

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

**BusinessMedia**  
**DocuGroupCompany**  
CZECH REPUBLIC

# moderní byt

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.



**MAGAZINE  
OF THE YEARS  
2007, 2008, 2009**

## ADVERTISEMENT PRICE LIST (prices are given in CZK without VAT)

FORMAT	PRICE
4 <sup>th</sup> cover page	179 000 CZK
3 <sup>rd</sup> cover page	120 000 CZK
2 <sup>nd</sup> cover page	145 000 CZK
1 <sup>st</sup> two-page spread	170 000 CZK
2 <sup>nd</sup> two-page spread	155 000 CZK
two-page spread inside	150 000 CZK
1 page	92 000 CZK
2/3 page – Junior PAGE	78 000 CZK
1/2 page	49 000 CZK
1/3 page	39 000 CZK
1/4 page	29 000 CZK
V-GATE cover	275 000 CZK
Z-GATE cover	300 000 CZK

## INSERT ADVERTISING

prices are set individually and contractually

## EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Moderní byt 2/14 special KUCHYNĚ	13. 2. 14
Moderní byt 3/14	13. 3. 14
Moderní byt 4/14	17. 4. 14
Moderní byt 5/14	15. 5. 14
Moderní byt 6–7/14 special KOUPELNY	19. 6. 14
Moderní byt 8/14	14. 8. 14
Moderní byt 9/14	18. 9. 14
Moderní byt 10/14	16. 10. 14
Moderní byt 11/14	13. 11. 14
Moderní byt 12/14	11. 12. 14

## DISCOUNT

REPEAT	DISCOUNT IN %
3 times	5
6 times	10
9 times	12,5
for payment in advance	2
<b>ADDITIONAL CHARGE</b>	<b>for a specific position 15</b>

## 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 before the deadline of advertising the client pays no cancellation fee, after the deadline he will pay 100 % of the 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)**

<p>1/1 size after cropping 228 x 295</p>	<p>1/1 frame format 192 x 261</p>	<p>1/2 size after cropping 228 x 145</p>	<p>1/2 size after cropping 106 x 295</p>	<p>1/2 frame format 192 x 127</p>	<p>1/2 frame format 97 x 261</p>
<p>1/3 size after cropping 228 x 100</p>	<p>1/3 size after cropping 62 x 295</p>	<p>1/3 frame format 192 x 84</p>		<p>1/4 frame format 192 x 65</p>	<p>1/4 size after cropping 228 x 80</p>

**EDITORIAL PLAN FOR 2014**

**DEADLINE FOR RECEIVING OF DOCUMENTATION**

ISSUE	DATE OF PUBLISHING	FOR PROCESING	ORDER DEADLINE
Moderní byt 2/14 special KUCHYŇĚ	13. 2. 14	6. 1. 14	17. 1. 14
Moderní byt 3/14	13. 3. 14	3. 2. 14	14. 2. 14
Moderní byt 4/14	17. 4. 14	10. 3. 14	21. 3. 14
Moderní byt 5/14	15. 5. 14	7. 4. 14	18. 4. 14
Moderní byt 6–7/14 special KOUPELNY	19. 6. 14	12. 5. 14	23. 5. 14
Moderní byt 8/14	14. 8. 14	7. 7. 14	18. 7. 14
Moderní byt 9/14	18. 9. 14	11. 8. 14	22. 8. 14
Moderní byt 10/14	16. 10. 14	8. 9. 14	19. 9. 14
Moderní byt 11/14	13. 11. 14	6. 10. 14	17. 10. 14
Moderní byt 12/14	11. 12. 14	3. 11. 14	14. 11. 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 ACROBAT 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 license 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 5 and 6 are used for processing.

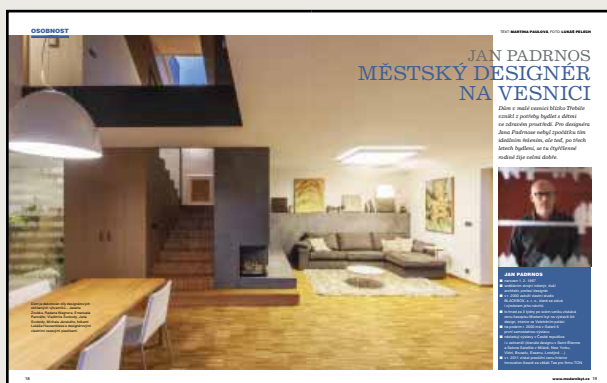
It is possible to supply data on the following media: CD, DVD, on portable USB and FireWire (IEEE 1394) disks, via electronic mail, via an FTP server, via [www.uschovna.cz](http://www.uschovna.cz). Other transfer possibilities can be arranged by agreement.

SV, spol. s r. o., pobočka Smíchov, tel.: 225 351 156, e-mail: [smichov@sv-studio.cz](mailto:smichov@sv-studio.cz)  
[ftp://w26013\\_svstudio:jSFHC9Wj@ftp.sv-studio.cz](ftp://w26013_svstudio:jSFHC9Wj@ftp.sv-studio.cz)

## TECHNICAL INFORMATION

Published: since 1997  
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Editor-in-chief: Markéta Klocová  
Publisher: Business Media CZ, s. r. o.



**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



**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.



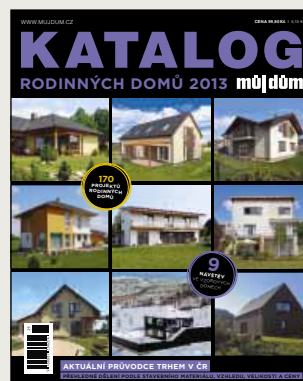
**MATERIALS FOR CONSTRUCTION**

Magazine intended for engineers, technicians, construction companies, architects, civil engineers and all those interested in innovations in the field of construction. It provides information on building materials and products and their uses. It points out faults caused by improper choice of technology or by incorrect process.



**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.