

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

STAUBA

The CONSTRUCTION is a specialist magazine designed for architects, civil engineers and building companies. Its content is conceived so as to meet the requirements of designers of ground constructions. The magazine brings information on new works, reconstruction, modernization, construction details, structural and physical aspects of buildings, and technologies related to the constructional process.



ADVERTISEMENT PRICE LIST (prices are given in CZK without VAT)	
FORMAT	PRICE
4 th cover page	127 000 CZK
3 rd cover page	95 000 CZK
2 nd cover page	104 000 CZK
1 st magazine page	104 000 CZK
1 page	92 000 CZK
1/2 page	47 000 CZK
1/3 page	36 000 CZK
1/4 page	25 000 CZK
Additional charge for a specific position	+10 %

EDITORIAL PLAN	
ISSUE	EXPEDITION DATE
Stavba 1/14	10. 4. 14
Stavba 2/14	19. 6. 14
Stavba 3/14	11. 9. 14
Stavba 4/14 – Ročenka architektury	20. 11. 14

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

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 in the section OFFER – MEDIADATA (NABÍDKA – MEDIADATA).

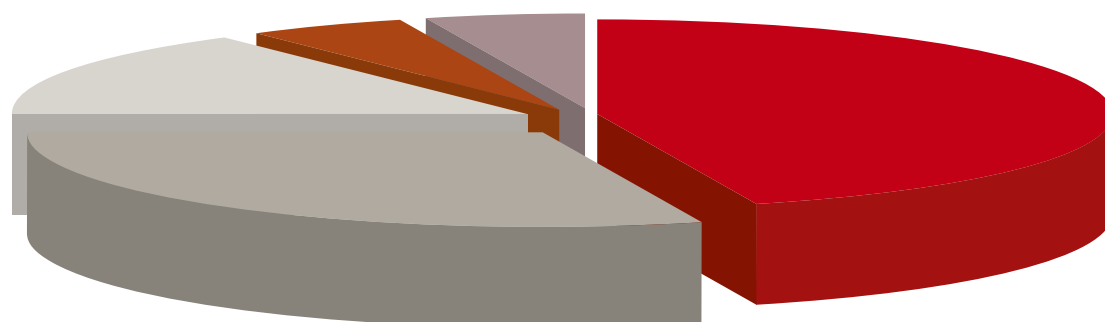
FORMATS (in mm)

1/1		1/2		1/3		1/4	
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		185 x 81	42 x 254	185 x 59
		110 x 300	90 x 254		58 x 254	90 x 124	

SIZE OF 1 PAGE

before cropping	after cropping
235 x 310	225 x 300

SUBSCRIBER'S PROFILE



- 45 % authorised architects and designers
- 30% authorised engineers
- 15 % building companies
- 5 % investors, developers
- 5 % students of construction

EDITORIAL PLAN FOR 2014

DEADLINE FOR RECEIVING OF DOCUMENTATION

ISSUE	EXPEDITION DATE	ORDER DEADLINE
Stavba 1/14	10. 4. 14	7. 3. 14
Stavba 2/14	19. 6. 14	16. 5. 14
Stavba 3/14	11. 9. 14	8. 8. 14
Stavba 4/14 – Ročenka architektury	20. 11. 14	20. 10. 14



You can find the contents of the last issue and the technical requirements for advertising materials at www.bmczech.cz in the OFFER – MEDIADATA section.

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 May 1994
Print type: flat offset

Editor-in-chief: Mgr. Milena Sršňová
Publisher: Business Media CZ, s.r.o.



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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.



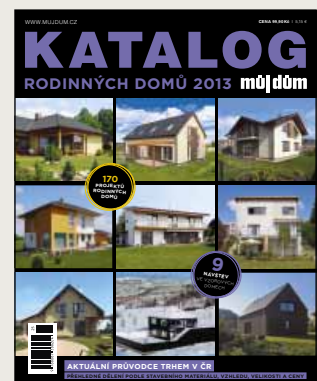
FAMILY HOUSE

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.



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.



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.