

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

# STAVBA

The CONSTRUCTION is a specialist magazine designed for architects, civil engineers and building companies. Its content is conceived so as to meet the requirements of designers of ground constructions. The magazine brings information on new works, reconstruction, modernization, construction details, structural and physical aspects of buildings, and technologies related to the constructional process.



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

FORMAT	PRICE
4 <sup>th</sup> cover page	127 000 CZK
3 <sup>rd</sup> cover page	95 000 CZK
2 <sup>nd</sup> cover page	104 000 CZK
1 <sup>st</sup> magazine page	104 000 CZK
1 page	92 000 CZK
1/2 page	47 000 CZK
1/3 page	36 000 CZK
1/4 page	25 000 CZK
Additional charge for a specific position	+10 %

## EDITORIAL PLAN

ISSUE	EXPEDITION DATE
Stavba 1/18	5. 4. 18
Stavba 2/18	7. 6. 18
Stavba 3/18	6. 9. 18
Stavba 4/18	8. 11. 18

## FREE-STANDING INSERTS (prices are given in CZK without VAT)

PRICE
44 000 CZK
+ price difference in postage caused by possible overweight

## 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

<b>1/1</b>		<b>1/2</b>		<b>1/3</b>		<b>1/4</b>	
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		185 x 81	42 x 254	185 x 59
		110 x 300	90 x 254		58 x 254	90 x 124	

SIZE OF 1 PAGE	
before cropping	after cropping
235 x 310	225 x 300

**TECHNICAL INFORMATION**

**Published:** since May 1994  
**Print type:** flat offset

**Editor-in-chief:** Lidmila Burianová  
**Publisher:** Business Media CZ s.r.o.



**EDITORIAL PLAN FOR 2018** **DEADLINE FOR RECEIVING OF DOCUMENTATION**

ISSUE	EXPEDITION DATE	ORDER DEADLINE
Stavba 1/18	5. 4. 18	2. 3. 18
Stavba 2/18	7. 6. 18	4. 5. 18
Stavba 3/18	6. 9. 18	6. 8. 18
Stavba 4/18	8. 11. 18	8. 10. 18

**i** You can find the contents of the last issue and the technical requirements for advertising materials at [www.bmczech.cz](http://www.bmczech.cz) in the OFFER – MEDIADATA section.

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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.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.



**ORDER AND INFORMATION**

**BUSINESS DEPT.**

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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.



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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.



**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.