

For the reader we create titles,
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 %

FREE-STANDING INSERTS (prices are given in CZK without VAT)

PRICE
44 000 CZK
+ price difference in postage caused by possible overweigh

EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Stavba 1/10	April 1 st , 2010
Stavba 2/10	June 17 th , 2010
Stavba 3/10	September 2 nd , 2010
Stavba 4/10	October 26 th , 2010

DISCOUNT

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


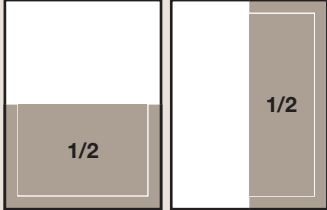
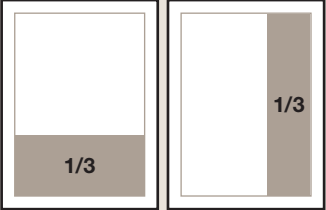

PAYMENT, CANCELLATION CHARGES

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 2010

DEADLINE FOR RECEIVING OF DOCUMENTATION

ISSUE	EXPEDITION DATE	ORDER DEADLINE
Stavba 1/10	April 1 st , 2010	February 26 th , 2010
Stavba 2/10	June 17 th , 2010	May 14 th , 2010
Stavba 3/10	September 2 nd , 2010	July 30 th , 2010
Stavba 4/10	October 26 th , 2010	September 24 th , 2010



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.

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www.bmczech.cz

TECHNICAL REQUIREMENTS FOR ADVERTISEMENT DOCUMENTATION

COPIES

- Quality photographs in electronic version, in .tif, .jpg, or .eps formats, the CMYK color scheme, 300 dpi resolution for Apple Macintosh, generated in the InDesign, Adobe Illustrator, or Adobe Photoshop graphic programs;
- Materials for scanning: photographs, slides.

PORTABLE MEDIA

Text: e-mail, CD, DVD, USB disc, FTP server.

ELECTRONIC DATA FORMAT

1. PDF as per the PDF/X-1a standard or PDF version 1.3 (Acrobat 4.0 compatibility)

The document must be created by converting a postscript Adobe Distiller file, printing in PDF, by exporting (e.g. from Adobe InDesign, Illustrator) but only on condition that the PDF/X-1a standard or version 1.3 is complied with. Furthermore, if the advertisement is for actual size, it must contain at least 5 mm of bleed and crop marks at least 4 mm from the actual size of the printed ad. The PDF file may not contain objects in an RGB colour space and spot colours, embedded ICC profiles or OPI information.

2. TIFF, JPEG, PSD and EPS bitmap formats

Data must be in a CMYK colour space and flattened in the case of TIFF and PSD. If the advertisement is for actual printed size, it must contain at least 5 mm bleed. It may also contain crop marks at least 4 mm from the actual size of printed ad. Recommended resolution is 300 dpi (with the minimum being 200 dpi) at 100% size.

3. EPS vector formats and InDesign documents.

The data must be in a CMYK colour space. The text must be converted to curves or it is necessary to supply used fonts (if this is permitted by a licence agreement).

If the advertisement is for actual size, set at least 5 mm bleed and chop marks at least 4 mm from the actual size of printed ad. The data may not contain objects in an RGB colour space and spot colours, or links to external files (if they have not been supplied with the document).

4. Other formats can be arranged 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, EUROPE ISOwebcoated FOGRA28). 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 2 Professional Acrobat (Acrobat 7, Photoshop 9, Illustrator 12, InDesign 4) 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.

Vivas prepress a.s., tel.: 225 351 156, e-mail: vivas_vivas@bmczech.cz, ftp: ftp://vivasupload:vitra670@ftp.bmczech.cz/upload

TECHNICAL INFORMATION

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ORDER AND INFORMATION

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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. Some columns are translated to the audiovisual format on a DVD produced in-house.



SVĚT KOUPELEN

Both THE WORLD OF BATHROOMS and THE WORLD OF KITCHENS magazines are published as quarterlies accompanying THE MODERN FLAT (Moderní byt), a prestigious magazine on design.



SVĚT KUCHYNÍ

They can certainly be regarded as highly specialist periodicals bringing in depth coverage of their respective subject matters, examine new products in the market, and propose possible ways of modernization of bathrooms and kitchens. All the articles include current prices of products and company contact information.



VÍTEJTE DOMA

The magazine is intended for the widest spectrum of readers from the time they first furnish their home through to the period in life where they renew and gradually modify their home. The offering of advice, tips, services and inspiration is not only from the area of living accommodations. It covers the reconstruction and renovation of interiors in a popular manner.



MŮJ DŮM

The MY HOUSE magazine is not designed only for those who are planning to build a house, to plant a tree... – as the saying has it – and fill it up with life. It is designed for all those who are rebuilding, transforming and modernizing their houses or apartments.



RECONSTRUCTIONS

Special issue of the magazine Můj dům [My House] are designed for all preparing for reconstruction of their house or apartment. The issue will include all necessary information including sample reconstructed houses, suitable technologies and materials and legal and financial advice.



RODINNÝ DŮM

The magazine's readers are home owners for whom caring for a home is also a joy. Rodinný dům finds inspiration for its format and conception abroad, where similar magazines are among the most successful in the segment of magazines on homes. In addition to construction and reconstruction, a central theme of the magazine is the garden.



MATERIÁLY PRO STAVBU

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.