

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

RODINNÝ *dům*

The magazine that provides practical advice, tips and guidance to its readers – not just owners of family houses - on how to best build, repair or improve your home. In the same way it also deals with landscaping around the house, useful and decorative garden. It gives advice on what tools to choose, where to save and what you shouldn't neglect when you take care of your home.



ADVERTISEMENT PRICE LIST

(prices are given in CZK without VAT)

FORMAT	PRICE
V-GATE	145 000 CZK
4 th page of cover	102 000 CZK
3 rd page of cover	89 000 CZK
2 nd page of cover	89 000 CZK
magazine double page	126 000 CZK
1 page	81 000 CZK
1/2 page	42 000 CZK
1/3 page	30 000 CZK
1/4 page	21 000 CZK
1/8 page	15 000 CZK

DISCOUNTS

REPETITION	DISCOUNT IN %
2-4x	5
5-7x	7
8x and more	10,5

EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Rodinný dům 1-2/14	6. 2. 14
Rodinný dům 3/14	6. 3. 14
Rodinný dům 4/14	3. 4. 14
Rodinný dům 5/14	6. 5. 14
Rodinný dům 6/14	5. 6. 14
Rodinný dům 7-8/14	3. 7. 14
Rodinný dům 9/14	4. 9. 14
Rodinný dům 10/14	2. 10. 14
Rodinný dům 11-12/14	6. 11. 14

OTHER FORMATS OF ADVERTISEMENTS, INSERTED ADVERTISEMENT (price is in CZK without VAT)

THE PRICE IS MADE BY CONTRACT AND INDIVIDUALLY

ADDITIONAL CHARGE

	in %
for placement	15
production of advertisement	20

PAYMENT, CANCELLATION 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)

<p>1/1 bleed 215 x 280</p> <p>1/1 mirror 184 x 235</p>	<p>1/2 bleed 215 x 137</p> <p>1/2 bleed 103 x 280</p>	<p>1/2 mirror 184 x 115</p> <p>1/2 mirror 87 x 235</p>	<p>1/3 bleed 215 x 93</p> <p>1/3 bleed 71 x 280</p>
<p>1/3 mirror 184 x 71</p> <p>1/3 mirror 55 x 235</p>	<p>1/4 mirror 87 x 115</p> <p>1/8 mirror 88 x 58</p>	<p>V Gate (Il. page of cover + flap) 414 x 280</p>	<p>other for- mats – after individual agreement for a negoti- ated price</p>

GENDER OF READERS OF FAMILY HOUSE



58 % man 42 % woman

READERS OF FAMILY HOUSE



25 % 12-29 years 46 % 30-49 years 29 % 50-79 years

PLAN FOR 2014

DEADLINE FOR RECEIVING OF DOCUMENTATION

Issue	Date of publishing	Written orders	Order deadline	Electronic data – deadline
Rodinný dům 1-2/14	6. 2. 14	7. 1. 14	10. 1. 14	17. 1. 14
Rodinný dům 3/14	6. 3. 14	4. 2. 14	7. 2. 14	14. 2. 14
Rodinný dům 4/14	3. 4. 14	4. 3. 14	7. 3. 14	14. 3. 14
Rodinný dům 5/14	6. 5. 14	8. 4. 14	11. 4. 14	18. 4. 14
Rodinný dům 6/14	5. 6. 14	6. 5. 14	9. 5. 14	16. 5. 14
Rodinný dům 7-8/14	3. 7. 14	3. 6. 14	6. 6. 14	13. 6. 14
Rodinný dům 9/14	4. 9. 14	5. 8. 14	8. 8. 14	15. 8. 14
Rodinný dům 10/14	2. 10. 14	2. 9. 14	5. 9. 14	12. 9. 14
Rodinný dům 11-12/14	6. 11. 14	6. 10. 14	10. 10. 14	17. 10. 14



The content of last issue and technical requirements for advertising materials can be found on www.bmczech.cz in **SERVIS – ADVERTISING** section

ORDERS AND INFORMATION

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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.



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.



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.



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.



BYDLNÍ

» 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.