

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

## RODINNÝ *dům*

The magazine that provides practical advice, tips and guidance to its readers – not just owners of family houses - on how to best build, repair or improve your home. In the same way it also deals with landscaping around the house, useful and decorative garden. It gives advice on what tools to choose, where to save and what you shouldn't neglect when you take care of your home.



### ADVERTISEMENT PRICE LIST

(prices are given in CZK without VAT)

FORMAT	PRICE
V-GATE	145 000 CZK
4 <sup>st</sup> page of cover	102 000 CZK
3 <sup>rd</sup> page of cover	89 000 CZK
2 <sup>nd</sup> page of cover	89 000 CZK
magazine double page	126 000 CZK
1 page	81 000 CZK
1/2 page	42 000 CZK
1/3 page	30 000 CZK
1/4 page	21 000 CZK
1/8 page	15 000 CZK

### OTHER FORMATS OF ADVERTISEMENTS, INSERTED ADVERTISEMENT (price is in CZK without VAT)

THE PRICE IS MADE BY CONTRACT AND INDIVIDUALLY

ADDITIONAL CHARGE	in %
for placement	15
production of advertisement	20

### 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.

### EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Rodinný dům 1–2/15	5. 2. 15
Rodinný dům 3/15	5. 3. 15
Rodinný dům 4/15	2. 4. 15
Rodinný dům 5/15	6. 5. 15
Rodinný dům 6–7/15	4. 6. 15
Rodinný dům 8/15	6. 8. 15
Rodinný dům 9/15	3. 9. 15
Rodinný dům 10/15	1. 10. 15
Rodinný dům 11–12/15	5. 11. 15

### DISCOUNTS

REPETITION	DISCOUNT IN %
2–4x	5
5–7x	7
8x and more	10,5



General terms and conditions of Business Media CZ, s. r. o. publisher are available in full on [www.bmczech.cz](http://www.bmczech.cz) in the OFFER – MEDIADATA section.

**FORMATS (in mm)**

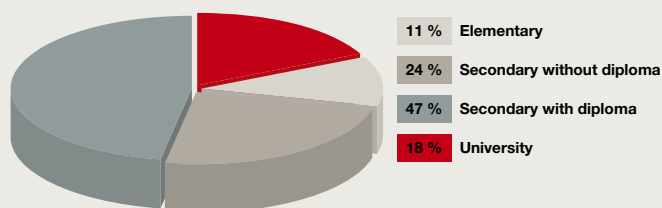
<p>1/1 bleed 215 x 280</p>	<p>1/1 mirror 184 x 235</p>	<p>1/2 bleed 215 x 137</p>	<p>1/2 bleed 103 x 280</p>	<p>1/2 mirror 184 x 115</p>	<p>1/2 mirror 87 x 235</p>	<p>1/3 bleed 215 x 93</p>	<p>1/3 bleed 71 x 280</p>
<p>1/3 mirror 184 x 71</p>	<p>1/3 mirror 55 x 235</p>	<p>1/4 mirror 87 x 115</p>	<p>1/8 mirror 88 x 58</p>	<p>V Gate (II. page of cover + flap) 414 x 280</p>		<p>other formats – after individual agreement for a negotiated price</p>	

**CHARACTERISTICS OF THE RODINNÝ DŮM TITLE**

Magazine about living with focus on family homes  
 Core topics: construction, reconstruction, garden  
 Editor in chief: Markéta Klocová  
 Publisher: Business Media CZ, s. r. o.  
 Printed circulation: 15,800 copies  
 Sold circulation: 8,300 copies  
 Periodicity: monthly, 140 pages  
 Readership: 49,800 per issue  
 Printing method: rotating offset  
 Published: since 2004  
 Subscriber: 5,600  
 Price per copy: 29.90 CZK / 1.16 €

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

**READER PROFILE – EDUCATION**



A total of 64% of Rodinný dům readers have high school education with a diploma or a university degree.

Data source: MEDIA PROJEKT 4Q2013 – 1Q2014 (1 Oct. 2013 – 31 Mar. 2014)

**PLAN FOR 2015**

**DEADLINE FOR RECEIVING OF DOCUMENTATION**

Issue	Date of publishing	Written orders	Order deadline	Electronic data – deadline
Rodinný dům 1–2/15	5. 2. 15	6. 1. 15	9. 1. 15	16. 1. 15
Rodinný dům 3/15	5. 3. 15	3. 2. 15	6. 2. 15	13. 2. 15
Rodinný dům 4/15	2. 4. 15	3. 3. 15	6. 3. 15	13. 3. 15
Rodinný dům 5/15	6. 5. 15	7. 4. 15	10. 4. 15	17. 4. 15
Rodinný dům 6–7/15	4. 6. 15	5. 5. 15	7. 5. 15	18. 5. 15
Rodinný dům 8/15	6. 8. 15	7. 7. 15	10. 7. 15	17. 7. 15
Rodinný dům 9/15	3. 9. 15	4. 8. 15	7. 8. 15	14. 8. 15
Rodinný dům 10/15	1. 10. 15	1. 9. 15	4. 9. 15	11. 9. 15
Rodinný dům 11–12/15	5. 11. 15	5. 10. 15	9. 10. 15	16. 10. 15



The content of last issue and technical requirements for advertising materials can be found on [www.bmczech.cz](http://www.bmczech.cz) in **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.

SV, spol. s r. o., Smíchov branch, phone.: +420 225 351 156, e-mail: smichov@sv-studio.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.DUMABYT.CZ



**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.



**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.



**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.



**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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