

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

## materiály pro stavbu

The MATERIALS FOR CONSTRUCTION is 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, their use, advantages and possible disadvantages. Above all, the magazine discusses examples from practice.



### ADVERTISEMENT PRICE LIST (prices are given in CZK without VAT)

FORMAT	PRICE
4 <sup>th</sup> cover page	123 000 CZK
3 <sup>rd</sup> cover page	91 000 CZK
2 <sup>nd</sup> cover page	101 000 CZK
1 <sup>st</sup> magazine page	101 000 CZK
1 page	87 000 CZK
1/2 page	46 000 CZK
2/3 page	57 000 CZK
1/3 page	35 000 CZK
1/4 page	24 000 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 overweight

### EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Materiály pro stavbu 1/16	3. 2. 16
Materiály pro stavbu 2/16	11. 3. 16
Materiály pro stavbu 3/16	14. 4. 16
Materiály pro stavbu 4/16	12. 5. 16
Materiály pro stavbu 5/16	16. 6. 16
Materiály pro stavbu 6/16	18. 8. 16
Materiály pro stavbu 7/16	13. 9. 16
Materiály pro stavbu 8/16	14. 10. 16
Materiály pro stavbu 9/16	16. 11. 16

### DISCOUNT

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

### PAYMENT, CANCELLATION CHARGES

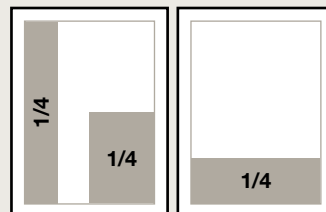
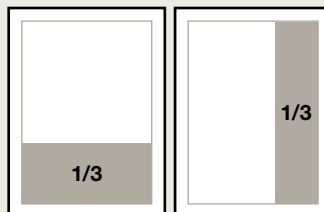
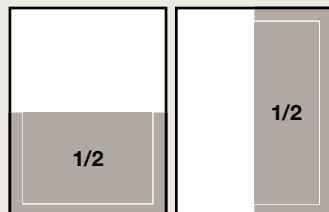
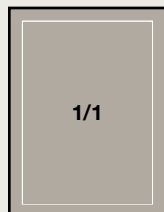
Maturity of tax documents is 14 days from the date of their issue; in the event of exceeding the term of maturity the publishing house will charge interest on late payment amounting to 0,3 % of the price for every day of default. In case of advertisement cancellation within 14 working days before the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



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	225 x 97	185 x 81	42 x 254	185 x 59
		110 x 300	90 x 254	78 x 300	58 x 254	90 x 124	

## SIZE OF 1 PAGE

before cropping	after cropping
235 x 310	225 x 300

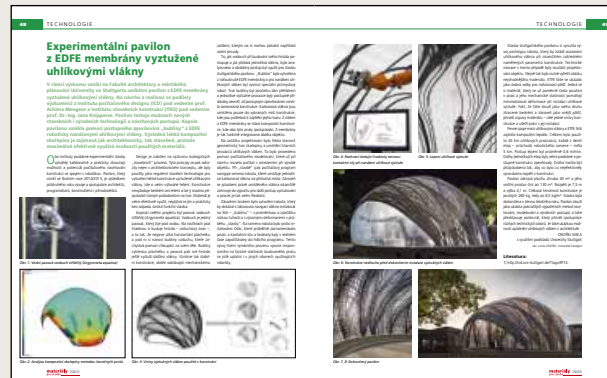
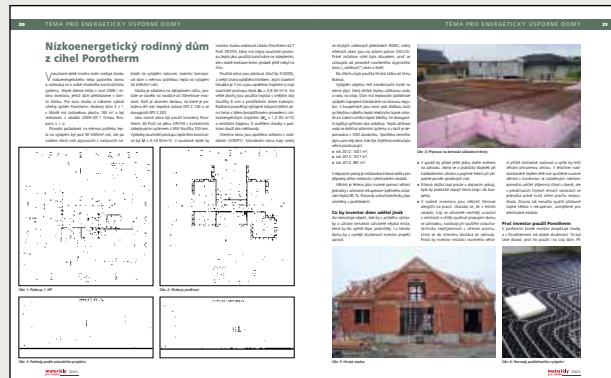
## 2/3

size after cropping	frame format
152 x 300	126 X 254

## TECHNICAL INFORMATION

**Published:** since March 1995  
**Print type:** flat offset  
**Periodicity:** 9 times per year

**Sale:** subscription  
**Editor-in-chief:** Mgr. Antonín Gottwald  
**Publisher:** Business Media CZ, s. r. o.



## EDITORIAL PLAN FOR 2016

## DEADLINE FOR RECEIVING OF DOCUMENTATION

ISSUE	EXPEDITION DATE	ORDER DEADLINE
Materiály pro stavbu 1/16	3. 2. 16	28. 12. 15
Materiály pro stavbu 2/16	11. 3. 16	5. 2. 16
Materiály pro stavbu 3/16	14. 4. 16	11. 3. 16
Materiály pro stavbu 4/16	12. 5. 16	11. 4. 16
Materiály pro stavbu 5/16	16. 6. 16	9. 5. 16
Materiály pro stavbu 6/16	18. 8. 16	15. 7. 16
Materiály pro stavbu 7/16	13. 9. 16	19. 8. 16
Materiály pro stavbu 8/16	14. 10. 16	9. 9. 16
Materiály pro stavbu 9/16	16. 11. 16	13. 10. 16

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[www.bmczech.cz](http://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](http://www.uschovna.cz). Other transfer possibilities can be arranged by agreement.

DTP-Studio, Business Media CZ, phone: +420 225 351 156, e-mail: [ntp@bmczech.cz](mailto:ntp@bmczech.cz)



### WWW.IMATERIALY.CZ

Specialist building portal. The users of this portal are project designers, construction company technicians and companies that produce building materials, contracting companies, construction entrepreneurs, architects and students of specialised schools. Registered users are notified daily about new articles on the portal through the newsletter.



### WWW.STAVBAWEB.CZ

The portal serves the specialised architectural public. Its users are architects, project designers, students, building offices and historical preservation authorities and others interested in architecture. Apart from reporting current events in architecture and building, it publishes detailed information about construction projects, references for building and contracting companies and information about products for construction. Registered users are notified daily about new articles on stavbaweb through the newsletter.



**BusinessMedia**  
CZECH REPUBLIC

**materiály**  
pro stavbu

## ORDER AND INFORMATION

**BUSINESS DEPT.**  
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[WWW.BMCZECH.CZ](http://WWW.BMCZECH.CZ)

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



### 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



### 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.



### SVĚT KOUPELEN

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.



### SVĚT KUCHYNÍ

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.



### 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.



### 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.