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

BusinessMedia
CZECH REPUBLIC

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

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

FORMAT	PRICE
4th cover page	150 000 CZK
3rd cover page	100 000 CZK
2nd cover page	125 000 CZK
1st two-page spread	145 000 CZK
2nd two-page spread	135 000 CZK
two-page spread inside	125 000 CZK
1 page	89 000 CZK
2/3 page – Junior PAGE	75 000 CZK
1/2 page	60 000 CZK
1/3 page	45 000 CZK
1/4 page	35 000 CZK

INSERT ADVERTISING

prices are set individually and contractually

EDITORIAL PLAN

ISSUE	EXPEDITION DATE
BYDLENÍ 2/16	3. 2. 16
BYDLENÍ 3/16	2. 3. 16
BYDLENÍ 4/16	1. 4. 16
BYDLENÍ 5/16	4. 5. 16
BYDLENÍ 6/16	1. 6. 16
BYDLENÍ 7–8/16	1. 7. 16
BYDLENÍ 9/16	1. 9. 16
BYDLENÍ 10/16	4. 10. 16
BYDLENÍ 11/16	2. 11. 16
BYDLENÍ 12/16–1/17	1. 12. 16

DISCOUNT

REPEAT	DISCOUNT IN %
3 times	5
6 times	10
9 times	12,5
for payment in advance	2
ADDITIONAL CHARGE for a specific position	15

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 interestonlate 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.

i

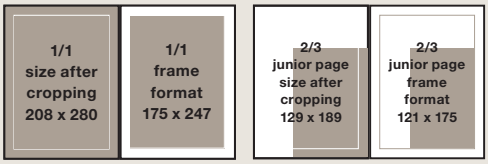
The general trading terms of the publishers Business Media CZ, s. r. o., may be read in full at www.bmczech.cz in the section OFFER – MEDIADATA (NABÍDKA – MEDIADATA).

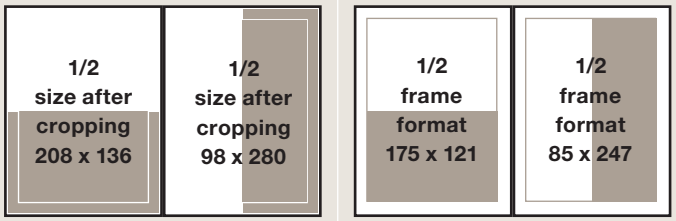
www.bmczech.cz

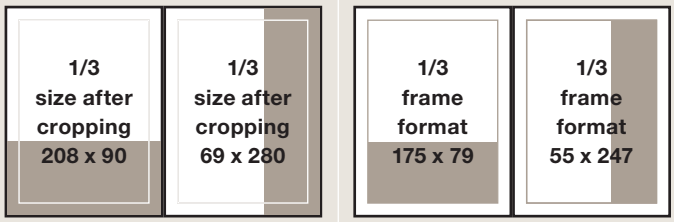
BYDLENÍ

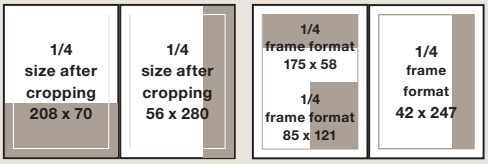
FORMATS (in mm)

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









TECHNICAL INFORMATION

Published:	**since 1979**
Print type:	**offset**
Periodicity:	**monthly**
Volume:	**124 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 PROCESING	ORDER DEADLINE
BYDLENÍ 2/16	3. 2. 16	18. 12. 15	12. 1. 16
BYDLENÍ 3/16	2. 3. 16	22. 1. 16	9. 2. 16
BYDLENÍ 4/16	1. 4. 16	19. 2. 16	9. 3. 16
BYDLENÍ 5/16	4. 5. 16	25. 3. 16	12. 4. 16
BYDLENÍ 6/16	1. 6. 16	22. 4. 16	10. 5. 16
BYDLENÍ 7–8/16	1. 7. 16	20. 5. 16	7. 6. 16
BYDLENÍ 9/16	1. 9. 16	22. 7. 16	9. 8. 16
BYDLENÍ 10/16	4. 10. 16	19. 8. 16	6. 9. 16
BYDLENÍ 11/16	2. 11. 16	23. 9. 16	11. 10. 16
BYDLENÍ 12/16–1/17	1. 12. 16	21. 10. 16	8. 11. 16

i The content of last issue and technical requirements for advertising materials can be found on 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 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 12647-2:2013 (FOGRA51) 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 12647-2:2013 (PSO Coated v3 FOGRA51). 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.

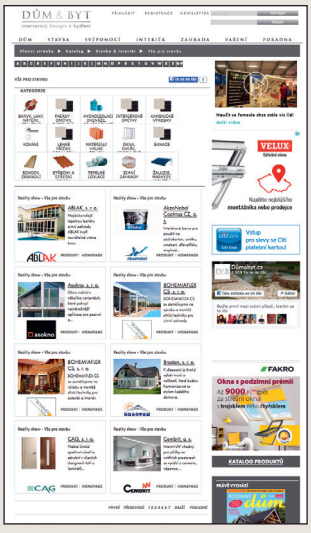
It is possible to supply data on the following media: CD, DVD, on portable USB and FireWire (IEEE 1394) disks, via electronic mail, via an FTP server (access on request), via www.uschovna.cz. Other transfer possibilities can be arranged by agreement.

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

BYDLENÍ

ORDER AND INFORMATION

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WWW.BMCZECH.CZ 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.

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

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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.