 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 hypermarkets – TESCO, AHOLD, GLOBUS
- Distributor sales outlets – GECO, HDS RETAIL, VALMONT, RELAY, INMEDIUM and at airports
- Distributed to high-value and affluent target groups
- Direct sales and subscriptions at home and construction trade fair stands
- Sold online at flookie.com, periodik.cz, send.cz, and magaziny.cz

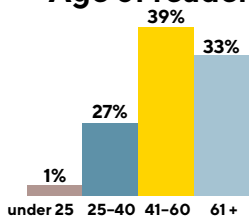
## Who reads HOME

Although typical readers of HOME byt/dům/styl/ zahrada are women, men of working age between 30 and 50 read it, too. Readers have completed secondary school or university, are family wage-earners, have children, own their own homes and tend to have a garden. They are looking to decorate, beautify, and enhance the inside 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 a home or remodel an apartment or house, or completely 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 inside HOME to be inspired to enhance their own pleasant home 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 HOME's entire readership have turned to an advertising construction company after reading about it in HOME byt/dům/styl/ zahrada

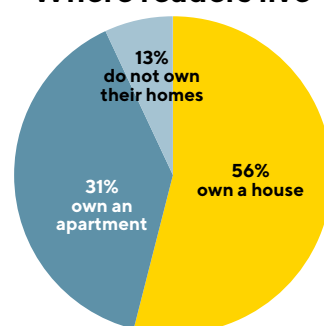
## Top topics of interest for HOME readers

- Makeovers inside
- Interior decorating
- Garden care and inspirations
- Visits to houses and apartments, projects
- Interior styles
- Practical home topics

### Age of readers



### Where readers live



**53%**  
 of readers are men and women who stress quality in their lives.

### Men and Women



**47%**  
 are men and potential customers for construction contractors who are seeking inspiration in construction and gardening stories.

## Remodeling, building and furnishing a home



**41.5%**

of readers are thinking of remodeling their homes or decorating interiors.

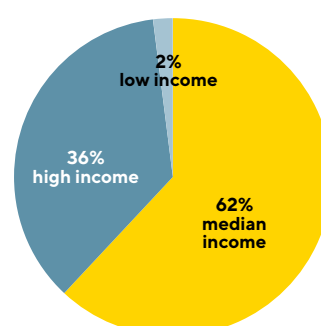


**48%**

of readers are looking in magazines for inspiration.

## How much readers earn

- 62% of readers are middle class and median income
- 36% of readers are upper class and high income
- 2% of readers have low incomes



ISSUE DEADLINES	ISSUE DATE	HOME	FURNISHINGS	CONSTRUCTION	GARDEN
<b>HOME byt/dům/styl/ zahrada 10/2024</b> ORDERS: 1.10.2024 MATERIALS: Editorial assistance: 20.9.2024 Advertorials: 2.10.2024 Advertising: 7.10.2024	<b>22. 10. 2024</b>	<ul style="list-style-type: none"> <li>• Bathroom</li> <li>• Lighting</li> <li>• Floors</li> <li>• Financing</li> <li>• Kitchen accessories</li> <li>• Living room and halls</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Heavy-duty washers, vacuum cleaners, central vacuum pipes, cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>• Roofing</li> <li>• Shell construction</li> <li>• Central heating</li> <li>• Floor coverings</li> </ul>	<ul style="list-style-type: none"> <li>• Gardening tools: saws, axes</li> <li>• Pools: Covering</li> <li>• Winterizing</li> </ul>
<b>HOME byt/dům/styl/ zahrada 11-12/2024</b> ORDERS: 6.11.2024 MATERIALS: Editorial assistance: 28.10.2024 Advertorials: 7.11.2024 Advertising: 12.11.2024	<b>28. 11. 2024</b>	<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Lighting</li> <li>• Financing</li> <li>• Accessories</li> <li>• Christmas tips</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Designer appliances Audiovisual equipment (television, home cinema, CD players, sound systems)</li> </ul>	<ul style="list-style-type: none"> <li>• Shell construction</li> <li>• Central heating</li> <li>• Plasterboard and dry construction</li> </ul>	<ul style="list-style-type: none"> <li>• Gardening tools: snow blowers</li> <li>• Winter gardens (decorative plants, ornamental species)</li> <li>• Houseplants</li> </ul>
<b>HOME byt/dům/styl/ zahrada 1-2-3/2025</b> ORDERS: 19.2.2025 MATERIALS: Editorial assistance: 10.2.2025 Advertorials: 20.2.2025 Advertising: 25.2.2025	<b>13. 3. 2025</b>	<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Storage areas</li> <li>• Financing</li> <li>• Lighting</li> <li>• Bathroom items</li> <li>• Living room and halls</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Home health (steam cooking, slow cookers, citrus and fruit squeezers, smoothie mixers, yogurt makers, home gym equipment)</li> </ul>	<ul style="list-style-type: none"> <li>• Shell construction for wood buildings</li> <li>• Central heating</li> <li>• Low-energy houses</li> </ul>	<ul style="list-style-type: none"> <li>• Gardening tools: clippers, saws</li> <li>• Houseplants</li> <li>• Constructing patios</li> </ul>
<b>HOME byt/dům/styl/ zahrada 4/2025</b> ORDERS: 24.3.2025 MATERIALS: Editorial assistance: 13.3.2025 Advertorials: 25.3.2025 Advertising: 1.4.2025	<b>15. 4. 2025</b>	<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Floors</li> <li>• Accessories</li> <li>• Bathroom</li> <li>• Living room</li> <li>• Corridors</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Health and beauty (curlers, hair dryers, razors, hair straighteners)</li> </ul>	<ul style="list-style-type: none"> <li>• Glazing</li> <li>• Shell construction</li> <li>• Central heating</li> <li>• Garages</li> <li>• Building materials, wall and floor tiles</li> </ul>	<ul style="list-style-type: none"> <li>• Composting</li> <li>• Pools: heated water – pumps, solar panels)</li> </ul>
<b>HOME byt/dům/styl/ zahrada 5/2025</b> ORDERS: 23.4.2025 MATERIALS: Editorial assistance: 14.4.2025 Advertorials: 24.4.2025 Advertising: 29.4.2025	<b>15. 5. 2025</b>	<ul style="list-style-type: none"> <li>• Bathroom</li> <li>• Storage areas</li> <li>• Accessories</li> <li>• Kitchen and living room</li> <li>• Corridors</li> <li>• Bedrooms</li> <li>• Great special – MILAN</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Young households (appliances and gadgets for young families and small apartments)</li> </ul>	<ul style="list-style-type: none"> <li>• Roofing</li> <li>• Shell construction: wooden buildings</li> <li>• Air conditioning</li> </ul>	<ul style="list-style-type: none"> <li>• Fences and retaining walls</li> <li>• Gas and coal grills</li> <li>• Clean pool water (filters, UV lamps, ionizers, salinity)</li> <li>• Home spa, bar, whirlpool</li> </ul>
<b>HOME byt/dům/styl/ zahrada Special Issue 01/2025</b> ORDERS: 5.5.2025 MATERIALS: redakční spolupráce 23.4.2025 Advertorials: 6.5.2025 Advertising: 12.5.2025	<b>28. 5. 2025</b>	<b>HOME CONSTRUCTION EVERYTHING TO KNOW</b>	<ul style="list-style-type: none"> <li>• Selecting land</li> <li>• Building foundations</li> <li>• Masonry materials</li> <li>• Plaster</li> <li>• Ceilings and floors</li> </ul>	<ul style="list-style-type: none"> <li>• Chimneys</li> <li>• Roofs</li> <li>• Garages</li> <li>• Fences and gates</li> </ul>	
<b>HOME byt/dům/styl/ zahrada 6-7/2025</b> ORDERS: 28.5.2025 MATERIALS: Editorial assistance: 16.5.2025 Advertorials: 29.5.2025 Advertising: 3.6.2025	<b>19. 6. 2025</b>	<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Safe homes</li> <li>• Accessories</li> <li>• Bathroom</li> <li>• Living room</li> <li>• Corridors</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Fridges and freezers</li> <li>• Home security systems</li> </ul>	<ul style="list-style-type: none"> <li>• Insulation</li> <li>• Solar shading</li> <li>• Surface coatings</li> <li>• Shell construction</li> <li>• Air conditioning</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor living: patios, balconies, garden landscaping</li> <li>• Pools</li> </ul>
<b>HOME byt/dům/styl/ zahrada 8-9/2025</b> ORDERS: 2.7.2025 MATERIALS: Editorial assistance: 23.6.2025 Advertorials: 3.7.2025 Advertising: 8.7.2025	<b>24. 7. 2025</b>	<ul style="list-style-type: none"> <li>• Bathroom (trends)</li> <li>• Accessories</li> <li>• Kitchen</li> <li>• Living room</li> <li>• Corridors</li> <li>• Bedrooms for school-aged children</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Juicers, canning equipment, fruit dryers</li> <li>• Home security systems</li> </ul>	<ul style="list-style-type: none"> <li>• Shell construction</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor living: garden fun (swings, nets, trampolines, hanging bags, sandpits, games)</li> <li>• Gardening tools: brush cutters, hedge trimmers</li> </ul>
<b>HOME byt/dům/styl/ zahrada Special Issue 02/2025</b> ORDERS: 8.9.2025 MATERIALS: Editorial assistance: 28.8.2025 Advertorials: 9.9.2025 Advertising: 12.9.2025	<b>30. 9. 2025</b>	<b>ECONOMICAL LIVING</b>	<ul style="list-style-type: none"> <li>• Living room and bedroom</li> <li>• Children's rooms</li> <li>• Kitchen and bathroom</li> <li>• Colors and surfaces</li> </ul>	<ul style="list-style-type: none"> <li>• Floors</li> <li>• Carpets</li> <li>• Storage areas and shelves</li> <li>• Beds, mattresses</li> </ul>	<ul style="list-style-type: none"> <li>• Dressers and cabinets</li> <li>• Lighting</li> <li>• Armchairs and sofas</li> <li>• Home textiles</li> </ul>
<b>HOME byt/dům/styl/ zahrada 10/2025</b> ORDERS: 27.8.2025 MATERIALS: Editorial assistance: 18.8.2025 Advertorials: 28.8.2025 Advertising: 2.9.2025	<b>18. 9. 2025</b>	<ul style="list-style-type: none"> <li>• Bathroom</li> <li>• Lighting</li> <li>• Floors</li> <li>• Financing</li> <li>• Kitchen accessories</li> <li>• Living room and halls</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Heavy-duty washers, vacuum cleaners, central vacuum pipes, cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>• Roofing</li> <li>• Shell construction</li> <li>• Central heating</li> <li>• Floor coverings</li> </ul>	<ul style="list-style-type: none"> <li>• Gardening tools: saws, axes</li> <li>• Pools: coverings</li> <li>• Winterizing</li> </ul>
<b>HOME byt/dům/styl/ zahrada 11/2025</b> ORDERS: 1.10.2025 MATERIALS: Editorial assistance: 22.9.2025 Advertorials: 2.10.2025 Advertising: 7.10.2025	<b>23. 10. 2025</b>	<ul style="list-style-type: none"> <li>• Kitchen</li> <li>• Lighting</li> <li>• Financing</li> <li>• Accessories</li> <li>• Christmas tips</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Designer appliances Audiovisual equipment (television, home cinema, CD players, sound systems)</li> </ul>	<ul style="list-style-type: none"> <li>• Shell construction</li> <li>• Central heating</li> <li>• Plasterboard and dry construction</li> </ul>	<ul style="list-style-type: none"> <li>• Snow blowers</li> <li>• Winter gardens (decorative plants, ornamental species)</li> <li>• Houseplants</li> </ul>
<b>HOME byt/dům/styl/ zahrada 12/2025-01/2026</b> ORDERS: 4.11.2025 MATERIALS: Editorial assistance: 23.10.2025 Advertorials: 5.11.2025 Advertising: 10.11.2025	<b>26. 11. 2025</b>	<ul style="list-style-type: none"> <li>• Bathroom</li> <li>• Lighting</li> <li>• Floors</li> <li>• Financing</li> <li>• Kitchen accessories</li> <li>• Living room and halls</li> <li>• Bedrooms</li> </ul>	<ul style="list-style-type: none"> <li>• Home appliances: Heavy-duty washers, vacuum cleaners, central vacuum pipes, cleaning products</li> </ul>	<ul style="list-style-type: none"> <li>• Roofing</li> <li>• Shell construction</li> <li>• Central heating</li> <li>• Floor coverings</li> </ul>	<ul style="list-style-type: none"> <li>• Gardening tools: saws, axes</li> <li>• Pools: coverings</li> <li>• Winterizing</li> </ul>

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING:	2/1 spread	430	280	3	CZK 196,000
	2/1 spread in type area	416	246	-	
	1/1 spread	215	280	3	CZK 112,000
	1/1 spread in type area	190	246	-	
	1/2 spread width	190	118	-	CZK 62,000
	1/2 spread height	93	246	-	
LEADER	1/3 spread width	190	77	-	CZK 44,000
	1/3 spread height	60	246	-	
	Cover flap	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
	3rd cover page	215	280	3	CZK 133,000
	4th cover page	215	280	3	CZK 185,000
PR	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
	1/2 PR height				
	2/3 PR width	1,800 characters, 1 picture, logo			CZK 62,000
	2/3 PR height				
OTHER	Editorial section*	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			CZK 21,000
	Branding columns	logo			CZK 61,000
	Inserted advertisements***				minimum price CZK 72,000
	Atypical formats	dimensions and price depend on specifications			

\* News and information are published in the editorial section only if either or both have not appeared before in HOME. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial board reserves the right in these columns not to publish general information about the producer and range of merchandise.

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

\*\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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

Non-standard formats

**Column branding**  
CZK 61,000  
Materials: logo

**Product placement**  
CZK 21,000  
Materials: produktová  
Materials: 250 characters; product photo, name and description; price and size; web contact

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

**1/1 spread Purchasing tips**  
CZK 34,000  
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 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

Full-page and display advertising

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

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

**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  
1 logo

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

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

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

**1/3 width**  
190 x 77 mm  
CZK 49,000



**Why advertise in V zahradě**

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

**General information**

Circulation: 45,000  
 Frequency: four time a year for each season  
 Number of pages: 68-100  
 Price: CZK 59 (€3.10)  
 5th year



ISSUE DEADLINES	ISSUE DATE
<b>V ZAHRADĚ 01/2025 SPRINT</b> ORDERS: 14. 1. 2025 MATERIALS: Editorial assistance: 2. 1. 2025 Advertorials: 15. 1. 2025 Advertising: 20. 1. 2025	<b>5. 2. 2025</b>
<b>V ZAHRADĚ 02/2025 SUMMER</b> ORDERS: 10. 4. 2025 MATERIALS: Editorial assistance: 2. 4. 2025 Advertorials: 11. 4. 2025 Advertising: 16. 4. 2025	<b>6. 5. 2025</b>
<b>V ZAHRADĚ 03/2025 AUTUMN</b> ORDERS: 14. 7. 2025 MATERIALS: Editorial assistance: 3. 7. 2025 Advertorials: 15. 7. 2025 Advertising: 18. 7. 2025	<b>5. 8. 2025</b>
<b>V ZAHRADĚ 04/2025 WINTER</b> ORDERS: 8. 10. 2025 MATERIALS: Editorial assistance: 29. 9. 2025 Advertorials: 9. 10. 2025 Advertising: 14. 10. 2025	<b>30. 10. 2025</b>

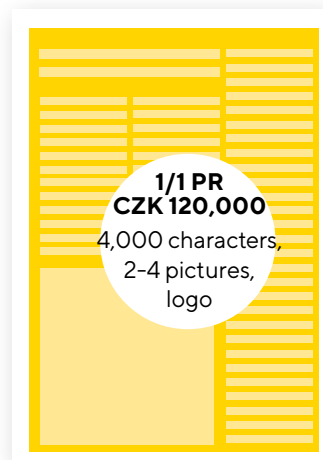
14

**Formats and ad rates**

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING:	2/1 spread	430	280	3	CZK 200,000
	2/1 spread in type area	382	249	-	
	1/1 spread	215	280	3	CZK 120,000
	1/1 spread in type area	195	260	-	
LEADER	1/2 spread width	195	122,5	-	CZK 74,000
	1/2 spread height	95,5	260	-	
	1/3 spread width	195	82,5	-	CZK 60,000
	1/3 spread height	61,5	260	-	
PR	1/4 spread	95,5	122,5	-	CZK 40,000
	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
OTHER	1/3 height by the editorial	61,5	260	-	CZK 98,000
	3rd cover page	215	280	3	CZK 133,000
	4th cover page	215	280	3	CZK 160,000
	2/1 PR	5,000 characters, 2-5 pictures, logo			CZK 200,000
PR	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	3,000 characters, 1-2 picture, logo			
	1/2 PR width	2,000 characters, 1-2 picture, logo			CZK 74,000
1/2 PR height	2,000 characters, 1-2 picture, logo				
OTHER	Editorial section*	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 picture			CZK 37,000
	Inserted advertisements***				minimum price CZK 72,000
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

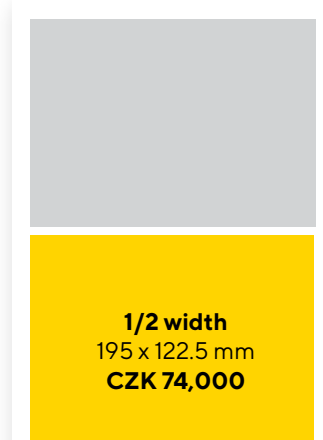
**Full-page and display advertising**



\* News and information are published in the editorial section only if either or both have 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 adjust the length of the text. The editorial board reserves the right in these columns not to publish general information about the producer and range of merchandise.

\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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



15





**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](http://www.receptyprimanapadu.cz), a cutting-edge internet portal closely linked to the magazine.

**General information**

Circulation: 40,000  
 Frequency: eight issues a year  
 Number of pages: 68-100  
 Price: CZK 34 (€1.69)  
 24th year



**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 service stations – BENZINA, MOL, OMV
- Distributed to high-value and affluent target groups
- Direct sales and subscriptions at home, garden and construction trade fair stands
- Sold online at [floopie.com](http://floopie.com), [periodik.cz](http://periodik.cz), [send.cz](http://send.cz), and [magaziny.cz](http://magaziny.cz)

16

**Who reads Recepty prima nápadů**

Recepty prima nápadů (Great Home Ideas) is a full-color monthly magazine primarily targeting leisure time and hobby enthusiasts. Stressing home, weekend cottages and gardens, it provides information, advice, tips and ideas including the latest trends in construction and reconstruction, remodeling and renovation, furnishing of homes and interior decoration. The magazine also provides gardening information about growing plants, 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, weekend cottages, pets, cooking and health. Created as an outlet for the popular Czech television show Receptář prima nápadů, both its editorials and promotion are closely tied with the TV show as it follows up on the themes and presentations that appear on it. There are also verbal and visual references together with links to shows that have been archived after their broadcast.

**Top topics of interest for Recepty prima nápadů readers**

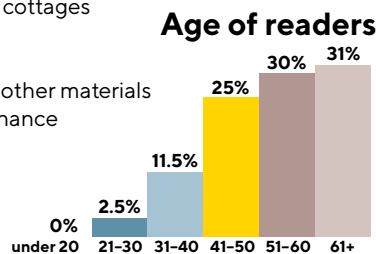
- Advice on gardens and garden cottages
- Handy tips and clever hacks
- Practical household advice
- Working with wood, metal and other materials
- Remodeling and home maintenance
- Traditional cooking recipes
- Guides for beginners

**Remodeling or reconstructing**

**35%** of readers are planning to redo or are redoing their homes



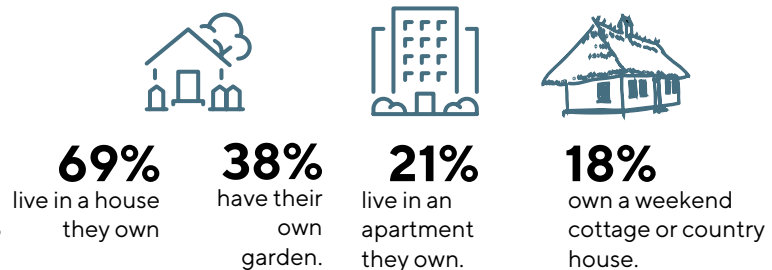
**50%** are getting ready or have just started to build a home.



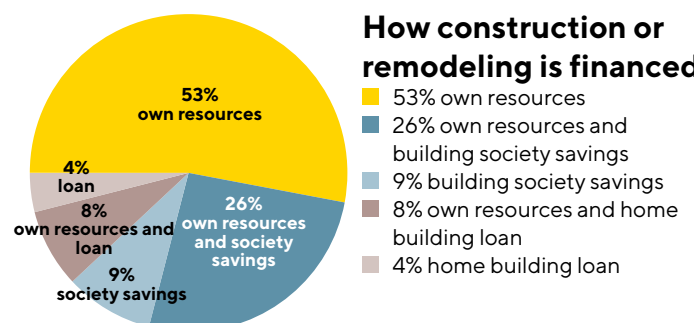
**Recepty prima nápadů mostly read by women**



**Property owners**



**How construction or remodeling is financed**



ISSUE DEADLINES	ISSUE DATE	HOBBIES AND RELAXATION	BUILDING AND REMODELING	GARDENING	
<b>Recepty prima nápadů 7/2024</b> 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"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Pergolas and gazebos</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests: slugs, pests on ornamental plants</li> <li>Home pests</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Pools</li> <li>Garden fireplaces and grills (protecting wood, canopies, screens)</li> </ul>
<b>Recepty prima nápadů 8/2024</b> 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"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Gazebos</li> <li>Garden cottages</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests</li> <li>Home pests</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Ant bait</li> </ul>
<b>Recepty prima nápadů 1/2025</b> ORDERS: 10. 2. 2025 MATERIALS: Editorial assistance: 30. 1. 2025 Advertorials: 11. 2. 2025 Advertising: 14. 2. 2025	4. 3. 2025	<ul style="list-style-type: none"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests</li> <li>Home pests</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> </ul>
<b>Recepty prima nápadů 2/2025</b> OBJEDNÁVKY 24. 3. 2025 MATERIALS: Editorial assistance: 13. 3. 2025 Advertorials: 25. 3. 2025 Advertising: 28. 3. 2025	15. 4. 2025	<b>SPECIAL GARDEN MAKEOVER ISSUE</b>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Patio construction</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests</li> <li>Home pests</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Garden ponds</li> <li>Automatic watering</li> </ul>
<b>Recepty prima nápadů 3/2025</b> OBJEDNÁVKY 24. 4. 2025 MATERIALS: Editorial assistance: 14. 4. 2025 Advertorials: 25. 4. 2025 Advertising: 30. 4. 2025	20. 5. 2025	<b>HOME BUILDING ISSUE</b>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Wall finishes (bare walls, wallpaper, paint) / dry construction</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests</li> <li>Home pests</li> <li>Greenhouses</li> <li>Growing plants in a greenhouse</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Seeds and seeding</li> <li>Herbs</li> </ul>
<b>Recepty prima nápadů 4/2025</b> ORDERS: 27. 5. 2025 MATERIALS: Editorial assistance: 16. 5. 2025 Advertorials: 28. 5. 2025 Advertising: 2. 6. 2025	18. 6. 2025	<ul style="list-style-type: none"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests: vegetable and fruit tree pests</li> <li>Home pests</li> <li>Gardening tools</li> </ul>	<ul style="list-style-type: none"> <li>Preparing a pool for summer</li> <li>Hard landscaping</li> <li>Animal care: protecting pets from ticks and fleas</li> <li>Growing a lawn, urban gardening - raised flower beds</li> </ul>
<b>Recepty prima nápadů 5/2025</b> ORDERS: 24. 6. 2025 MATERIALS: Editorial assistance: 13. 6. 2025 Advertorials: 25. 6. 2025 Advertising: 30. 6. 2025	16. 7. 2025	<ul style="list-style-type: none"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Building materials, tiles, paving</li> <li>Building a pergola</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests: potato mold</li> <li>Home pests</li> <li>Gardening tools</li> </ul>	<ul style="list-style-type: none"> <li>Greenhouses (selecting and building)</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Grills</li> </ul>
<b>Recepty prima nápadů 6/2025</b> ORDERS: 12. 8. 2025 MATERIALS: Editorial assistance: 30. 7. 2025 Advertorials: 12. 8. 2025 Advertising: 18. 8. 2025	4. 9. 2025	<ul style="list-style-type: none"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Outdoor tiles and paving</li> <li>Garden cottages</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests: vegetable mold</li> <li>Home pests: Getting rid of ants in a house or patio</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Pools</li> </ul>
<b>Recepty prima nápadů 7/2025</b> ORDERS: 22. 9. 2025 MATERIALS: Editorial assistance: 11. 9. 2025 Advertorials: 23. 9. 2025 Advertising: 26. 9. 2025	14. 10. 2025	<ul style="list-style-type: none"> <li>Pracovní postupy</li> <li>Recepty</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Pergolas and gazebos</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests: slugs, pests on ornamental plants</li> <li>Home pests</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Pools</li> <li>Garden fireplaces and grills (protecting wood, canopies, screens)</li> <li>Composting</li> </ul>
<b>Recepty prima nápadů 8/2025</b> ORDERS: 21. 10. 2025 MATERIALS: Editorial assistance: 10. 10. 2025 Advertorials: 22. 10. 2025 Advertising: 27. 10. 2025	13. 11. 2025	<ul style="list-style-type: none"> <li>Gardening hints</li> <li>Ideas/solutions</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction</li> <li>Remodeling</li> <li>Tools and machines</li> <li>Materials and products</li> <li>Gazebos</li> <li>Garden cottages</li> </ul>	<ul style="list-style-type: none"> <li>Weekend cottages and country homes</li> <li>Ornamental and kitchen gardens</li> <li>Garden diseases and pests</li> <li>Home pests</li> </ul>	<ul style="list-style-type: none"> <li>Gardening tools</li> <li>Hard landscaping</li> <li>Animal care</li> <li>Ant bait</li> </ul>

Formats and ad rates

	Format	Dimensions in mm			Price	
		Width	Height	Bleed		
ADVERTISING	2/1 spread	420	297	3	CZK 200,000	
	2/1 spread in type area	400	267	-		
	1/1 spread	210	297	3		
	1/1 spread in type area	193	267	-		
	1/2 spread width	193	129	-		
	1/2 spread height	95	267	-		
LEADER	1/3 spread width	193	84	-	CZK 60,000	
	1/3 spread height	62	267	-		
	1/4 spread	92	129	-		
	2nd cover page	210	297	3		
	1st magazine page	210	297	3		
	Other pages before the editorial	210	297	3		
PR	1/3 height by the editorial	62	267	-	CZK 98,000	
	3rd cover page	210	267	3		
	4th cover page	210	267	3		
	2/1 PR	5,000 characters, 2-5 pictures, logo				CZK 200,000
	1/1 PR	4,000 characters, 2-4 pictures, logo				
	2/3 PR width	3,000 characters, 1-2 picture, logo				
2/3 PR height	3,000 characters, 1-2 picture, logo					
1/2 PR width	2,000 characters, 1-2 picture, logo					
1/2 PR height	2,000 characters, 1-2 picture, logo					
OTHER	Editorial section*	450 characters, 1 picture			CZK 54,000	
	Product placement	250 characters, 1 picture				
	Branding columns	logo				
	Inspirations	127 x 50 mm, 250 characters, 1 photo				
	Inserted advertisements**	minimum price CZK 72,000				
	Atypical formats	dimensions and price depend on specifications				

Nestandardní formáty

**Column branding**  
CZK 67,000  
Materials: logo

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

**Inspirations**  
CZK 37,000  
1/10 spread

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

\* News and information are published in the editorial section only if either or both have 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 adjust the length of the text. The editorial board reserves the right in these columns not to publish general information about the producer and range of merchandise.  
 \*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

Full-page and display advertising

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

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

**1/4 spread**  
92 x 129 mm  
CZK 40,000

**1/1 PR**  
CZK 120,000  
4,200 characters  
2-4 pictures  
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**  
60 x 267 mm  
CZK 60,000

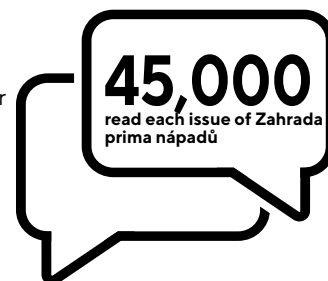


**Why advertise in Zahrada prima nápadů**

- 01 Zahrada prima nápadů numerous gardening and animal care ideas, providing everything readers need to know about managing a garden or even a farm.
- 02 The only garden magazine with green thumb tips and hints.
- 03 Ads for household, gardening and home renovation materials and tools receive much interest.
- 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 a year  
 Number of pages: 64  
 Price: CZK 43 (€1.99)  
 9th year



**Distribution**

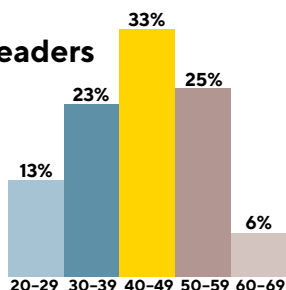
- Subscriptions in the Czech Republic and Slovakia
- Newsstands and print shops in the Czech Republic and Slovakia.
- Department stores and supermarkets – AHOLD, GLOBUS, TESCO, NORMA
- Distributor sales outlets – GECO, HDS RETAIL, RELAY, INMEDIO, VALMONT, and at airports
- Selected service stations –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

22

**Who reads Zahrada prima nápadů**

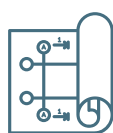
Although readers are typically women between 30 and 59, men of the same age read it, too. They keep up their own gardens and are practical, skilled and spend a lot of time at home. These men and women enjoy spending their leisure time during any season of the year working in the garden and making home improvements to the outside of their houses. While readers enjoy gardening, growing plants and either taking care of animals or raising livestock, they like using their own hands to put the finishing touches on something new to beautify the outside of their homes. They love planting flowers and growing their own fruits and vegetables. Zahrada prima nápadů (Great Gardening Ideas) inspires readers with ideas and encourages them to create both simple and more challenging garden decorations.

**Age of readers**



**Getting ready for improvements**

**82%** are planning a garden makeover.



**11%** are planning or have already started to renovate a garden patio or balcony.

**For both men and women**

**53%** of readers are women concerned about the appearance of their gardens and see them as a place to relax and grow their own food.



**47%** of readers are men interested in Zahrada prima nápadů's more technical stories demanding more of their skills and its articles about gardening.

**Garden owners**

**72%** live in a house they own with a garden.

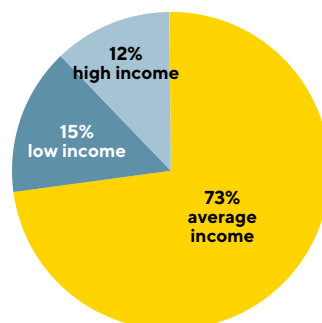


**26%** live in an apartment they own

**17%** own a garden in an allotment.



**12%** own a weekend cottage or country house with a nearby or surrounding garden.



**How much readers earn**

- 73% are middle class and median income
- 15% are upper class and high income
- 12% have low incomes

23

ISSUE DEADLINES	ISSUE DATE	GARDEN HOBBIES	HOME GARDENING	BUILDING AND REMODELING
<b>Zahrada prima nápadů 06/2023</b> ORDERS: 22. 8. 2024 MATERIALS: Editorial assistance: 13. 8. 2024 Advertorials: 23. 8. 2024 Advertising: 28. 8. 2024	<b>12. 9. 2024</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: anything with mushrooms</li> <li>Garden helpers: essential garden tools – what every gardener should be carrying</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: garden kitchens</li> <li>Seed cultivation</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: cucumber, cabbage and lettuce mold</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: garden paths</li> <li>Balcony and patio tips: pools</li> </ul>
<b>Zahrada prima nápadů 07/2024</b> ORDERS: 29. 10. 2024 MATERIALS: Editorial assistance: 18. 10. 2024 Advertorials: 30. 10. 2024 Advertising: 4. 11. 2024	<b>20. 11. 2024</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: dried fruit</li> <li>Garden helpers: drills, grinders and hammers</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: garden pools</li> <li>Seed cultivation</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: protecting roses and ornamental roses</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: building a pool</li> <li>Balcony and patio tips: moss between pavingstones and how to handle it</li> </ul>
<b>Zahrada prima nápadů 1-2-3/2025</b> ORDERS: 19. 2024 MATERIALS: Editorial assistance: 6. 12. 2024 Advertorials: 20. 12. 2024 Advertising: 30. 12. 2024	<b>16. 1. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: vegetable and fruit juices, smoothies</li> <li>Garden helpers: small workshops</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: children's gardens</li> <li>Seed cultivation: planting lawns – selecting clay, seeds, and fertilizers</li> <li>Photo contest of the prettiest patio and garden</li> <li>Combating pests and molds: planting seeds in soil, gardens, and planters before the spring season, preventing seedling damping-off, pre-spring spraying</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: playgrounds and sandpits</li> <li>Balcony and patio tips: cleaning after winter – painting patio drains and fences</li> </ul>
<b>Zahrada prima nápadů 4/2025</b> ORDERS: 17. 2. 2025 MATERIALS: Editorial assistance: 6. 2. 2025 Advertorials: 19. 2. 2025 Advertising: 21. 2. 2025	<b>11. 3. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: fried elderberries flowers</li> <li>Garden helpers: turf cutters, cultivators</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: gardening on a slope</li> <li>Seed cultivation: vegetables</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: potato and vegetable weeds and molds</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: greenhouses</li> <li>Balcony and patio tips: new floors, flooring, tiles, planks</li> </ul>
<b>Zahrada prima nápadů 5/2025</b> ORDERS: 24. 3. 2025 MATERIALS: Editorial assistance: 13. 3. 2025 Advertorials: 26. 3. 2025 Advertising: 28. 3. 2025	<b>15. 4. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: smoked food</li> <li>Garden helpers: mowers</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: garden ponds</li> <li>Seed cultivation: flowers</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: boxwoods and ornamental plants</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: pergolas</li> <li>Balcony and patio tips: balcony and patio furniture</li> </ul>

24

<b>Zahrada prima nápadů 6-7/2025</b> ORDERS: 5. 5. 2025 MATERIALS: Editorial assistance: 23. 4. 2025 Advertorials: 7. 5. 2025 Advertising: 12. 5. 2025	<b>28. 5. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: salsa, jams, marmalades</li> <li>Garden helpers: garden tools</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: gazebos and pergolas</li> <li>Seed cultivation: growing thuja and other bushes</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: fences</li> <li>Balcony and patio tips: shades</li> </ul>
<b>Zahrada prima nápadů 8-9/2025</b> ORDERS: 26. 6. 2025 MATERIALS: Editorial assistance: 17. 6. 2025 Advertorials: 30. 6. 2025 Advertising: 2. 7. 2025	<b>18. 7. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: canned vegetables and fruits</li> <li>Garden helpers: garden tools – hoses, hose rails, hedge trimmers</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: small garden allotments</li> <li>Seed cultivation</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: fruit gardens</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: raised or ornamental flower beds</li> <li>Balcony and patio tips: grills and grilling</li> </ul>
<b>Zahrada prima nápadů 10-11/2025</b> ORDERS: 18. 8. 2025 MATERIALS: Editorial assistance: 7. 8. 2025 Advertorials: 20. 8. 2025 Advertising: 22. 8. 2025	<b>11. 9. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: anything with mushrooms</li> <li>Garden helpers: essential garden tools – what every gardener should be carrying</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: garden kitchens</li> <li>Seed cultivation</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: cucumber, cabbage and lettuce mold</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: garden paths</li> <li>Balcony and patio tips: pools</li> </ul>
<b>Zahrada prima nápadů 12/2025-01/2026</b> ORDERS: 23. 10. 2025 MATERIALS: Editorial assistance: 14. 10. 2025 Advertorials: 27. 10. 2025 Advertising: 30. 10. 2025	<b>18. 11. 2025</b>	<ul style="list-style-type: none"> <li>Cooking from the garden: dried fruit</li> <li>Garden helpers: drills, grinders and hammers</li> </ul>	<ul style="list-style-type: none"> <li>Landscaping: garden pools</li> <li>Seed cultivation</li> <li>Photo contest for the prettiest patio and garden</li> <li>Combating pests and molds: protecting roses and ornamental roses</li> </ul>	<ul style="list-style-type: none"> <li>Minor construction: building a pool</li> <li>Balcony and patio tips: moss between pavingstones and how to handle it</li> </ul>



25

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	CZK 200,000
	2/1 spread in type area	400	267	-	
	1/1 spread	210	297	3	CZK 120,000
	1/1 spread in type area	193	267	-	
LEADER	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	-	
PR	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
OTHER	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
	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					
Editorial section*	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 are published in the editorial section only if either or both have not appeared before in Zahrada prima nápadů. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial board reserves the right in these columns not to publish general information about the producer and range of merchandise.

\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

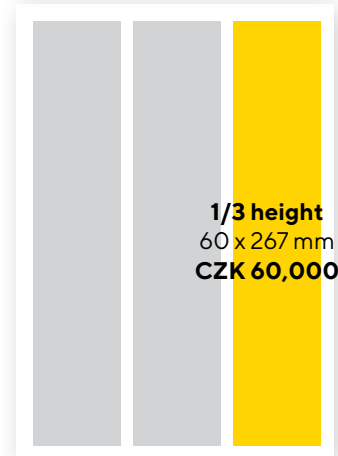
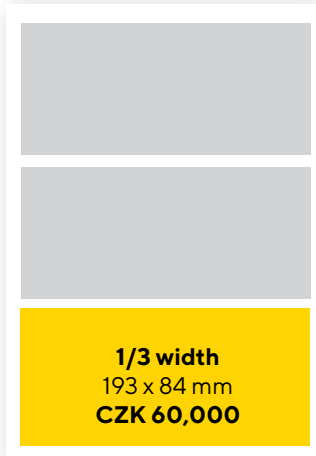
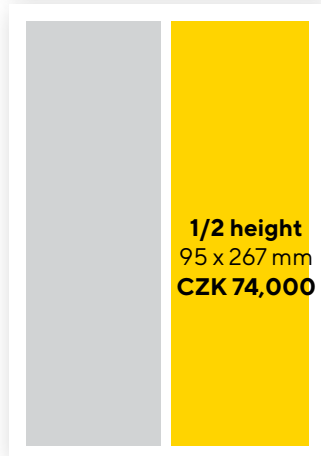
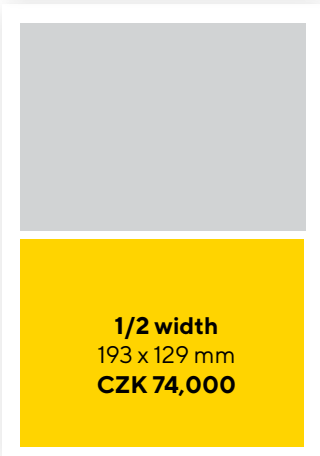
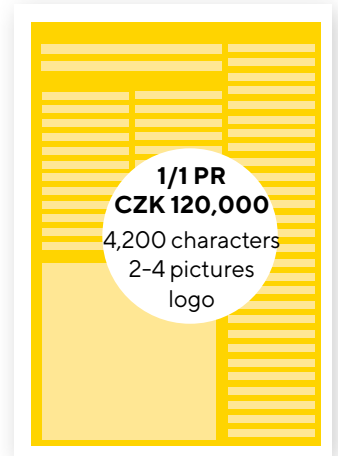
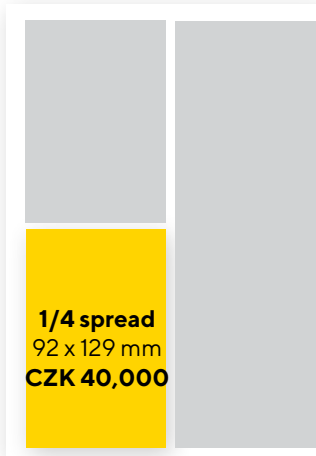
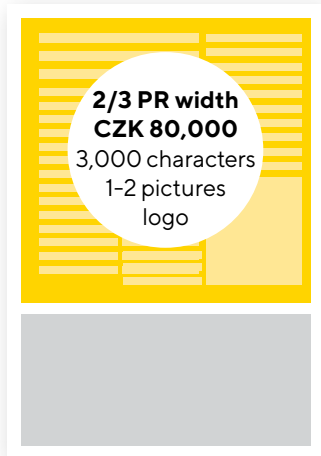
CANCELLATION FEES: 100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Non-standard formats



Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

Full-page and display advertising





### 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 have a role in purchasing construction materials and technologies

### General information

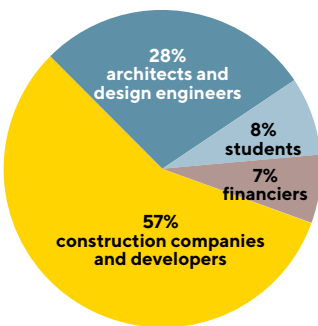
Circulation: 4,500\*  
 Frequency: six times a year + one special issue  
 Number of pages: 64-112  
 Price: CZK 139  
 22nd year  
 Target group: Architects, developers, financiers and large construction and building contractors

### Distribution

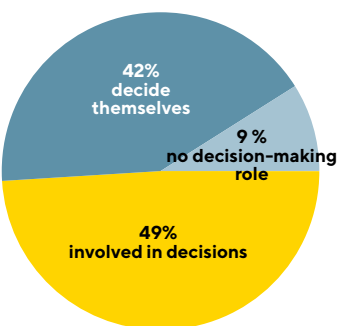
- Subscriptions
- Special client subscriptions for selected target groups
- Direct mailings to target groups
- Sale and subscriptions at home and building industry trade shows
- Sold online at send.cz and jagamedia.cz
- Sold electronically at flookie.com
- Presented at architecture, construction, home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

### Who reads ASB

While ASB is typically read by men who are university graduates between 25 and 55 years of age working either in management with staff reporting to them or for architecture or design engineering companies, 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 study at civil engineering faculties.
- 7% of readers are financiers investing in projects.



### Purchasing decisions

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

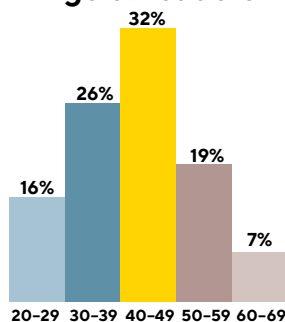
### For both men and women

**59%**  
of readers are university educated men.

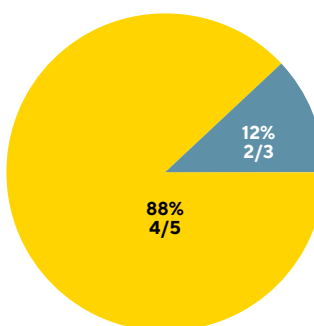


**41%**  
of readers are university educated women.

### Age of readers



ASB magazine partners with the Czech Chamber of Architects, has won the Czech Architecture Award, and is 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	CONSTRUCTION AND CIVIL ENGINEERING	BUSINESS	TRADE FAIRS, CONFERENCES AND CONTESTS
<b>ASB 5/2024 #138</b> ORDERS: 6. 10. 2024 MATERIALS: Editorial assistance: 25. 9. 2024 Advertorials: 7. 10. 2024 Advertising: 10. 10. 2024	<b>23. 10. 2024</b>	<ul style="list-style-type: none"> <li>Residential and commercial designs</li> <li>Development</li> <li>Residential buildings</li> <li>Architectural design and art</li> </ul>	<ul style="list-style-type: none"> <li>Insulation</li> <li>Flooring, wall tiles, sanitary ware</li> <li>Flooring</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> </ul>	<ul style="list-style-type: none"> <li>BIM DAY 2024</li> <li>Design block</li> <li>Architects Grand Prix (results)</li> <li>Building of the Year (results)</li> </ul>
<b>ASB GREEN 6/2024 #139</b> ORDERS: 4. 11. 2024 MATERIALS: Editorial assistance: 24. 10. 2024 Advertorials: 5. 11. 2024 Advertising: 8. 11. 2024	<b>21. 11. 2024</b>	<ul style="list-style-type: none"> <li>Sustainability</li> <li>Environmental aspects of construction</li> <li>Adaptations</li> <li>Energy-efficient homes and active houses</li> <li>Architectural design and the environment</li> </ul>	<ul style="list-style-type: none"> <li>Blue-green infrastructure</li> <li>Rainwater management</li> <li>Energy-efficient buildings</li> <li>Environmentally-friendly materials for the third millennium</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> <li>Development and sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Czech Architecture Prize (results)</li> <li>Garden and landscaping days</li> </ul>
<b>ASB 1/2025 #140</b> ORDERS: 19. 2. 2025 MATERIALS: Editorial assistance: 10. 2. 2025 Advertorials: 20. 2. 2025 Advertising: 25. 2. 2025	<b>10. 3. 2025</b>	<ul style="list-style-type: none"> <li>Office buildings</li> <li>Commercial space</li> <li>Wooden buildings</li> <li>Architectural design and art</li> </ul>	<ul style="list-style-type: none"> <li>Facades</li> <li>Wood</li> <li>Lighting</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> </ul>	<ul style="list-style-type: none"> <li>FOR HABITAT, FOR INTERIOR, DESIGN SHAKER 2024</li> <li>Wooden construction salon</li> <li>Interior of the Year</li> <li>Light in architecture</li> </ul>
<b>ASB 2/2025 #141</b> ORDERS: 29. 4. 2025 MATERIALS: Editorial assistance: 18. 4. 2025 Advertorials: 30. 4. 2025 Advertising: 6. 5. 2025	<b>20. 5. 2025</b>	<ul style="list-style-type: none"> <li>Residential buildings</li> <li>Reconstruction</li> <li>Architectural design and art</li> </ul>	<ul style="list-style-type: none"> <li>Roofing</li> <li>Isolation</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> </ul>	<ul style="list-style-type: none"> <li>Czech Grand Design Awards (results)</li> </ul>
<b>ASB Special Issue 1/2025</b> ORDERS: 16. 5. 2025 MATERIALS: Editorial assistance: 7. 5. 2025 Advertorials: 19. 5. 2025 Advertising: 22. 5. 2025	<b>15. 6. 2025</b>	<b>TOP 50 buildings in the Czech Republic</b>			
<b>ASB 3/2025 #142</b> ORDERS: 3. 6. 2025 MATERIALS: Editorial assistance: 23. 5. 2025 Advertorials: 4. 6. 2025 Advertising: 9. 6. 2025	<b>20. 6. 2025</b>	<ul style="list-style-type: none"> <li>Public sector buildings</li> <li>Open space</li> <li>Architectural design and art</li> </ul>	<ul style="list-style-type: none"> <li>Concrete</li> <li>Home furnishings</li> <li>Blue-green infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> </ul>	<ul style="list-style-type: none"> <li>Architecture Festival</li> </ul>

30

<b>ASB 4/2025 #143</b> ORDERS: 19. 8. 2025 MATERIALS: Editorial assistance: 8. 8. 2025 Advertorials: 20. 8. 2025 Advertising: 25. 9. 2025	<b>5. 9. 2025</b>	<ul style="list-style-type: none"> <li>Urban development and planning</li> <li>City-shaping</li> <li>Civil engineering architecture</li> <li>Architectural design and art</li> </ul>	<ul style="list-style-type: none"> <li>Shell construction materials</li> <li>Facades, glass</li> <li>Windows, doors</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> </ul>	<ul style="list-style-type: none"> <li>FOR ARCH, FOR CITY</li> <li>Nominations for the Czech Architecture Award</li> <li>Green Roof of the Year (results)</li> </ul>
<b>ASB Special Issue 2/2025 Almanac</b> ORDERS: 19. 9. 2025 MATERIALS: Editorial assistance: 10. 9. 2025 Advertorials: 22. 9. 2025 Advertising: 25. 9. 2025	<b>13. 10. 2025</b>	<b>Almanac of construction and civil engineering in the Czech Republic</b>			
<b>ASB 5/2025 #144</b> ORDERS: 2. 10. 2025 MATERIALS: Editorial assistance: 23. 9. 2025 Advertorials: 3. 10. 2025 Advertising: 8. 10. 2025	<b>21. 10. 2025</b>	<ul style="list-style-type: none"> <li>Residential and commercial designs</li> <li>Development</li> <li>Residential buildings</li> <li>Architectural design and art</li> </ul>	<ul style="list-style-type: none"> <li>Insulation</li> <li>Flooring, wall tiles, sanitary ware</li> <li>Flooring</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> </ul>	<ul style="list-style-type: none"> <li>BIM DAY 2022</li> <li>Design block</li> <li>Architects Grand Prix (results)</li> <li>Building of the Year (results)</li> </ul>
<b>ASB GREEN 6/2025 #145</b> ORDERS: 31. 10. 2025 MATERIALS: Editorial assistance: 22. 10. 2025 Advertorials: 3. 11. 2025 Advertising: 6. 11. 2025	<b>19. 11. 2025</b>	<ul style="list-style-type: none"> <li>Sustainability</li> <li>Environmental aspects of construction</li> <li>Adaptations</li> <li>Energy-efficient homes and active houses</li> <li>Architectural design and the environment</li> </ul>	<ul style="list-style-type: none"> <li>Blue-green infrastructure</li> <li>Rainwater management</li> <li>Energy-efficient buildings</li> <li>Environmentally-friendly materials for the third millennium</li> </ul>	<ul style="list-style-type: none"> <li>Business and real estate</li> <li>Market development</li> <li>Projects and investments</li> <li>Development and sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Czech Architecture Prize</li> <li>Garden and landscaping days</li> </ul>





Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	CZK 196,000
	2/1 spread in type area	435	266	-	
	1/1 spread	230	300	3	CZK 112,000
	1/1 spread in type area	197	266	-	
	1/2 spread width in type area	197	127	-	CZK 62,000
	1/2 spread width	230	150	3	
	1/2 spread height in type area	92,5	266	-	
	1/2 spread height in type area	115	300	3	
	1/3 spread width	197	80	-	CZK 44,000
	1/3 spread height	57	266	-	
LEADER	Cover flap	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*	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			

Non-standard formats



\* News and information are published in the editorial section only if either or both have not appeared before in ASB. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

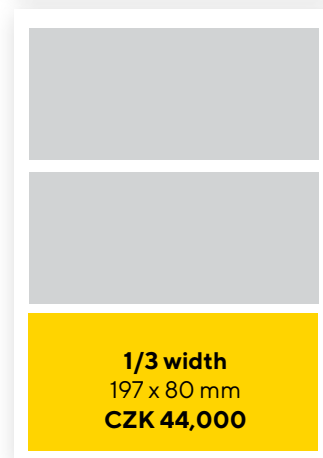
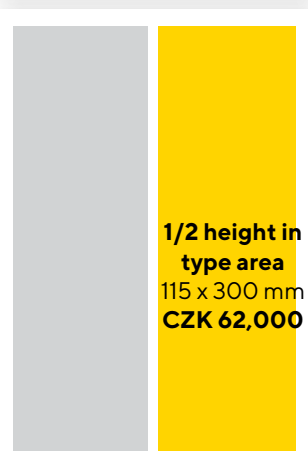
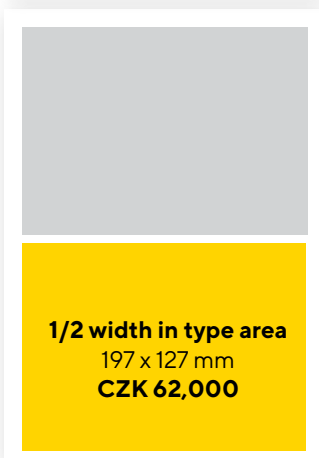
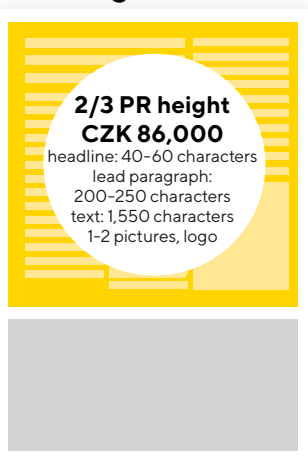
EXTRA CHARGE: 10% for requested placement DISCOUNTS: 15% agency commission for contract partners only

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.



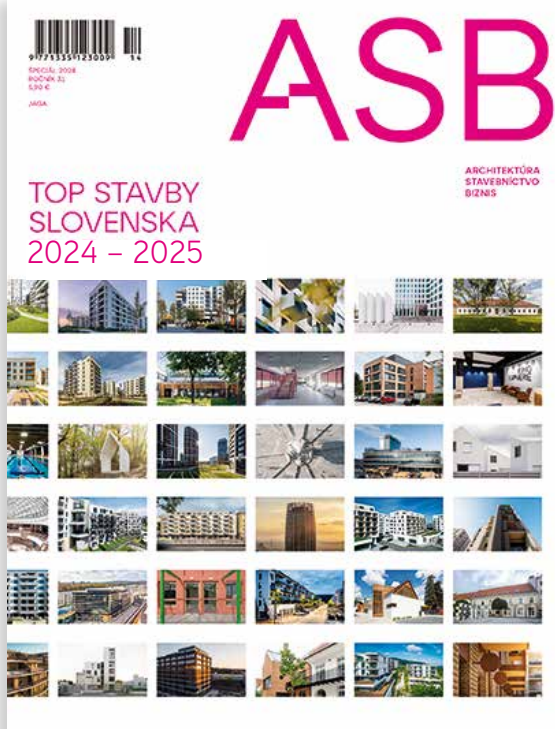
32 Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

Full-page and display advertising



**ASB TOP 50 buildings in the Czech Republic**

ASB TOP 50 buildings in the Czech Republic presents an overview of the 50 largest Czech buildings according to the amount of investment. This list includes administrative, residential, retail, sports, civil and engineering buildings that were approved between May 1, 2024 and April 30, 2025.



**Why advertise here?**

- 01 **Target audience:** The publication will appeal to professionals in the construction industry, developers, investors and architects who actively decide on projects with high investments.
- 02 **Prestige and credibility:** Advertising in this edition, it connects your brand with the largest and most important projects in the Czech Republic, which will strengthen its position on the market.
- 03 **Visibility among key players:** The release brings an overview of the biggest investments, which means that your brand will be visible among the market leaders.
- 04 **Support for long-term business relationships:** The presentation in this edition can open new business opportunities and partnerships with investors and developers.

**General information**

Number of pages: 144 • Circulation: 4,500

**Distribution**

- Subscriptions
- Direct mailing to target groups
- Sale and subscriptions at home and building industry trade shows

ISSUE DEADLINES	ISSUE DATE
<b>ASB Special Issue 1/2025</b> <b>TOP 50 buildings in the Czech Republic</b> ORDERS: 16. 5. 2025 MATERIALS: Editorial assistance: 7. 5. 2025 Advertorials: 19. 5. 2025 Advertising: 22. 5. 2025	<b>15. 6. 2025</b>

**ASB Almanac 2025**

The most prestigious edition of the ASB magazine offers a comprehensive overview of the construction and development industry in the Czech Republic. On more than 200 pages, you will find data that has no competition in terms of complexity and scope.



**Why advertise here?**

- 01 **Targeted audience of experts and leaders in the construction industry:** The publication will appeal to developers, investors, architects and other key players on the construction market in the Czech Republic.
- 02 **Presentation in the prestigious context of the construction business:** Advertising in a yearbook that provides a comprehensive overview of the market, strengthens the credibility and prestige of your brand.
- 03 **Long-term effect on investment and business decisions:** The almanac serves as reference material throughout the year, which guarantees repeated exposure of your brand.
- 04 **Focus on market development and trends:** The issue covers key macroeconomic data, predictions and analysis that shape the construction industry.
- 05 **Wide coverage of development projects and investment opportunities:** Your brand will be visible among the most important development projects in the Czech Republic, which will help you reach potential clients and partners.

**General information**

Number of pages: 220 • Circulation: 4,500

**Distribution**

- Subscriptions • Direct mailing to target groups • Sale and subscriptions at home and building industry trade shows

ISSUE DEADLINES	ISSUE DATE	TOPICS
<b>ASB Special Issue 2/2025</b> <b>Almanac</b> ORDERS: 19. 9. 2025 MATERIALS: Editorial assistance: 10. 9. 2025 Advertorials: 22. 9. 2025 Advertising: 25. 9. 2025	<b>13. 10. 2025</b>	<b>Almanac of construction and civil engineering in the Czech Republic</b> <ul style="list-style-type: none"> <li>• Largest overview of development projects</li> <li>• Macroeconomic analysis and predictions</li> <li>• Market development</li> </ul>

### ASB Green Edition

The special issue will bring an overview of innovative approaches to sustainable architecture and construction. It will focus on ecological projects, sustainability and modern technologies and materials in the construction industry.



### Why advertise in ASB Green

- 01 **Target audience:** A special edition focused on green construction will appeal to architects, developers and experts who are interested in ecological solutions. The advertiser can thus reach an audience looking for products and services focused on sustainability and innovation.
- 02 **Growing market for green construction:** With increasing interest in ecological and energy-efficient buildings, green construction is on the rise. The advertiser can thus connect directly with the market, which is open to investments in sustainable technologies and materials.
- 03 **Brand building in an ecological environment:** Advertising in such a special issue can help build credibility and a positive perception of the brand as a supporter of sustainable solutions.
- 04 **Legislative and financial incentives:** Various subsidy programs supporting ecological solutions can lead to customers investing more in sustainable solutions, which increases the demand for the advertiser's products and services.

### General information

Number of pages: 144 • Circulation: 4,500

### Distribution

• Subscriptions • Direct mailing to target groups • Sale and subscriptions at home and building industry trade shows

ISSUE DEADLINES	ISSUE DATE	TOPICS
<b>ASB GREEN 2024</b> ORDERS: 4. 11. 2024 MATERIALS: Editorial assistance: 24. 10. 2024 Advertorials: 5. 11. 2024 Advertising: 8. 11. 2024	<b>21. 11. 2024</b>	<b>Architecture</b> <ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Environmental aspects of construction</li> <li>• Adaptations</li> <li>• Energy-efficient homes and active houses</li> <li>• Climate change</li> <li>• Architectural design and the environment</li> </ul>
<b>ASB GREEN 2025</b> ORDERS: 31. 10. 2025 MATERIALS: Editorial assistance: 22. 10. 2025 Advertorials: 3. 11. 2025 Advertising: 6. 11. 2025	<b>19. 11. 2025</b>	<b>Construction and Civil Engineering</b> <ul style="list-style-type: none"> <li>• Blue-green infrastructure</li> <li>• Rainwater management</li> <li>• Energy-efficient buildings</li> <li>• Environmentally-friendly materials for the third millennium</li> </ul>

### Formats and ad rates

	Format	Dimensions in mm			Price	
		Width	Height	Bleed		
ADVERTISING	2/1 spread	460	300	3	CZK 196,000	
	2/1 spread in type area	435	266	-		
	1/1 spread	230	300	3	CZK 112,000	
	1/1 spread in type area	197	266	-		
	1/2 spread width in type area	197	127	-	CZK 62,000	
	1/2 spread width	230	150	3		
	1/2 spread height in type area	92,5	266	-	CZK 44,000	
	1/2 spread height in type area	115	300	3		
	1/3 spread width	197	80	-	CZK 126,000	
	1/3 spread height	57	266	-		
LEADER	Cover flap	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		headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo				
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		headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo				
OTHER	Editorial section*	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				

### Non-standard formats



\* News and information are published in the editorial section only if either or both have not appeared before in ASB. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

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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.



## CZECH CHAMBER OF ARCHITECTS



Our cooperation with ASB Magazine has developed, I believe, from satisfaction by both sides. Round-table discussions set up by the Czech Chamber of Architects to discuss topics have kept our members and other readers up to date. One of the missions of the Czech Chamber of Architects is to promote our trade and quality architecture among the wider public. In the past two years, ASB Magazine has significantly raised the quality of its content and also how it writes about major topics in the field, and this aids both design engineers and their clients meet and exceed the demands of the environment around us.

The announcement of a new chief editor brought a new spirit and fresh face to the magazine and the entire production team has endeavored to produce high-quality and timely articles and, in a good sense, a construction and architecture magazine we are reading with interest from the first page to the last. We praise both our media partnership and its organization of the Czech Republic Prize for Architecture. The magazine is getting better all the time and this is bringing high expectations for us working together in these areas into the future.

We believe our cooperation with ASB Magazine is terrific and will continue to be so.

Ing. arch. Jan Kasl  
Chairman  
Czech Chamber of Architects

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DIČ CZ45769371



Ing. arch. Jan Kasl



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

The Jaga publishing house has been working with us since 2015, such as for a client of ours and Europe's largest manufacturer of electrical heating systems, the Fenix Group, where Jaga and we have run campaigns for both end customers 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 professional approach both marketing director Markéta Šimoničková and the editorial staff has taken when they prepare our PR materials.



**David Kolář, Marketing Director,**  
**Mgr. Robert Duben, On-line**  
**Marketing and Public Relations**  
**Hornbach**

Hornbach was looking for a partner to communicate its project manuals, express the emotions in its marketing campaigns and most of all to introduce appealing and noteworthy products. This Jaga has been able to accomplish for us, as a publishing house whose broad portfolio of titles opened the way for Hornbach 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.



**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.



**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 inform both professionals and the general public about our portfolio of existing and recently launched products. Jaga's wide range of titles enabled Cemex to accomplish what the company had set out to do and successfully reach a diverse group of readers. We can rate the JAGA team quite positively in how they have 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 Cemex had purchased and, most of all, whether there would be enough capacity to prepare all the texts that had been agreed between Cemex and Jaga. Nonetheless, the editorial team was very helpful and in the end everything went smoothly.



**Aleš Slivka, Authorized Agent,  
PREFEA Aluminiumprodukte, s.r.o.**

PREFEA has been working with Jaga Media and their magazines for several years and their magazines are considered by us to be among the best in the Czech Republic for readers who work in architecture and design engineering. The quality of the magazines can be seen in the wide-ranging backgrounds of

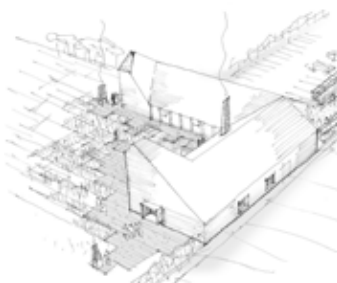
the people subscribing to them, so we know that our information is reaching the right readers – those with a burning interest in architecture. ASB’s website and portal is also used by us for our presentations and PREFEA communicates important information through the newsletter Jaga Media regularly sends out. Finally, we take advantage here at PREFEA of the opportunity for round-table discussions with architects and heritage conservationists, which Jaga has always organized with a high degree of professionalism.



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

The magazine titles we can choose for our advertising can be considered quite high quality, both in terms of their content and in the depth and breadth of the writing. Jaga provides a high level of service to their advertising clients and we have been able to build a quite solid brand in selected segments. Over the past several years, Fatra’s collaboration with Jaga

has blossomed and there has always been a lot of effort to find the right, optimal solution that leaves both Fatra and Jaga satisfied, so there has always been the desire to keep working together. Even though there are only a few members from the Jaga team with whom we actually come into close contact, their willingness to do the best for us and to help us through a campaign has been quite valuable and very important to us. We at Fatra certainly appreciate the synergy Jaga gives 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 have we been worried about a failure in cooperation.



**Milan Klepsa  
VEKA AG**

We have been satisfied with the quality of the magazines Jaga publishes, which in our opinion brings us a lot of publicity. I believe that the campaigns have helped increase the visibility of our range of SPECTRAL products and they have certainly brought awareness of how top of the line they are. There has always been good communication with Ms. Valtovou and with her colleagues at Jaga Media when it was needed. VEKA has worked together with Jaga for several years now and there have never been any concerns from my part about it.



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

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

strategy succeed in markets both in Slovakia and the Czech Republic. The long-term collaboration between JAGA and Xella is grounded on reliability, industry experience and a professional approach. I appreciate the quality of JAGA’s editorial work, their high reach among both professional and general audiences and the desire to keep moving forward.



**Petr Král,  
CXU director CEE region,  
VELUX**

The cooperation between VELUX and JAGA 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 advertising clients. I wish JAGA all the best.



### Why advertise in Realizace stavěb

- 01 82% of the readers either decide about purchases of construction materials or technology or are involved in decisions.
- 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 in Realizace stavěb (Construction Work) when they are selecting a supplier of materials or services (Source: GFK survey).
- 05 Second largest building material network in the Czech Republic subscribes to Realizace stavěb and gives the magazine to its best customers.

### General information

Circulation: 3,500\*  
 Frequency: five times a year  
 Number of pages: 56-80  
 Price: CZK 89  
 20th year

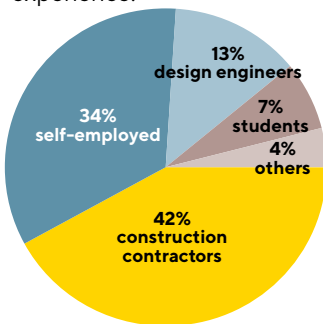
### Distribution

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

42

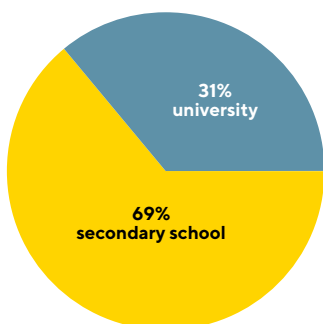
### Who reads Realizace stavěb

Men with either a secondary school or university education are typical readers with the vast majority of them employed with construction contractors, in engineering or architectural design companies, or are self-employed. They are working age, range between 23 to 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.



### Construction contractors and self-employed

- 42% of readers are employed with construction contractors.
- 34% of readers are self-employed in the construction sector and use the information in the magazine for their professional careers.
- 13% of readers are employed at engineering companies and architectural design studios
- 7% of readers study at civil engineering faculties
- % 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 career.
- 31% of readers have a university education and work in the construction sector.

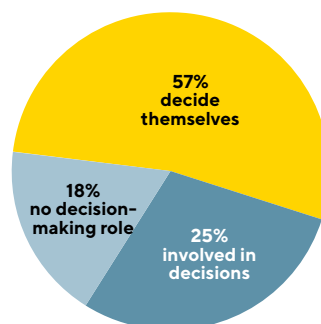
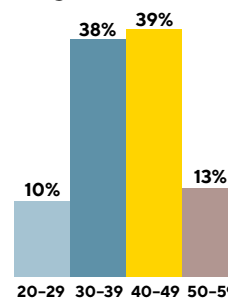
### Read more by men

**89%** of readers are men involved in construction and either making the decisions or executives.



**11%** of readers are women who are professionals in construction or civil engineering.

### Age of readers



### Purchasing decisions

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

ISSUE DEADLINES	ISSUE DATE	TOPIC	BUILDING AND RECONSTRUCTION	TRADE FAIRS
<b>Realizace stavěb 4/2024 #91</b> ORDERS: 3. 9. 2024 MATERIALS: Editorial assistance: 23. 8. 2024 Advertorials: 4. 9. 2024 Advertising: 9. 9. 2024	<b>24. 9. 2024</b>	Insulation	<ul style="list-style-type: none"> <li>• Flat roofs</li> <li>• Pitched roofs</li> <li>• Metal and wood structures</li> <li>• Roof insulation</li> <li>• Construction engineering</li> <li>• Utility vehicles, construction machinery</li> </ul>	• FOR ARCH PRAGUE September 2024
<b>Realizace stavěb 5/2024 #92</b> ORDERS: 3. 10. 2024 MATERIALS: Editorial assistance: 24. 9. 2024 Advertorials: 4. 10. 2024 Advertising: 9. 10. 2024	<b>24. 10. 2024</b>	Vertical and horizontal construction	<ul style="list-style-type: none"> <li>• Types of insulation</li> <li>• Technology and installation</li> <li>• Foundation structures and insulation</li> <li>• Construction chemistry</li> <li>• Utility vehicles, construction machinery</li> <li>• Scaffolding and sheeting</li> </ul>	
<b>Realizace stavěb 1/2025 #93</b> ORDERS: 21. 3. 2025 MATERIALS: Editorial assistance: 12. 3. 2025 Advertorials: 24. 3. 2025 Advertising: 27. 3. 2025	<b>9. 4. 2025</b>	Roofing	<ul style="list-style-type: none"> <li>• Concrete and concrete structures</li> <li>• Walls, ceilings, floors</li> <li>• Masonry materials and prefabricates</li> <li>• Protection for vertical and horizontal construction</li> <li>• Foundation engineering</li> <li>• Sheeting, scaffolding and shuttering</li> <li>• Utility vehicles, construction machinery</li> </ul>	
<b>Realizace stavěb 2/2025 #94</b> ORDERS: 11. 4. 2025 MATERIALS: Editorial assistance: 2. 4. 2025 Advertorials: 14. 4. 2025 Advertising: 26. 4. 2025	<b>7. 5. 2025</b>	Building envelopes and filling gaps and openings	<ul style="list-style-type: none"> <li>• Facade structures</li> <li>• Facade cladding</li> <li>• Windows, doors and fully-glazed walls</li> <li>• Thermal insulation and soundproofing</li> <li>• Construction chemistry</li> <li>• Utility vehicles, construction machinery</li> </ul>	
<b>Realizace stavěb 3/2025 #95</b> ORDERS: 23. 5. 2025 MATERIALS: Editorial assistance: 16. 5. 2025 Advertorials: 28. 5. 2025 Advertising: 2. 6. 2025	<b>13. 6. 2025</b>	Major overview of building materials	<ul style="list-style-type: none"> <li>• Preparing surfaces - penetration</li> <li>• Sealants and adhesives, chemical anchors</li> <li>• Concrete additives</li> <li>• Mortars and mortar admixtures</li> <li>• Plasters</li> <li>• Biocidal protection and surfactants</li> <li>• Utility vehicles, construction machinery</li> </ul>	
<b>Realizace stavěb 4/2025 #96</b> ORDERS: 3. 9. 2025 MATERIALS: Editorial assistance: 20. 8. 2025 Advertorials: 4. 9. 2025 Advertising: 9. 9. 2025	<b>23. 9. 2025</b>	Insulation	<ul style="list-style-type: none"> <li>• Flat roofs</li> <li>• Pitched roofs</li> <li>• Metal and wood structures</li> <li>• Roof insulation</li> <li>• Construction engineering</li> <li>• Utility vehicles, construction machinery</li> </ul>	• FOR ARCH PRAGUE September 2025
<b>Realizace stavěb 5/2025 #97</b> ORDERS: 7. 10. 2025 MATERIALS: Editorial assistance: 26. 9. 2025 Advertorials: 8. 10. 2025 Advertising: 13. 10. 2025	<b>24. 10. 2025</b>	Vertical and horizontal construction	<ul style="list-style-type: none"> <li>• Types of insulation</li> <li>• Technology and installation</li> <li>• Foundation structures and insulation</li> <li>• Construction chemistry</li> <li>• Utility vehicles, construction machinery</li> <li>• Scaffolding and sheeting</li> </ul>	

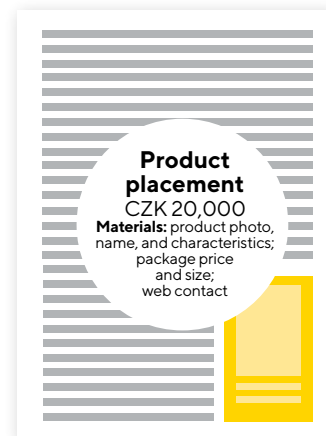
44

### Formats and ad rates

	Format	Dimensions in mm			Price	
		Width	Height	Bleed		
ADVERTISING	2/1 spread	420	285	3	CZK 173,000	
	2/1 spread in type area	396	256	-		
	1/1 spread	210	285	3	CZK 100,000	
	1/1 spread in type area	181	256	-		
	1/2 spread width in type area	181	126	-	CZK 52,000	
	1/2 spread width	88	256	-		
	1/3 spread width	181	81	-	CZK 37,000	
	1/3 spread height	57	256	-		
	1/4 spread*	88	126	-	CZK 29,000	
	Cover flap	70	285	3	CZK 118,000	
LEADER	Z-gate	400	285	3	CZK 230,000	
	2nd cover page	210	285	3	CZK 124,000	
	1st magazine page	210	285	3	CZK 124,000	
	Other pages before the editorial	210	285	3	CZK 118,000	
	1/3 height by the editorial	57	256	-	CZK 69,000	
	3rd cover page	210	285	3	CZK 118,000	
	4th cover page	210	285	3	CZK 160,000	
	PR	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
		1/2 PR width	3,200 characters, 1-2 pictures, logo			CZK 65,000
1/2 PR height		3,200 characters, 1-2 pictures, logo			CZK 65,000	
2/3 PR width		2 100 characters, 1-2 pictures, logo			CZK 52,000	
OTHER	2/3 PR height	2 100 characters, 1-2 pictures, logo			CZK 52,000	
	Editorial section**	600 characters, 1 picture			CZK 36,000	
	Product placement	250 characters, 1 picture			CZK 20,000	
	Branding columns	logo			CZK 29,000	
	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 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

### Non-standard formats



\* No option to position the advertising. Location will be based on the magazine's layout.

\*\* News and information are published in the editorial section only if either or both have not appeared before in Realizace stavěb. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

\*\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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.





**Why advertise in TZB HAUSTECHNIK**

- 01 83% of readers either decide about purchases of construction technology or are involved in decisions.
- 02 73% of readers rate advertisements and advertorials published in TZB as useful and are using them in their jobs (Source: GFK survey).
- 03 44% 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 a year  
 Number of pages: 56-80  
 Price: CZK 69  
 18th year

**Distribution**

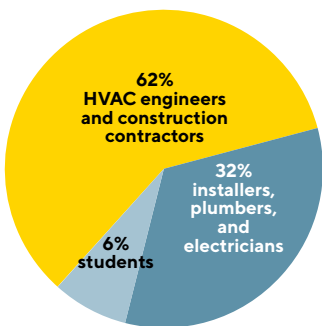
- Subscriptions
- Direct mailings to target groups
- Sale and subscriptions at civil and mechanical engineering, power industry, and home living trade shows
- Sold online at jagamedia.cz and send.cz
- Sold online at floowie.com
- Presented at civil and mechanical engineering conferences

**What is ABC?**

ABC is the acronym for the Audit Bureau of Circulations (Kancelář ověřování nákladů tisku). It has audited print circulation of 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.

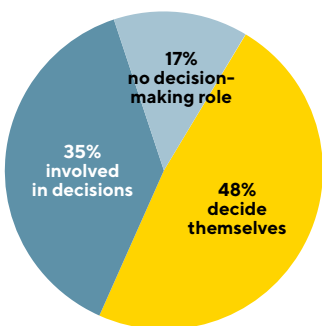
**Who reads TZB HAUSTECHNIK**

Typical readers of TZB HAUSTECHNIK are men of working age between 25 and 55 years of age who have completed secondary school or earned a university degree. To a lesser degree, women read it, too. Most readers are employed as HVAC engineers or work for construction contractors. They use the information they read in TZB HAUSTECHNIK for their professional careers. This is also reflected in their growing interest in practical and non-commercial information on current products and trends in the Czech Republic.



**Building services engineering companies and construction contractors**

- 62% of readers work as HVAC engineers or construction contractors.
- 32% of readers are HVAC installers, plumbers and electricians.
- 6% of readers are studying these fields



**Purchasing decisions**

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

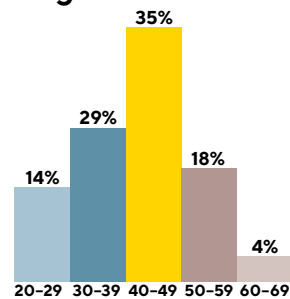
**Read more by men**

**71%** of readers are men whose jobs range from financing of projects to building services engineering and technical layouts.

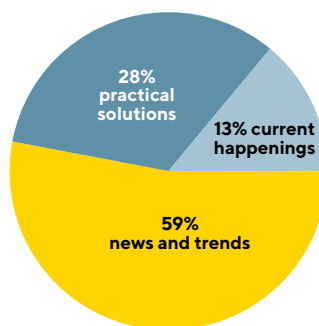


**29%** of readers are women interested in a career in building services engineering.

**Age of readers**



**News and trends**



- 59% of readers mostly follow news about current products and trends in Slovakia.
- 28% of readers are interested in practical information and professional solutions in building services engineering.
- 13% of readers are searching for information about what is currently happening in the field.



ISSUE DEADLINES	ISSUE DATE	TOPIC	BUILDING AND RECONSTRUCTION	TRADE FAIRS	
<b>TZB HAUSTECHNIK 3/2024</b> ORDERS: 10. 9. 2024 MATERIALS: Editorial assistance: 30. 8. 2024 Advertorials: 11. 9. 2024 Advertising: 16. 9. 2024	<b>1. 10. 2024</b>	Central heating	<ul style="list-style-type: none"> <li>Facility management</li> <li>Energy</li> <li>Sanitary engineering systems and installations</li> <li>Ventilating fans, air-conditioning and cooling</li> </ul>	<ul style="list-style-type: none"> <li>Meters, regulators and control technology</li> <li>Electrical wiring and lighting</li> <li>Sustainability in environmental engineering</li> </ul>	<ul style="list-style-type: none"> <li>FOR ARCH PRAGUE September 2024</li> </ul>
<b>TZB HAUSTECHNIK 4/2024</b> ORDERS: 10. 10. 2024 MATERIALS: Editorial assistance: 1. 10. 2024 Advertorials: 11. 10. 2024 Advertising: 16. 10. 2024	<b>31. 10. 2024</b>	Energy	<ul style="list-style-type: none"> <li>Facility management</li> <li>Central heating</li> <li>Sanitary engineering systems and installations</li> <li>Indoor environments</li> </ul>	<ul style="list-style-type: none"> <li>Meters, regulators and control technology</li> <li>Electrical wiring and lighting</li> <li>Sustainability in environmental engineering</li> </ul>	<ul style="list-style-type: none"> <li>Bau Berlin January 2025</li> <li>Roofs Solar Craft Fair February 2025</li> </ul>
<b>TZB HAUSTECHNIK 1/2025</b> ORDERS: 2. 4. 2025 MATERIALS: Editorial assistance: 24. 3. 2025 Advertorials: 3. 4. 2025 Advertising: 8. 4. 2025	<b>23. 4. 2025</b>	Quality indoor building environments	<ul style="list-style-type: none"> <li>Facility management</li> <li>Energy</li> <li>Sanitary engineering systems and installations</li> <li>Ventilating fans, air-conditioning and cooling</li> <li>Indoor environments</li> </ul>	<ul style="list-style-type: none"> <li>Meters, regulators and control technology</li> <li>Electrical wiring and lighting</li> <li>Sustainability in environmental engineering</li> </ul>	<ul style="list-style-type: none"> <li>Brno Building Fair March 2025</li> <li>Amper Brno March 2025</li> <li>Energiesparmesse (Energy Saving Fair) Wels March 2025</li> </ul>
<b>TZB HAUSTECHNIK 2/2025</b> ORDERS: 20. 5. 2025 MATERIALS: Editorial assistance: 9. 5. 2025 Advertorials: 21. 5. 2025 Advertising: 26. 5. 2025	<b>6. 6. 2025</b>	Ventilation, air-conditioning and cooling	<ul style="list-style-type: none"> <li>Facility management</li> <li>Central heating</li> <li>Sanitary engineering systems and installations</li> <li>Indoor environments</li> </ul>	<ul style="list-style-type: none"> <li>Meters, regulators and control technology</li> <li>Electrical wiring and lighting</li> <li>Sustainability in environmental engineering</li> </ul>	<ul style="list-style-type: none"> <li>Vytápění (Heating Fair), Třeboň May 2025</li> </ul>
<b>TZB HAUSTECHNIK 3/2025</b> ORDERS: 9. 9. 2025 MATERIALS: Editorial assistance: 27. 8. 2025 Advertorials: 10. 9. 2025 Advertising: 16. 9. 2025	<b>27. 9. 2025</b>	Central heating	<ul style="list-style-type: none"> <li>Facility management</li> <li>Energy</li> <li>Sanitary engineering systems and installations</li> <li>Ventilating fans, air-conditioning and cooling</li> </ul>	<ul style="list-style-type: none"> <li>Meters, regulators and control technology</li> <li>Electrical wiring and lighting</li> <li>Sustainability in environmental engineering</li> </ul>	<ul style="list-style-type: none"> <li>FOR ARCH PRAGUE September 2025</li> <li>Klimatizace a větrání (Air Conditioning and Ventilation Fair) October 2025</li> </ul>
<b>TZB HAUSTECHNIK 4/2025</b> ORDERS: 14. 10. 2025 MATERIALS: Editorial assistance: 3. 10. 2025 Advertorials: 15. 10. 2025 Advertising: 20. 10. 2025	<b>31. 10. 2025</b>	Energy	<ul style="list-style-type: none"> <li>Facility management</li> <li>Central heating</li> <li>Sanitary engineering systems and installations</li> <li>Indoor environments</li> </ul>	<ul style="list-style-type: none"> <li>Meters, regulators and control technology</li> <li>Electrical wiring and lighting</li> <li>Sustainability in environmental engineering</li> </ul>	

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	285	3	CZK 157,000
	2/1 spread in type area	396	256	-	
	1/1 spread	210	285	3	
	1/1 spread in type area	181	256	-	
LEADER	1/2 spread width in type area	181	126	-	CZK 47,000
	1/2 spread width	88	256	-	
	1/3 spread width	181	81	-	
	1/3 spread height	57	256	-	
PR	1/4 spread*	88	126	-	CZK 26,000
	Cover flap	70	285	3	CZK 107,000
	Z-gate	400	285	3	CZK 209,000
	2nd cover page	210	285	3	CZK 113,000
	1st magazine page	210	285	3	CZK 113,000
	Other pages before the editorial	210	285	3	CZK 107,000
	3rd cover page	210	285	3	CZK 107,000
	4th cover page	210	285	3	CZK 145,000
	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
OTHER	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			
	1/2 PR height				
1/3 PR width	1,100 characters, 1-2 pictures, logo			CZK 34,000	
1/3 PR height					
Editorial section**	600 characters, 1 picture			CZK 31,000	
Product placement	250 characters, 1 picture			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 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

Non-standard formats



\* No option to position the advertising. Location will be based on the magazine's layout.  
 \*\* News and information are published in the editorial section only if either or both have not appeared before in TZB Haustechnik. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.  
 \*\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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.





### Why advertise in Inženýrské stavby

- 01 83% of readers either decide about purchases for material design and construction technologies or are involved in these decisions.
- 02 38% of readers refer to the advertisements and advertorials in Inženýrské stavby when they are selecting a supplier (Source: GFK survey).
- 03 Inženýrské stavby is the only highly respected professional magazine for construction and civil engineering, upholding a 73-year-old tradition.
- 04 Links your advertised brand to a trusted magazine.

### General information

Circulation: 3,500  
 Frequency: six times a year  
 Number of pages: 56-112  
 Price: CZK 69  
 73rd year

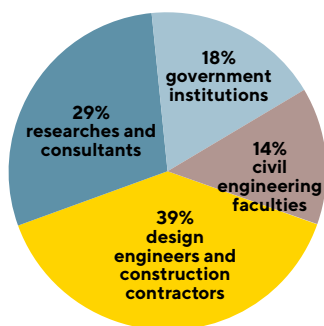
### Distribution

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

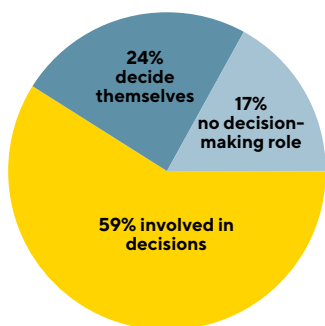
50

### Who reads Inženýrské stavby

It is typically read by men who either have a university degree or have completed or secondary school, although university-educated women read it, too. Most readers are employed in engineering or architectural design companies or with construction contractors. 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.



- 39% of readers are employed in engineering, architectural design companies or with construction contractors.
- 29% of readers are employed in research or consulting companies.
- 18% of readers are employed in government-run civil engineering institutions
- 14% of readers are educators, students, or graduates of civil engineering faculties



### Purchasing decisions

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

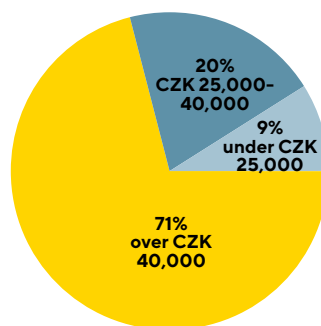
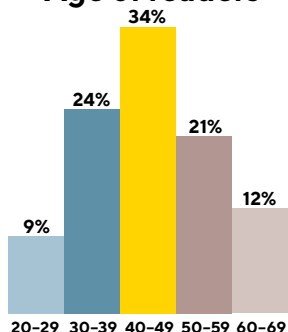
### Read more by men

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



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

### Age of readers



### How much they earn

- 71% of readers earn more than CZK 40,000 a month.
- 20% of readers earn CZK 25,000-40,000 a month
- 9% of readers earn less than CZK 25,000 a month

ISSUE DEADLINES	ISSUE DATE	ANALYSIS	TOPICS	SPECIAL	OTHER
<p><b>Inženýrské stavby/ Inženýrské stavby 5/2024 #435</b></p> <p>ORDERS: 24. 9. 2024                      MATERIALS:                      Editorial assistance: 13. 9. 2024                      Advertorials: 25. 9. 2024                      Advertising: 30. 9. 2024</p>	11. 10. 2024	<ul style="list-style-type: none"> <li>Highway and road traffic signs</li> <li>Road traffic signs designs, permanent and portable signs, new types of traffic signs and materials, traffic safety features</li> </ul>	<ul style="list-style-type: none"> <li>Tunnel construction in the Czech Republic and Slovakia</li> <li>Current state and outlook of tunnels, latest tunnel technology, equipment, monitoring, relevant standards</li> </ul>	<ul style="list-style-type: none"> <li>Integrated rail transport</li> <li>Integrating rail passenger transport in urban transport systems</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering and auxiliary structures</li> <li>Special construction</li> </ul>
<p><b>Inženýrské stavby/ Inženýrské stavby 6/2024 #436</b></p> <p>ORDERS: 5. 11. 2024                      MATERIALS:                      Editorial assistance: 16. 10. 2024                      Advertorials: 24. 10. 2024                      Advertising: 3. 11. 2024</p>	22. 11. 2024	<ul style="list-style-type: none"> <li>Water management and environmentally friendly engineering</li> <li>Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks</li> </ul>	<ul style="list-style-type: none"> <li>Road maintenance</li> <li>Maintaining, repairing and reconstructing roads, work on road surfaces and bridges, safety devices and traffic signs</li> </ul>	<ul style="list-style-type: none"> <li>Bridge construction</li> <li>Materials, structural systems and technology applied in constructing of bridges, remarkable bridges constructed in Slovakia, Czech Republic, and elsewhere</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering and auxiliary structures</li> <li>Special construction</li> </ul>
<p><b>Inženýrské stavby/ Inženýrské stavby 1/2025 #437</b></p> <p>ORDERS: 12. 3. 2025                      MATERIALS:                      Editorial assistance: 3. 3. 2025                      Advertorials: 13. 3. 2025                      Advertising: 18. 3. 2025</p>	31. 3. 2025	<ul style="list-style-type: none"> <li>Traffic infrastructure operation safety</li> <li>Increasing traffic infrastructure safety, new science and research knowledge and trends, new legislation</li> <li>Monitoring Gabčíkovo Dam construction</li> </ul>	<ul style="list-style-type: none"> <li>Rail transport</li> <li>Current state of railways in the Czech Republic and Slovakia, development and support, necessary investments, projects on the drawing board</li> </ul>	<ul style="list-style-type: none"> <li>Technological equipment in traffic infrastructure</li> <li>Technological equipment in different types of traffic infrastructure, relevant European standards, contemporary trends and development of technologies</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering</li> <li>Special construction</li> </ul>
<p><b>Inženýrské stavby/ Inženýrské stavby 2/2025 #438</b></p> <p>ORDERS: 25. 4. 2025                      MATERIALS:                      Editorial assistance: 14. 4. 2025                      Advertorials: 28. 4. 2025                      Advertising: 2. 5. 2025</p>	16. 5. 2025	<ul style="list-style-type: none"> <li>Flood control</li> <li>Keeping utility networks safe from surface water, current flood control in Czech Republic and Slovakia, monitoring flood control goals and methods, practical issues</li> </ul>	<ul style="list-style-type: none"> <li>Bridges</li> <li>Construction of bridges in the Czech Republic and Slovakia, current state and outlook, latest bridge construction and reconstruction technology, bridge diagnostics, relevant standards</li> </ul>	<ul style="list-style-type: none"> <li>Civil engineering remediation and waterproofing</li> <li>Remediation of concrete and steel structures, waterproofing and construction chemistry</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering</li> <li>Special construction</li> </ul>

<p><b>Inženýrské stavby/ Inženýrské stavby 3/2025 #439</b></p> <p>ORDERS: 17. 6. 2025                      MATERIALS:                      Editorial assistance: 6. 6. 2025                      Advertorials: 18. 6. 2025                      Advertising: 23. 6. 2025</p>	4. 7. 2025	<ul style="list-style-type: none"> <li>Investing in transportation in Czech Republic and Slovakia</li> <li>Proposed investment in transportation in Czech Republic and Slovakia, goals, issues, solutions, specific projects, future outlook</li> </ul>	<ul style="list-style-type: none"> <li>Road construction and materials</li> <li>Maintaining, repairing and reconstructing roads, technological procedures, asphalt and cement concrete roads</li> </ul>	<ul style="list-style-type: none"> <li>Concrete and concrete structures</li> <li>Use of concrete in civil engineering, current trends, technology, testing, diagnostics, concrete protection and remediation</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering and auxiliary structures</li> <li>Special construction</li> </ul>
<p><b>Inženýrské stavby/ Inženýrské stavby 4/2025 #440</b></p> <p>ORDERS: 15. 8. 2025                      MATERIALS:                      Editorial assistance: 6. 8. 2025                      Advertorials: 18. 8. 2025                      Advertising: 21. 8. 2025</p>	5. 9. 2025	<ul style="list-style-type: none"> <li>Regional transport</li> <li>Regional transportation priorities, resolving critical traffic situations</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Foundation of buildings, reconstructing and restoring foundations, geotechnical monitoring</li> </ul>	<ul style="list-style-type: none"> <li>Construction engineering, scaffolding and formwork systems in civil engineering</li> <li>Construction methods and mechanization in civil engineering including the scaffolding and formwork used in the construction of bridges and other civil engineering structures</li> </ul>	<ul style="list-style-type: none"> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Special construction</li> </ul>
<p><b>Inženýrské stavby/ Inženýrské stavby 5/2025 #441</b></p> <p>ORDERS: 26. 9. 2025                      MATERIALS:                      Editorial assistance: 12. 9. 2025                      Advertorials: 24. 9. 2025                      Advertising: 29. 9. 2025</p>	10. 10. 2025	<ul style="list-style-type: none"> <li>Highway and road traffic signs</li> <li>Road traffic signs designs, permanent and portable signs, new types of traffic signs and materials, traffic safety features</li> </ul>	<ul style="list-style-type: none"> <li>Constructing tunnels in the Czech Republic and Slovakia</li> <li>Current state and outlook of tunnels, latest tunnel technology, equipment, monitoring, relevant standards</li> </ul>	<ul style="list-style-type: none"> <li>Integrated rail transport</li> <li>Integrating rail passenger transport in urban transport systems</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering and auxiliary structures</li> <li>Special construction</li> </ul>
<p><b>Inženýrské stavby/ Inženýrské stavby 6/2025 #442</b></p> <p>ORDERS: 3. 11. 2025                      MATERIALS:                      Editorial assistance: 23. 10. 2025                      Advertorials: 4. 11. 2025                      Advertising: 7. 11. 2025</p>	21. 11. 2025	<ul style="list-style-type: none"> <li>Water management and environmentally friendly engineering</li> <li>Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks</li> <li>Monitoring Gabčíkovo Dam construction</li> </ul>	<ul style="list-style-type: none"> <li>Road maintenance</li> <li>Maintaining, repairing and reconstructing roads, work on road surfaces and bridges, safety devices and traffic signs</li> </ul>	<ul style="list-style-type: none"> <li>Bridge construction</li> <li>Materials, structural systems and technology applied in constructing of bridges, remarkable bridges constructed in the Czech Republic, Slovakia, and elsewhere</li> </ul>	<ul style="list-style-type: none"> <li>Geotechnics and foundation engineering</li> <li>Traffic infrastructure</li> <li>Water management infrastructure</li> <li>Utility networks</li> <li>Technologies and materials</li> <li>Civil engineering and auxiliary structures</li> <li>Special construction</li> </ul>

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	285	3	CZK 119,000
	2/1 spread in type area	396	256	-	
	1/1 spread	210	285	3	
	1/1 spread in type area	180	256	-	
	1/2 spread width in type area	181	126	-	
	1/2 spread width	88	256	-	
	1/3 spread width	181	81	-	
	1/3 spread height	57	256	-	
	1/4 spread*	88	126	-	
	Cover flap	70	285	3	
LEADER	Z-gate	400	285	3	CZK 156,000
	2nd cover page	210	285	3	CZK 89,000
	1st magazine page	210	285	3	CZK 89,000
	2nd and 3rd magazine page	210	285	3	CZK 79,000
	3rd cover page	210	285	3	CZK 79,000
PR	4th cover page	210	285	3	CZK 110,000
	2/1 PR	8,400 characters, 4-8 pictures, logo			CZK 119,000
	1/1 PR	4,200 characters, 2-4 pictures, logo			CZK 68,000
	2/3 PR width	2,800 characters, 1-2 pictures, logo			CZK 48,000
	2/3 PR height				
	1/2 PR width	2,100 characters, 1-2 pictures, logo			CZK 38,000
	1/2 PR height				
	1/3 PR width	1,100 characters, 1-2 pictures, logo			CZK 29,000
1/3 PR height					
OTHER	Editorial section**	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

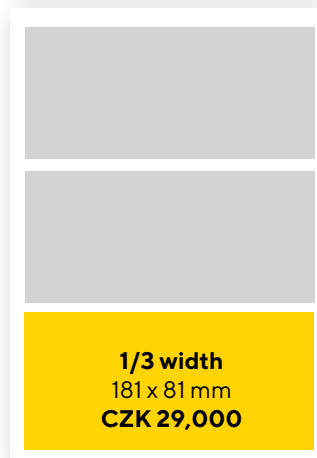
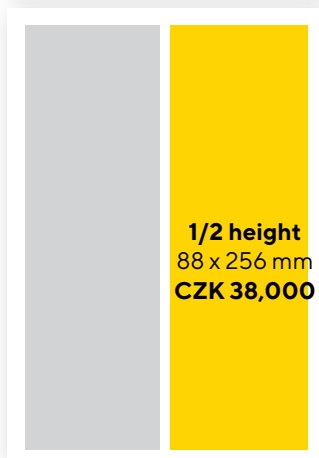
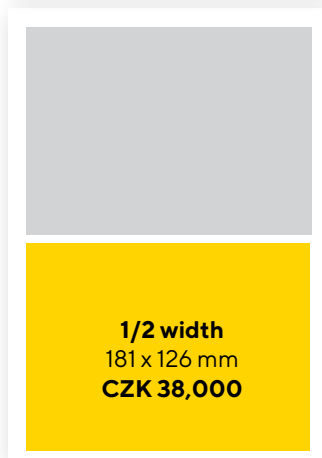
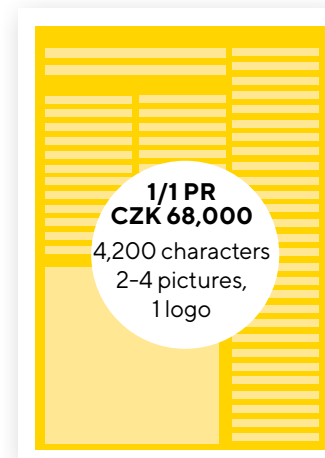
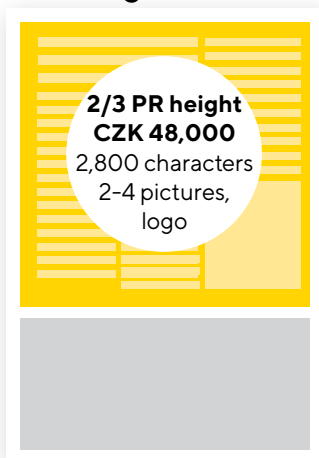


\* No option to position the advertising. Location will be based on the magazine's layout.  
 \*\* News and information are published in the editorial section only if either or both have not appeared before in Inženýrské stavby. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.  
 \*\*\* Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.  
 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 2024 to 31 August 2025. General Terms and Conditions can be found on page 58.

Full-page and display advertising



# 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 Architects

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 would attract readers is then published both in the magazine and on the ASB web portal.

## What we offer:

- Partners taking part in a roundtable discussion on a selected theme
- Promotion of event partners
- Successful specialists talking about topics where they know the story
- Preparing for what is going to be discussed and production of the event
- Networking with important personalities in the field

## Partners receive:

- Roundtable discussions published in the B2B magazine ASB
- Roundtable discussions published on 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 [obchod@jagamedia.cz](mailto: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. The Advertiser is obliged to remit payment within fourteen (14) days from the date of issuance to settle any invoices issued by the Publisher. The Publisher's bank details will be stated on the invoice.
3. Were the Advertiser to default on the remittance for any invoice, the Publisher shall be entitled to charge 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 shall be simultaneously entitled to not accept an order placed for another advertisement until the payment for the invoice in question has been remitted.
4. The Advertiser bears the cost of any bank fees and exchange rate differences associated with the payment of the invoice.
5. Advertisers may email or send through the post their written and confirmed contracts to the Publisher by the stipulated deadline.
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. The Advertiser acknowledges that an additional 10% will be charged for the positioning of an advertisement at a specifically desired location.
9. The Advertiser acknowledges a cancellation fee as follows 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 or issues.
12. The Advertiser has the right to request the advertising elements to be extensively proofread twice in order to make corrective changes, for example in the text and graphics. The Publisher will not be responsible for any modification in the language of an advertisement had an advertiser delivered to the Publisher advertising materials already prepared for publication.
13. When an ordered advertisement is published in any of JAGA's magazine titles, 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.
15. 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.
16. The Publisher is not responsible for the quality of the published advertisement should materials be provided other than what has been specified, or if no digital proof is supplied.

## Advertising materials

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

58

## Contacts

### BILLING AND MAILING ADDRESSES

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Tax No: CZ 27 07 66 95

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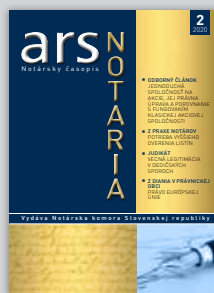
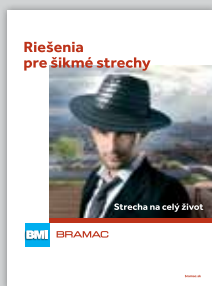
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vendula.borovska@jagamedia.cz

59

# 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 catalogues, 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](mailto:OBCHOD@JAGAMEDIA.CZ) OR PHONE +420 727 818 284

