

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.



2026

VÍTĚZ KATEGORIE
BYDLENÍ A ZAHRADA
ČASOPIS ROKU

**20
15**

**Magazine of the years
2007, 2008, 2009, 2015**

FORMATS (in mm)

| | | |
|--|---|---|
| <div>1/1 size after cropping 228 x 295</div> <div>1/1 frame format 196 x 279</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 196 x 136</div> <div>1/2 frame format 98 x 279</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 196 x 92</div> | <div>1/4 frame format 196 x 72</div> <div>1/4 frame format 98 x 136</div> <div>1/4 size after cropping 228 x 80</div> |

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 2026

| Issue | For procesing | Order Deadline |
|---|---------------|----------------|
| Moderní byt – February, special of KITCHENS | 13. 1. | 20. 1. |
| Moderní byt – March | 10. 2. | 17. 2. |
| Moderní byt – April | 17. 3. | 24. 3. |
| Moderní byt – May | 14. 4. | 21. 4. |
| Moderní byt – June | 12. 5. | 19. 5. |
| Moderní byt – July, special of BATHROOMS | 9. 6. | 16. 6. |
| Moderní byt – September | 18. 8. | 25. 8. |
| Moderní byt – October | 15. 9. | 22. 9. |
| Moderní byt – November | 20. 10. | 27. 10. |



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 – February, special of KITCHENS | 5. 2. |
| Moderní byt – March | 5. 3. |
| Moderní byt – April | 9. 4. |
| Moderní byt – May | 7. 5. |
| Moderní byt – June | 4. 6. |
| Moderní byt – July, special of BATHROOMS | 2. 7. |
| Moderní byt – September | 10. 9. |
| Moderní byt – October | 8. 10. |
| Moderní byt – November | 12. 11. |

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.

 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).

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.