

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

moderní byt  
**SVĚT KOUPELEN**      moderní byt  
**SVĚT KUCHYŇÍ**

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. 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.



**ADVERTISEMENT PRICE LIST**

(prices are given in CZK without VAT)

FORMAT	PRICE
4 <sup>st</sup> cover page	98 000 CZK
3 <sup>rd</sup> cover page	70 000 CZK
2 <sup>nd</sup> cover page	81 000 CZK
1 <sup>st</sup> two-page spread	100 000 CZK
2 <sup>nd</sup> two-page spread	92 000 CZK
two-page spread inside	98 000 CZK
1 page	49 000 CZK
2/3 page	36 000 CZK
1/2 page	28 500 CZK
1/3 page	21 000 CZK
1/4 page	18 500 CZK

**ADVERTISEMENT PRICE LIST – SPECIALS**

1 page	92 000 CZK
1/2 pages	49 000 CZK
1/3 pages	39 000 CZK

Other sizes see price list Moderní byt

**EDITORIAL PLAN**

SVĚT KUCHYŇÍ	EXPEDITION DATE
Svět kuchyní / léto	19. 5. 16
Svět kuchyní / podzim	18. 8. 16
Svět kuchyní / zima	16. 11. 16
SVĚT KOUPELEN	EXPEDITION DATE
Svět koupelen / jaro	17. 3. 16
Svět koupelen / podzim	22. 9. 16
Svět koupelen / zima	14. 12. 16

**DISCOUNT**

REPEAT	DISCOUNT IN %
2 times	5
3 times	7
4 times	10
for payment in advance	2
<b>ADDITIONAL CHARGE</b>	for a specific position 10

**INSERT ADVERTISING**

prices are set individually and contractually

**PAYMENT, CANCELLATION CHARGES**

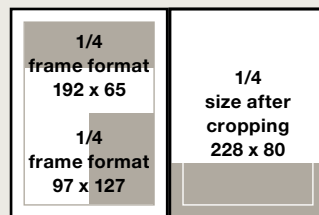
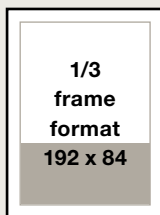
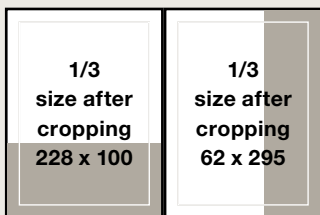
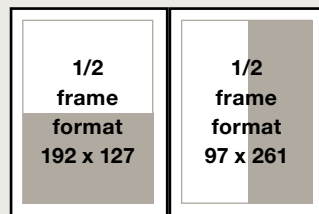
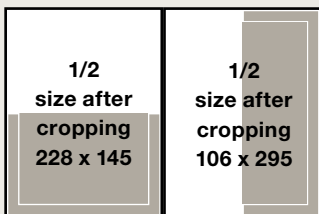
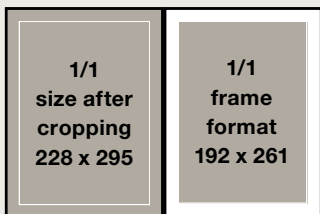
Maturity of tax documents is 14 days from the date of their issue; in the event of exceeding the term of maturity the publishing house will charge interest on late payment amounting to 0,3 % of the price for every day of default. In case of advertisement cancellation before the deadline of advertising 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)**

If the advertisement is full size, set bleeds of at least 5 mm and crop marks at least 4 mm



**TECHNICAL INFORMATION**

**Published:** since 2000  
**Print type:** offset  
**Periodicity:** quarterly

**Volume:** 100 pages  
**Editor-in-chief:** Markéta Klocová  
**Publisher:** Business Media CZ, s. r. o.



**EDITORIAL PLAN FOR 2016**

**DEADLINE FOR RECEIVING OF DOCUMENTATION**

ISSUE	DATE OF PUBLISHING	FOR PROCESSING	ORDER DEADLINE
Svět kuchyní / léto	19. 5. 16	15. 4. 16	22. 4. 16
Svět kuchyní / podzim	18. 8. 16	15. 7. 16	22. 7. 16
Svět kuchyní / zima	16. 11. 16	14. 10. 16	21. 10. 16

**EDITORIAL PLAN FOR 2016**

**DEADLINE FOR RECEIVING OF DOCUMENTATION**

ISSUE	DATE OF PUBLISHING	FOR PROCESSING	ORDER DEADLINE
Svět koupelen / jaro	17. 3. 16	12. 2. 16	19. 2. 16
Svět koupelen / podzim	22. 9. 16	19. 8. 16	26. 8. 16
Svět koupelen / zima	14. 12. 16	11. 11. 16	18. 11. 16



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 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 (access on request), via www.uschovna.cz. Other transfer possibilities can be arranged by agreement.

DTP-Studio, Business Media CZ, phone: +420 225 351 156, e-mail: dtp@bmczech.cz

## WWW.DUMABYT.CZ



Specialised server about living and construction,

where the user can find ample inspiration, clever advice and valuable expert information, divided into sections based on the focus: Home, Apartment, Garden, Kitchen, Bathroom, Financing.

Separate Catalogue section.

Registered users are notified 7 times per week about new articles on the portal through the newsletter.





**BusinessMedia**  
CZECH REPUBLIC

moderní byt  
**SVĚT KUCHYŇÍ**

moderní byt  
**SVĚT KOUPELEN**

**ORDER AND INFORMATION**

**BUSINESS DEPARTMENT** Business Media CZ, s. r. o., Nádražní 32, 150 00 Prague 5-Smíchov, e-mail: info@bmczech.cz

**ACCOUNT MANAGER**

Hana Andělová  
phone: +420 225 351 135  
mobile: +420 603 248 157  
hana.andelova@bmczech.cz

**ACCOUNT MANAGER**

Kateřina Keslová  
mobile: +420 773 773 325  
katerina.keslova@bmczech.cz

[WWW.BMCZECH.CZ](http://WWW.BMCZECH.CZ)

[WWW.DUMABYT.CZ](http://WWW.DUMABYT.CZ)



**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.



**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



**MŮJ DŮM**

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. A catalogue of family homes is published once a year as a part of the Můj dům magazine.



**RODINNÝ DŮM**

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.



**MATERIÁLY PRO STAVBU**

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.



**STAVBA**

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.



**STAVITEL**

The Stavitel (Builder) magazine guides the reader through the entire construction – from preparation through to final use, provides information about building materials, innovation and technologies, building equipment and construction software. It focuses on architecture in terms of used materials and technologies. Another integral part is the legal advice column and regular publication of public contracts.