

For readers we create issues,  
for your business we create opportunities

## materiály pro stavbu

The MATERIALS FOR CONSTRUCTION is a specialist magazine for designers, civil engineers, technicians, trading companies and companies dealing in construction materials. It focuses on issues related to the construction phase of building, i.e. materials and technologies in particular, and provides information on new products, materials and technologies, their use, advantages and possible disadvantages. Above all, the magazine discusses examples from practice.



ADVERTISEMENT PRICE LIST (prices are given in CZK without VAT)	
FORMAT	PRICE
4 <sup>th</sup> cover page	123 000 CZK
3 <sup>rd</sup> cover page	91 000 CZK
2 <sup>nd</sup> cover page	101 000 CZK
1 <sup>st</sup> magazine page	101 000 CZK
1 page	87 000 CZK
1/2 page	46 000 CZK
2/3 page	57 000 CZK
1/3 page	35 000 CZK
1/4 page	24 000 CZK
Additional charge for a specific position	+10 %

EDITORIAL PLAN	
ISSUE	EXPEDITION DATE
Materiály pro stavbu 1/14	23. 1. 14
Materiály pro stavbu 2/14	14. 3. 14
Materiály pro stavbu 3/14	17. 4. 14
Materiály pro stavbu 4/14	15. 5. 14
Materiály pro stavbu 5/14	19. 6. 14
Materiály pro stavbu 6/14	21. 8. 14
Materiály pro stavbu 7/14	16. 9. 14
Materiály pro stavbu 8/14	17. 10. 14
Materiály pro stavbu 9/14	20. 11. 14

FREE-STANDING INSERTS (prices are given in CZK without VAT)	
	PRICE
	44 000 CZK
+ price difference in postage caused by possible overweight	

DISCOUNT	
REPEAT	DISCOUNT IN %
3–5 times	15
6 and more times	20
for payment in advance	3

### PAYMENT, CANCELLATION CHARGES

Maturity of tax documents is 14 days from the date of their issue; in the event of exceeding the term of maturity the publishing house will charge interest on late payment amounting to 0,3 % of the price for every day of default. In case of advertisement cancellation within 14 working days before the advertisement publishing a cancellation charge amounting to 50 % will be charged, 7 working days before the publishing 100 % of the ad price. Cancellation has to be effected in writing. Complaints of defects in published ads, if any, have to be filed in writing not later than 10 days after the advertisement expedition.

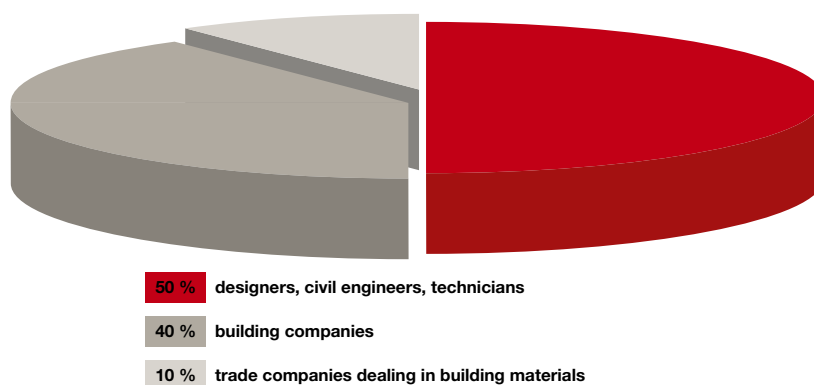


The general trading terms of the publishers Business Media CZ, s. r. o., may be read in full at [www.bmczech.cz](http://www.bmczech.cz) in the section OFFER – MEDIADATA (NABÍDKA – MEDIADATA).

**FORMATS (in mm)**

<b>1/1</b>		<b>1/2</b>		<b>1/3</b>		<b>1/4</b>	
size after cropping	frame format	size after cropping	frame format	size after cropping	frame format	frame format	
225 x 300	185 x 254	225 x 140	185 x 124	225 x 97	185 x 81	42 x 254	185 x 59
		110 x 300	90 x 254	78 x 300	58 x 254	90 x 124	
<b>SIZE OF 1 PAGE</b>				<b>2/3</b>			
before cropping	after cropping			size after cropping	frame format		
235 x 310	225 x 300			152 x 300	126 X 254		

**SUBSCRIBER'S PROFILE**



**EDITORIAL PLAN FOR 2014**

**DEADLINE FOR RECEIVING OF DOCUMENTATION**

ISSUE	EXPEDITION DATE	ORDER DEADLINE
Materiály pro stavbu 1/14	23. 1. 14	27. 12. 13
Materiály pro stavbu 2/14	14. 3. 14	7. 2. 14
Materiály pro stavbu 3/14	17. 4. 14	14. 3. 14
Materiály pro stavbu 4/14	15. 5. 14	14. 4. 14
Materiály pro stavbu 5/14	19. 6. 14	12. 5. 14
Materiály pro stavbu 6/14	21. 8. 14	18. 7. 14
Materiály pro stavbu 7/14	16. 9. 14	18. 8. 14
Materiály pro stavbu 8/14	17. 10. 14	12. 9. 14
Materiály pro stavbu 9/14	20. 11. 14	17. 10. 14



You can find the contents of the last issue and the technical requirements for advertising materials at [www.bmczech.cz](http://www.bmczech.cz) in the OFFER – MEDIADATA section.

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www.bmczech.cz

**TECHNICAL REQUIREMENTS FOR ADVERTISING**

**MATERIAL TEMPLATES**

- high quality photographs in electronic form as tif, jpg, eps files, CMYK colour mode, resolution 300 dpi
- templates for scanning: photos, photographic slides

**DATA INTAKE**

e-mail (text), CD, DVD, USB drive, FTP server

**ELECTRONIC DATA FORMAT**

**1. PDF ACCORDING TO PDF/X-1A OR PDF VERSION 1.3. STANDARD (COMPATIBILITY WITH ADOBE 4.0)**

The document must be created by converting the postscript file by Adobe Distiller, printing to PDF, exporting (e.g. from Adobe InDesign, Illustrator), but only under conditions set in PDF/X-1a standard or version 1.3 standard. It must also (if the advertisement is for the trim size) contain at least 5 mm bleed, crop marks of at least 4 mm from the trim size. PDF file must not contain objects in RGB colour space and spot colours, embedded ICC profiles, OPI information.

**2. BITMAP FILES TIFF, JPEG, PSD, EPS**

Data must be in CMYK colour space and, in case of TIFF and PSD must be combined in a single layer, if the advertisement is for the trim size, it must contain at least 5 mm bleed, it may contain crop marks of at least 4 mm from the trim size. Recommended resolution is 300 dpi (200 dpi minimum) at 100% size.

**3. VECTOR EPS FILES AND INDESIGN FILES**

Data must be in CMYK colour space, text must be converted into curves, or fonts used must be provided (if permitted by the licence agreement).

If the advertisement is for the trim size, bleed must be set at minimum of 5 mm and crop marks at minimum of 4 mm from the trim size. The data must not contain objects in the RGB colour space and spot colours, links to external files (if not supplied with the document).

**4. OTHER FORMATS BY AGREEMENT**

For checking the colour scheme it is appropriate to supply a colour design, which has been created according to the ISO-12647-2:2004 (FOGRA) standard. In the event that ISO 12647-2:2004 is not adhered to, we shall be not liable for the required colour scheme and for errors that arise during the processing of the advertisement.

For the colour transfer of used bitmap files from various colour spaces to a CMYK colour space, we recommend using profiles of the following standard: ISO-12647-2:2004 (Europe ISOcoated v2 FOGRA39, PSO LWC Improved (ECI) FOGRA45). This standard is used in creating the content of the periodical, for creating a certified proof copy and for printing. We shall not be liable for the required colour scheme in the event that other ICC profiles or other methods for transferring into CMYK are used.

Adobe Creative Suite 4 Professional Acrobat 5 and 6 are used for processing.

It is possible to supply data on the following media: CD, DVD, on portable USB and FireWire (IEEE 1394) disks, via electronic mail, via an FTP server, via www.uschovna.cz. Other transfer possibilities can be arranged by agreement.

SV, spol. s r. o., Smíchov branch, phone.: 225 351 156, e-mail: smichov@sv-studio.cz ftp://w26013\_svstudio:jSFHC9Wj@ftp.sv-studio.cz

**TECHNICAL INFORMATION**

**Published:** since March 1995  
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**Sale:** subscription  
**Editor-in-chief:** Mgr. Antonín Gottwald  
**Publisher:** Business Media CZ, s. r. o.

TEMA: ENERGETICKÉ A PASIVNÍ DOMY

### Energeticky autonomní renovační městského domu ve Welsu

Projekt realizovaný v rámci programu obnovy státního fondu v rámci projektu „Energeticky autonomní renovační městského domu ve Welsu“.



Stavba je realizována v rámci projektu obnovy státního fondu v rámci projektu „Energeticky autonomní renovační městského domu ve Welsu“.

VÝROBCÍ INFORMACE | Aktualizace a praxe

### Barevný dům roku 2012 je k vidění na Pankráči

Projekt realizovaný v rámci programu obnovy státního fondu v rámci projektu „Barevný dům roku 2012 je k vidění na Pankráči“.



Projekt realizovaný v rámci programu obnovy státního fondu v rámci projektu „Barevný dům roku 2012 je k vidění na Pankráči“.



**ORDER AND INFORMATION**

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**BYDLENÍ**

» A magazine on housing and garden » Practical information on furnishing houses and flats » Original reports – visits to Czech and foreign interiors » News and trends – furniture, interior accessories and home appliances » Popular flat transformations » Garden and construction » Advice and recommendations by experts – legal and financial consultancy » Tips how to save money when buying a property, furnishing or reconstructing a flat or a house, and running a household



**MODERN APARTMENT**

A prestigious magazine dynamically changing in harmony with the current trends, thus slowly but surely cultivating the readers' taste. The magazine understands housing and interior design in a wider context as part of lifestyle, uncovering intimacy of the home and taste of the famous figures and publishing expert opinions.



**WORLD OF BATHROOMS**

Published alternately as a quarterly journal of the Modern apartment magazine. It can be seen as a special issue, which is deeply devoted to its subject, monitors news on the market and the possibility of modernization of bathrooms. In every article there are prices of products and business contacts.



**WORLD OF KITCHENS**

Published alternately as a quarterly journal of the Modern apartment magazine. It can be seen as a special issue, which is deeply devoted to its subject, monitors news on the market and the possibility of modernization of kitchens. In every article there are prices of products and business contacts.



**MY HOUSE**

Traditional magazine about living in family houses each month acquaints those interested in living in a house with individual and type new buildings and renovations. The magazine does not avoid progressive construction technologies and modern interior realizations. My house is the organizer of the prestigious inquiry House of the year.



**FAMILY HOUSE**

The magazine that managed to build an eye-catching position in the market. It provides practical advice, tips and guidance to its readers – not just owners of family houses – on how to build, repair or improve home best. In the same way it also deals with landscaping around the house, useful and decorative garden.



**CONSTRUCTION**

Architectural magazine called Construction brings the latest news from the world of architecture and construction. The central and regularly recurring topics are devoted to issues of urban development, housing and reconstruction. The magazine is intended not only for architects and student of architecture, but also for designers and construction engineers.



**CATALOGUE OF FAMILY HOUSES**

Published annually as a special issue of My house magazine. The content consists of editorial material and material of advertising and tender character. Editors consult the topics with architects, designers, construction companies. A substantial part of this periodical is the chapter devoted to projection offices and family house contractors.