

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

můj dům

Traditional magazine about living in family houses each month acquaints those interested in living in a house with new individual and type buildings and renovations. The magazine does not avoid progressive construction technologies and modern interior realizations. We consider the topic of gardens to be as important as building a house and therefore we cooperate with the best experts in the field of landscape architecture. My house is the organizer of the prestigious inquiry House of the year.



ADVERTISING RATES (prices are in CZK without VAT)

FORMAT	PRICE
4 th page of cover	195 000 CZK
3 rd page of cover	115 000 CZK
2 nd page of cover	144 000 CZK
Page 3 (first on the right)	125 000 CZK
1 st 2/1	160 000 CZK
2 nd 2/1	145 000 CZK
2/1	140 000 CZK
1/1	92 000 CZK
1/2	49 000 CZK
1/3	39 000 CZK
1/4	29 000 CZK
1/6	22 000 CZK
1/8	18 000 CZK
Z GATE	275 000 CZK
V GATE	300 000 CZK
Discount voucher	5 000 CZK

DISCOUNT

REPETITION	DISCOUNT IN %
3–5 times	5
6–8 times	7,5
9–11 times	10

DATES OF ISSUES

ISSUE	DATE OF ISSUE
Můj dům 2/14	22. 1. 14
Můj dům 3/14	26. 2. 14
Můj dům 4/14	19. 3. 14
Můj dům 5/14	23. 4. 14
Můj dům 6/14	21. 5. 14
Můj dům 7/14	25. 6. 14
Můj dům 8/14 – speciál Rekonstrukce	23. 7. 14
Můj dům 9/14	20. 8. 14
Můj dům 10/14	24. 9. 14
Můj dům 11/14	22. 10. 14
Můj dům 12/14	19. 11. 14
Můj dům 1/15 – speciál Katalog rodinných domů 2015	17. 12. 14

ADDITIONAL CHARGES

	in %
for placement	15
production of advertisement	20

INSERTED ADVERTISEMENT

the price is made by contract and individually

PAYMENT, CANCELATION FEES

Maturity of tax documents is 14 days from the date of issue, when the maturity period times out, the publisher charges a penalty of 0.3 percent of the price for each day of delay. If the advertiser cancels the advertisement by the closing date of advertising, he doesn't pay any cancellation fee, after that date he will pay 100 % of the advertisement price. Cancellation must be made exclusively in writing. Any defects in the published advertisement can be claimed only in writing within 10 days after the expedition of the advertisement.



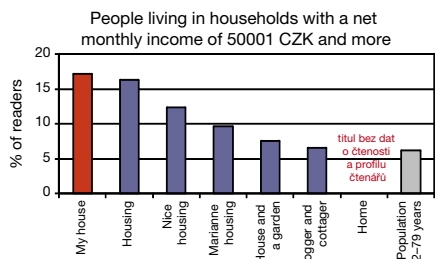
General terms and conditions of Business Media CZ, s. r. o. publisher are available in full on www.bmczech.cz in the OFFER – MEDIADATA section

FORMATS (in mm)

1/1 bleed 228 x 295	1/1 mirror 200 x 252	1/2 bleed 228 x 145	1/2 bleed 106 x 295	1/2 mirror 200 x 123	1/2 mirror 97 x 252	1/3 bleed 228 x 95	1/3 bleed 70 x 295
1/3 mirror 200 x 80	1/3 mirror 63 x 252	1/4 bleed 106 x 145 mirror 97 x 123	1/8 bleed 228 x 47 mirror 200 x 27	Z Gate (II. page of cover + flap) 440 x 295		V Gate (II. page of cover + flap) 440 x 295	
bleed 228 x 61 1/6 mirror 200 x 37						other formats – after individual agreement for a negotiated price	

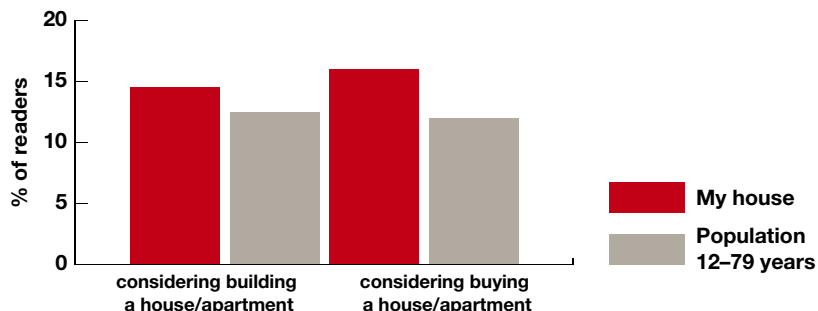
PROFILE OF READERS

READERS OF MY HOUSE



My house magazine has the highest proportion of readers who live in households with a net monthly income of 50001 CZK and more.

Source: MEDIA PROJECT 4th quarter of 2009 – 1st quarter of 2010 (1st October 2009 – 1st April 2010)



PLAN FOR 2014

DEADLINE FOR RECEIVING OF DOCUMENTATION

Issue	Date of issue	Order deadline	Written orders	Electronic data – deadline
Můj dům 2/14	22. 1. 14	20. 12. 13	27. 12. 13	2. 1. 14
Můj dům 3/14	26. 2. 14	24. 1. 14	27. 1. 14	3. 2. 14
Můj dům 4/14	19. 3. 14	11. 2. 14	14. 2. 14	21. 2. 14
Můj dům 5/14	23. 4. 14	18. 3. 14	21. 3. 14	28. 3. 14
Můj dům 6/14	21. 5. 14	15. 4. 14	18. 4. 14	25. 4. 14
Můj dům 7/14	25. 6. 14	19. 5. 14	22. 5. 14	29. 5. 14
Můj dům 8/14 – speciál Rekonstrukce	23. 7. 14	17. 6. 14	20. 6. 14	26. 6. 14
Můj dům 9/14	20. 8. 14	15. 7. 14	18. 7. 14	25. 7. 14
Můj dům 10/14	24. 9. 14	19. 8. 14	22. 8. 14	29. 8. 14
Můj dům 11/14	22. 10. 14	16. 9. 14	19. 9. 14	26. 9. 14
Můj dům 12/14	19. 11. 14	14. 10. 14	17. 10. 14	24. 10. 14
Můj dům 1/15 – speciál Katalog rodinných domů 2015	17. 12. 14	11. 11. 14	14. 11. 14	21. 11. 14



Other formats of advertisements after agreement. Technical requirements and dates for submission of advertisement materials can be found also on www.bmczech.cz in the **SERVIS – ADVERTISING** section

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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 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 October 1993

Printing method: rotary offset

Frequency: monthly

Range: at least 160 pages

Editor: Markéta Klocová

Publisher: Business Media CZ, s. r. o.



ORDERS AND INFORMATION

SALES DEPARTMENT Business Media CZ, s. r. o., Nádražní 32, 150 00 Praha 5-Smíchov

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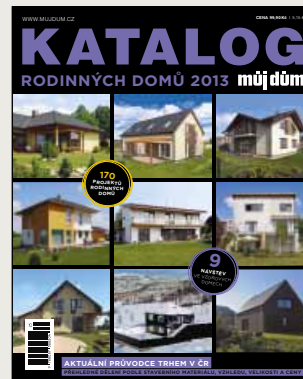
RECONSTRUCTIONS

The special issue of the My house magazine is intended for all those who are planning to reconstruct their house or apartment. In the issue you will find all necessary information including examples of renovated buildings, appropriate technology and materials as well as legal and financial counselling. The magazine provides valuable advice on rebuilding the house, the completion or the renovation of the interior and exterior.



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.



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.



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.



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.



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.