

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

BusinessMedia
CZECH REPUBLIC



**Do you
want to be
successful?**

moderní byt

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.



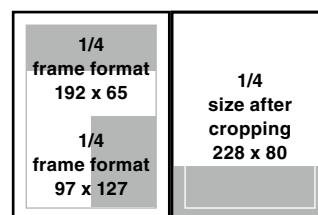
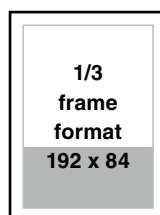
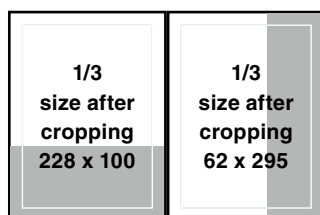
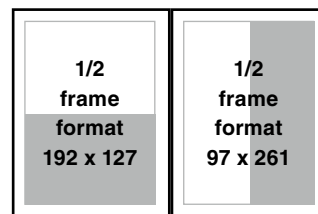
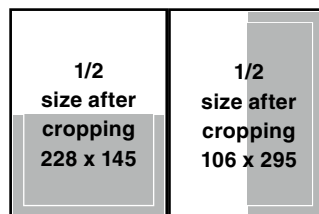
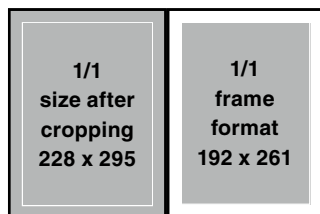
Magazine
of the years
2007, 2008,
2009, 2015

VÍTĚZ KATEGORIE
BYDLNÍ A ZAHRADA
ČASOPIS ROKU

**20
15**



FORMATS (in mm)



TECHNICAL INFORMATION

Published: since 1997
 Print type: offset
 Periodicity: monthly
 Volume: 164–228 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
Moderní byt 2/23 special of KITCHENS	13. 1.	20. 1.
Moderní byt 3/23	14. 2.	21. 2.
Moderní byt 4/23	20. 3.	27. 3.
Moderní byt 5/23	17. 4.	24. 4.
Moderní byt 6/23	17. 5.	24. 5.
Moderní byt 7/23 special of BATHROOMS	13. 6.	20. 6.
Moderní byt 8/23	10. 7.	17. 7.
Moderní byt 9/23	21. 8.	28. 8.
Moderní byt 10/23	18. 9.	25. 9.
Moderní byt 11/23	23. 10.	30. 10.
Moderní byt 12/23–1/24	20. 11.	27. 11.



We are also present on Internet and social networks.
 You can follow us on 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 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 th cover page	185 000 CZK
3 rd cover page	127 000 CZK
2 nd cover page	152 000 CZK
1 st two-page spread	177 000 CZK
2 nd two-page spread	162 000 CZK
two-page spread inside	157 000 CZK
1 page	99 000 CZK
2/3 page – Junior PAGE	85 000 CZK
1/2 page	56 000 CZK
1/3 page	46 000 CZK
1/4 page	36 000 CZK
Z-GATE cover	275 000 CZK
V-GATE cover	300 000 CZK

Products pages – Advertorial

two-page	157 000 CZK
1 page	99 000 CZK

Insert advertising

prices are set individually and contractually

EDITORIAL PLAN

Issue	expedition date
Moderní byt 2/23 special of KITCHENS	9. 2.
Moderní byt 3/23	9. 3.
Moderní byt 4/23	12. 4.
Moderní byt 5/23	11. 5.
Moderní byt 6/23	8. 6.
Moderní byt 7/23 special of BATHROOMS	4. 7.
Moderní byt 8/23	3. 8.
Moderní byt 9/23	12. 9.
Moderní byt 10/23	11. 10.
Moderní byt 11/23	14. 11.
Moderní byt 12/23–1/24	12. 12.

Discount

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

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More business opportunities



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 BATHROOMS

Special issue of the Modern flat magazine is published quarterly and deals in depth with building, furnishing and using of bathrooms. It follows trends, new technologies, possibilities for renovations, news on our market and expert opinions. The magazine is supplemented by inspiring realizations which the readers should not miss. Products are published with complete information including prices and contacts for the suppliers.



WORD OF KITCHENS

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.