

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



**BusinessMedia**  
CZECH REPUBLIC

# 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.



VÍTĚZ KATEGORIE  
**BYDLENÍ A ZAHRADA**  
CASOPIS ROKU

**2015**

**MAGAZINE OF THE YEARS**  
2007, 2008, 2009, 2015

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

FORMAT	PRICE
4 <sup>th</sup> cover page	179 000 CZK
3 <sup>rd</sup> cover page	120 000 CZK
2 <sup>nd</sup> cover page	145 000 CZK
1 <sup>st</sup> two-page spread	170 000 CZK
2 <sup>nd</sup> two-page spread	155 000 CZK
two-page spread inside	150 000 CZK
1 page	92 000 CZK
2/3 page – Junior PAGE	78 000 CZK
1/2 page	49 000 CZK
1/3 page	39 000 CZK
1/4 page	29 000 CZK
V-GATE cover	275 000 CZK
Z-GATE cover	300 000 CZK

## PRODUCTS PAGES – ADVERTORIAL

two-page	150 000 CZK
1 page	92 000 CZK

## 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.

## EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Moderní byt 2/18 special KITCHENS	8. 2. 18
Moderní byt 3/18	8. 3. 18
Moderní byt 4/18	9. 4. 18
Moderní byt 5/18	10. 5. 18
Moderní byt 6/18	13. 6. 18
Moderní byt 7/18 special BATHROOMS	12. 7. 18
Moderní byt 8/18	9. 8. 18
Moderní byt 9/18	13. 9. 18
Moderní byt 10/18	11. 10. 18
Moderní byt 11/18	12. 11. 18
Moderní byt 12/18–1/19	11. 12. 18

## DISCOUNT

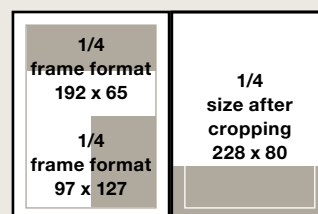
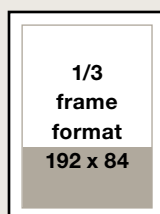
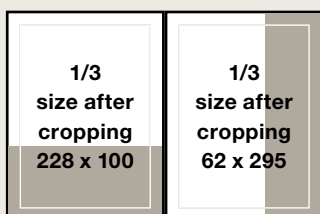
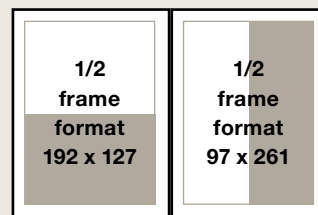
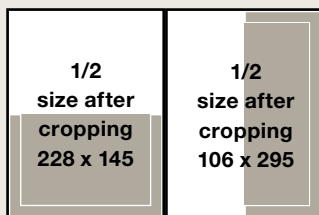
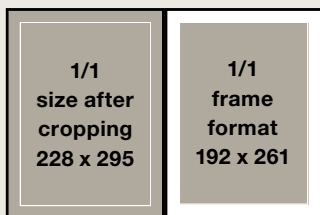
REPEAT	DISCOUNT IN %
3 times	5
6 times	10
9 times	12,5
for payment in advance	2
<b>ADDITIONAL CHARGE</b>	<b>for a specific position 15</b>



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 1997  
**Print type:** offset  
**Periodicity:** monthly  
**Volume:** 164–228 pages  
**Editor-in-chief:** Markéta Klocová  
**Publisher:** Business Media CZ s. r. o.

**PRODUCTS PAGES – ADVERTORIAL**

- processed editor  
 - 1/1 page - 6–7 images with descriptions + price + contact  
 - 2/1 page - 6–7 images with descriptions + + whole picture + price + contact



**EDITORIAL PLAN FOR 2018**

**DEADLINE FOR RECEIVING OF DOCUMENTATION**

ISSUE	DATE OF PUBLISHING	FOR PROCESING	ORDER DEADLINE
Moderní byt 2/18 special KITCHENS	8. 2. 18	12. 1. 18	19. 1. 18
Moderní byt 3/18	8. 3. 18	9. 2. 18	16. 2. 18
Moderní byt 4/18	9. 4. 18	12. 3. 18	19. 3. 18
Moderní byt 5/18	10. 5. 18	12. 4. 18	19. 4. 18
Moderní byt 6/18	13. 6. 18	18. 5. 18	25. 5. 18
Moderní byt 7/18 special BATHROOMS	12. 7. 18	15. 6. 18	22. 6. 18
Moderní byt 8/18	9. 8. 18	16. 7. 18	23. 7. 18
Moderní byt 9/18	13. 9. 18	17. 8. 18	24. 8. 18
Moderní byt 10/18	11. 10. 18	14. 9. 18	21. 9. 18
Moderní byt 11/18	12. 11. 18	16. 10. 18	23. 10. 18
Moderní byt 12/18–1/19	11. 12. 18	15. 11. 18	22. 11. 18



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

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for your business we create opportunities

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 12647-2:2013 (FOGRA51) standard. In the event that ISO 12647-2:2013 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.MODERNIBYT.CZ



Internet portal about living prepared by the editing board of the Moderní byt magazine. Offers a wide range of topics and information about apartment and residential living. Presents attractive apartments appointed in various styles. Compared to the printed version, it allows the instant updating of editorial content, as well as advertising content. 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.



**ORDER AND INFORMATION**

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

[WWW.MODERNIBYT.CZ](http://WWW.MODERNIBYT.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



**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.



**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.