

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

 **BusinessMedia**  
CZECH REPUBLIC



**Your customers  
read our special**

## moderní byt SVĚT KUCHYNÍ

Special issue of the Modern flat magazine is published quarterly and deals in depth with building, furnishing and using of kitchens. It brings trends from the sector, news and modern technological solutions, monitors opportunities for kitchen refurbishments, publishes photographs of inspiring realizations, provides space to experts. It offers its readers complete service including prices of the products and contacts for the suppliers.



*No article  
contains  
detailed product  
information,  
including prices  
and company  
contacts.*



#### FORMATS (in mm)

<div>1/1 size after cropping 228 x 295</div> <div>1/1 frame format 192 x 261</div>	<div>1/2 size after cropping 228 x 145</div> <div>1/2 size after cropping 106 x 295</div>	<div>1/2 frame format 192 x 127</div> <div>1/2 frame format 97 x 261</div>
<div>1/3 size after cropping 228 x 100</div> <div>1/3 size after cropping 62 x 295</div>	<div>1/3 frame format 192 x 84</div>	<div>1/4 frame format 192 x 65</div> <div>1/4 size after cropping 228 x 80</div>

#### TECHNICAL INFORMATION

**Published:** since 2000  
**Print type:** offset  
**Periodicity:** quarterly  
**Volume:** 92 pages  
**Editor-in-chief:** Lucie Spoustová  
**Publisher:** Business Media CZ s. r. o.

#### Products pages – Advertorial

- processed editor  
 - 1/1 page – 3–4 images with descriptions + price + contact  
 - 2/1 page – 6–7 images with descriptions + + whole picture + price + contact

#### EDITORIAL PLAN FOR 2023

Issue	For procesing	Order Deadline
Svět kuchyní / spring – Moderní Byt special	13. 1.	20. 1.
Svět kuchyní / summer	17. 4.	24. 4.
Svět kuchyní / autumn	17. 7.	24. 7.
Svět kuchyní / winter	23. 10.	30. 10.



We are also present on Internet and social networks.  
 You can follow us on [www.modernibyt.cz](http://www.modernibyt.cz), Instagram or Facebook.



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

#### TECHNICAL REQUIREMENTS FOR ADVERTISING

##### PDF ACCORDING TO THE STANDARD PDF/X-1A OR PDF VERSION 1.3. (ACROBAT 4.0 COMPATIBILITY)

The document shall be created by converting the postscript file with Adobe Distiller, by printing to PDF, by exporting (e.g. from Adobe InDesign, Illustrator), however, on condition that the standard PDF/X-1a or version 1.3 is met. It shall also contain (if the advertisement in an actual size is concerned) at least 5mm of trimming, trim marks at least 4 mm from the actual size. The PDF file can not include objects in an RGB colour space and direct colours, embedded ICC profiles, OPI information.

##### OTHER SIZES ARE SUBJECT TO AN AGREEMENT.

For the control of colours, please supply, if possible, a colour table created according to ISO 12647-2:2013 (FOGRA51). In the case of non-compliance with ISO 12647-2:2013 we can not guarantee required colours. If you fail to supply the colour table we can not guarantee required colours and we do not assume responsibility for mistakes arising in processing the advertisement. We recommend you to use profiles of the print standard ISO 12647-2:2013 (PSO Coated v3 FOGRA51) for a colour conversion of used bitmap files from various colour spaces to the CMYK colour space. This standard shall be used for periodicals, for certified colour test printing and for printing. If you use other ICC profiles or other methods of conversion to CMYK we can not guarantee required colours.

DTP-Studio, Business Media CZ, phone: +420 734 442 736, e-mail: dtp@bmczech.cz

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

format	price
4 <sup>th</sup> cover page	105 000 CZK
3 <sup>rd</sup> cover page	77 000 CZK
2 <sup>nd</sup> cover page	87 000 CZK
1 <sup>st</sup> two-page spread	120 000 CZK
2 <sup>nd</sup> two-page spread	100 000 CZK
two-page spread inside	95 000 CZK
1 page	55 000 CZK
2/3 page – Junior PAGE	42 000 CZK
1/2 page	34 000 CZK
1/3 page	27 000 CZK
1/4 page	24 000 CZK

#### Products pages – Advertorial

two-page	95 000 CZK
1 page	55 000 CZK

#### Insert advertising

prices are set individually and contractually

#### Advertisement price list – specials

1 page	99 000 CZK
1/2 pages	56 000 CZK
1/3 pages	46 000 CZK
Other sizes see price list Moderní byt	

#### EDITORIAL PLAN

Issue	expedition date
Svět kuchyní / spring – Moderní Byt special	9. 2.
Svět kuchyní / summer	18. 5.
Svět kuchyní / autumn	17. 8.
Svět kuchyní / winter	22. 11.

#### Discount

repeat	discount in %
3x	5
6x	7
9x	10
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 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.

## ORDER AND INFORMATION

Business department Business Media CZ s. r. o., Nádražní 762/32, 150 00 Prague 5-Smíchov, e-mail: info@bmczech.cz

### ACCOUNT MANAGER

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# More business opportunities



## MODERN FLAT

A prestige magazine which sees housing and interior design in broader context as a part of the modern lifestyle. It always follows current trends, interesting things from home and abroad, provides inspiration in the form of unique photographic reportages on distinctive interiors, publishes views of experts, architects, designers and interesting people involved in the sector.

## HOUSING

House and garden magazine brings practical information on furnishing houses and flats, inspiring visits or transformations of interiors in the Czech republic and abroad. It follows news and trends in the field of furniture, accessories and domestic appliances. It also deals with constructions and garden, publishes expert advices, tests appliances.



## WORD OF KITCHENS

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