

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

můj dům

Traditional magazine about living in family houses each month acquaints those interested in living in a house with new individual and type buildings and renovations. The magazine does not avoid progressive construction technologies and modern interior realizations. We consider the topic of gardens to be as important as building a house and therefore we cooperate with the best experts in the field of landscape architecture. 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.



ADVERTISING RATES (prices are in CZK without VAT)

FORMAT	PRICE
4 th page of cover	195 000 CZK
3 rd page of cover	115 000 CZK
2 nd page of cover	144 000 CZK
Page 3 (first on the right)	125 000 CZK
1 st 2/1	160 000 CZK
2 nd 2/1	145 000 CZK
2/1	140 000 CZK
1/1	92 000 CZK
1/2	49 000 CZK
1/3	39 000 CZK
1/4	29 000 CZK
1/6	22 000 CZK
1/8	18 000 CZK
Z GATE	275 000 CZK
V GATE	300 000 CZK
Discount voucher	5 000 CZK

DISCOUNT

REPETITION	DISCOUNT IN %
3–5 times	5
6–8 times	7,5
9–11 times	10

DATES OF ISSUES

ISSUE	DATE OF ISSUE
Můj dům 2/16	27. 1. 16
Můj dům 3/16	25. 2. 16
Můj dům 4/16	24. 3. 16
Můj dům 5/16	27. 4. 16
Můj dům 6/16	25. 5. 16
Můj dům 7/16	23. 6. 16
Můj dům 8/16 – speciál Rekonstrukce	27. 7. 16
Můj dům 9/16	25. 8. 16
Můj dům 10/16	27. 9. 16
Můj dům 11/16	26. 10. 16
Můj dům 12/16	24. 11. 16
Můj dům 1/17 – speciál Katalog rodinných domů 2017	20. 12. 16

ADDITIONAL CHARGES

	in %
for placement	15
production of advertisement	20

INSERTED ADVERTISEMENT

the price is made by contract and individually

PAYMENT, CANCELATION 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)

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

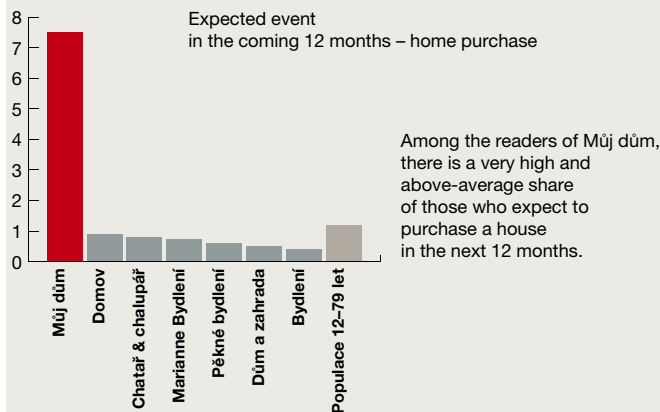
<p>1/1 bleed 228 x 295</p>	<p>1/1 mirror 200 x 252</p>	<p>1/2 bleed 228 x 145</p>	<p>1/2 bleed 106 x 295</p>	<p>1/2 mirror 200 x 123</p>	<p>1/2 mirror 97 x 252</p>	<p>1/3 bleed 228 x 95</p>	<p>1/3 bleed 70 x 295</p>
<p>1/3 mirror 200 x 80</p>	<p>1/3 mirror 63 x 252</p>	<p>1/4 bleed 106 x 145 mirror 97 x 123</p>	<p>1/8 bleed 228 x 47 mirror 200 x 27</p>	<p>Z Gate (II. page of cover + flap) 440 x 295</p>	<p>V Gate (II. page of cover + flap) 440 x 295</p>	<p>bleed 228 x 61 1/6 mirror 200 x 37</p>	<p>other for- mats – after individual agreement for a negoti- ated price</p>

CHARACTERISTICS OF THE MŮJ DŮM TITLE

traditional magazine about living in houses
Editor in chief: Markéta Klocová
Publisher: Business Media CZ, s. r. o.
Printed circulation: 14,300 copies
Sold circulation: 9,400 copies
Periodicity: monthly
Readership: 68,200 per issue
Printing method: rotating offset
page range: min. 160 pages
Published: since 1994
Subscriber: 4,700
Price per copy: 89,90 CZK / 4,12 €
Distribution – subscription + 15,000 points of sale in CZ and SK

Data source:
 Readership: Media Projekt 4Q2013 – 1Q2014 (1 Oct. 2013 – 31 Mar. 2014)
 Circulation (printed, sold, subscribers): ABC ČR, 4Q2013 – 1Q2014

READER PROFILE – COMPARED WITH THE COMPETITION



Data source: MML-TGI ČR 2013/2014 4 and 1Q (16 Sep. 2013 – 30 Mar. 2014)

PLAN FOR 2016

DEADLINE FOR RECEIVING OF DOCUMENTATION

ISSUE	DATE OF ISSUE	ORDER DEADLINE	WRITTEN ORDERS	ELECTRONIC DATA – DEADLINE
Můj dům 2/16	27. 1. 16	28. 12. 15	30. 12. 15	7. 1. 16
Můj dům 3/16	25. 2. 16	22. 1. 16	25. 1. 16	1. 2. 16
Můj dům 4/16	24. 3. 16	17. 2. 16	19. 2. 16	26. 2. 16
Můj dům 5/16	27. 4. 16	22. 3. 16	25. 3. 16	1. 4. 16
Můj dům 6/16	25. 5. 16	19. 4. 16	22. 4. 16	29. 4. 16
Můj dům 7/16	23. 6. 16	17. 5. 16	20. 5. 16	27. 5. 16
Můj dům 8/16 – speciál Rekonstrukce	27. 7. 16	21. 6. 16	24. 6. 16	30. 6. 16
Můj dům 9/16	25. 8. 16	20. 7. 16	22. 7. 16	29. 7. 16
Můj dům 10/16	27. 9. 16	23. 8. 16	26. 8. 16	2. 9. 16
Můj dům 11/16	26. 10. 16	20. 9. 16	23. 9. 16	30. 9. 16
Můj dům 12/16	24. 11. 16	19. 10. 16	22. 10. 16	31. 10. 16
Můj dům 1/17 – speciál Katalog rodinných domů 2017	20. 12. 16	15. 11. 16	18. 11. 16	25. 11. 16



Other formats of advertisements after agreement. Technical requirements and dates for submission of advertisement materials can be found also on www.bmczech.cz in the **SERVIS – ADVERTISING** section

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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.MUJDUM.CZ



Internet portal about family homes prepared by the editing team of the Můj dům magazine. Present attractive homes and an extensive database of projects and contracting companies for family homes, including contacts. Registered users are informed about news in a regular newsletter.

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.



ORDERS AND INFORMATION

SALES DEPARTMENT Business Media CZ, s. r. o., Nádražní 32, 150 00 Prague 5-Smíchov

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WWW.BMCZECH.CZ

WWW.MUJDUM.CZ

WWW.DUMABYT.CZ



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.



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.



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.



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.



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



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.



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