

We are the most widely read magazine on architecture in the Czech Republic!

▲ **The ERA21 magazine can be read anywhere at any time!** Apart from selling printed issues, we have also launched electronic distribution. We are able to flexibly deliver the magazine to the visitors of exhibitions and lectures as well as to Czech and foreign readers. All you need is a PC, a tablet, a PDA or any other online device—instantly you have the electronic library with all its advantages at your disposal.

▲ **Every copy is read by 4 to 5 different readers** (there are editions of 7,000 copies) **and there are also more than 6,000 registered readers of the electronic version—that makes up to over 36,000 readers per issue!** A large proportion of the readers archive the magazine and work with it repeatedly as different issues provide in-depth analyses of specific topics important for the architectural practice. We are pleased to know that and we thank you!

▲ **ERA21 has become the most widely read professional magazine for architects in the Czech Republic also thanks to a close cooperation with the Czech Chamber**

of Architects, the Association of Building Entrepreneurs of the Czech Republic, the ČKAIT (Czech Chamber of Chartered Engineers and Technicians Engaged in Construction) **and with selected governmental institutions.** We cultivate professionals so that our children are not later ashamed of the environment they live in.

Your presentations are not binned!

- we are the only architectural magazine in the Czech Republic edited by a team of architects
- we are the first to present visions and introduce new issues
- every issue is thoroughly discussed, has its „curator”—an expert editor—and is always prepared well in advance
- we invest into excellent graphic design
- we keep in touch with our readers: our own subscriber database management system, special events, surveys, Facebook—all this helps us to cover our reader's needs

We value that our readers actually read us!

ERA21 is a living professional community!

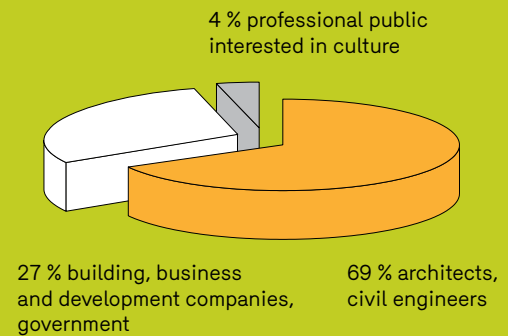
- magazine
- monthly newsletter
- Facebook – we have more fans than

- any other professional magazine
- lectures, architectural walking tours, conferences and competitions
- cooperation on TV programmes
- media coverage of top architectural events

Together we create a trend!

www.era21.cz/facebook
www.era21.cz/newsletter

Structure of the readers



Readership: 36,000
Edition: 7,000 printed
+ 6,000 electronic copies

Over 70 % go to subscribers, another part is sold over the counter (stalls, bookshops) and distributed at specialist's events, seminars, trade fairs, both in the Czech Republic and abroad.

key dates & themes for 2012

issue no.	trade fair	deadline for advertisement order	deadline for advertisement background materials	release date	topics
1		23. 1.	30. 1.	9. 2.	supporting structures (perimeter and inner bearing walls, ceilings, mortar, concrete) ▲ plasters ▲ surface finishing ▲ building acoustics ▲ dry construction ▲ anchoring technology and fasteners ▲ lifts ▲ fittings and equipment for restaurants, hotels and kitchens ▲ swimming pools
2	Brno International Building Fair 24.–28. 4.	21. 3.	28. 3.	11. 4.	Brno Building Fairs ▲ staircases ▲ flooring ▲ filling of openings ▲ shading technology ▲ exterior and interior lighting
3		10. 5.	17. 5.	29. 5.	roofs, chimneys ▲ fire protection ▲ isolating materials ▲ construction glass ▲ energy-saving and intelligent building solution ▲ alternative energy sources
speciál		11. 6.	18. 6.	28. 6.	editor's pick of Czech implementations
4	FOR ARCH Prague 19.–23. 9. Designblok 2.–7. 10.	27. 8.	3. 9.	13. 9.	FOR ARCH ▲ industrial design ▲ bathrooms, tiling and paving ▲ urban furniture ▲ gardens and parks ▲ concrete construction ▲ artificial and natural lighting ▲ winter gardens
5	Aquatherm Prague 20.–24. 11.	11. 10.	18. 10.	30. 10.	Aquatherm ▲ heating, ventilation, air conditioning, water cooling and heating ▲ sanitary ware ▲ facades and plasters, intelligent facades ▲ windows and doors ▲ wooden constructions ▲ security systems
6	BAU 2013 14.–19. 1. 2013	12. 11.	19. 11.	29. 11.	BAU Munich 2013 ▲ green technologies ▲ interiors ▲ kitchens, doors, floors, lighting ▲ computer technology and software for civil engineering ▲ construction chemicals, protective coatings ▲ equipment for hospitals and senior care homes

advertisement pricelist

1/1	85 000 Kč
1/2	45 000 Kč
1/4	27 000 Kč
1/8	11 500 Kč

Prime placement

2 nd cover page	99 000 Kč
page opposite to the 2 nd cover page	90 000 Kč
page opposite to magazine contents	90 000 Kč
3 rd cover page	90 000 Kč
4 th cover page	116 000 Kč
fold out "Z"—3 page advertisement	165 000 Kč
2/1 company profile	125 000 Kč

Company profiles are prepared in cooperation with ERA21 editor and photographer. Contact us for an electronic sample.

Articles and case studies—concrete realization

1/1 text + logo	45 500 Kč
2/1 text + logo + photo	89 000 Kč
1/1 text + logo + photo	66 500 Kč
1/2 text + logo	25 600 Kč
1/2 text + logo + photo	36 500 Kč
1/4 text + logo	13 500 Kč
1/4 text + logo + photo	18 500 Kč

Note: photo max. 1/3 of the page

Inserted advertisement

The minimum charge is CZK 45 000. Individual fees depend on volume and weight.

Internet advertisement

Banner: 468 × 60 pixels

Mini banner: 120 × 60 pixels

Newsletter: text with hyperlink (max. 400 characters), commercial presentation 190 × 45 mm, with hyperlink

For more information please contact our sales managers.

Discounts for reprint

2 reprints	3 %
3–5 reprints	12 %
6 reprints	15 %
surcharge for exact placement	10 %

Terms of payment

The publisher will bill by the related issue's publication date.

Payment should be made within 14 calendar days.

Cancellation fees:

50 % before the official deadline listed in MediaInfo

100 % after the official deadline listed in MediaInfo

Listed advertisement prices do not include VAT.

Valid pricelist for advertising in 2012.

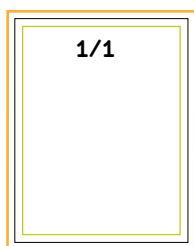
advertisement formats

BLEED advertisement covers the entire format and also "bleeds" 4 mm more on every page

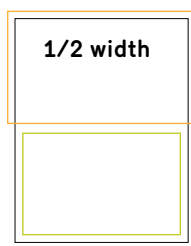
MIRROR advertisement is placed in the entire format and there is a white space left around it

MAGAZIN SIZE

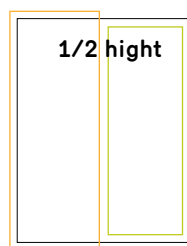
230 × 302 mm



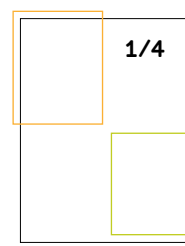
1/1



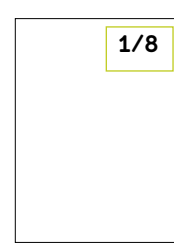
1/2 width



1/2 high



1/4



1/8

Bleed (+4 mm)

230 × 302 mm

Mirror

200 × 272 mm

230 × 146 mm

200 × 131 mm

110 × 302 mm

95 × 272 mm

110 × 146 mm

95 × 131 mm

–

95 × 60 mm

For other formats please contact our sales managers.

Due to the CTP technology we use, we accept only advertisement in electronic format **Adobe Acrobat (.pdf)**, the application PDFX1a.

In case of graphic work, we accept it in our editorial office in the form of fragmental electronic background material.

You will obtain detailed instructions for preparation and sending of printed materials together with the advertisement order from our sales representative. Advertisement materials accepted by:

Jana Urbanová, urbanova@eramedia.cz, +420 736 611 929.

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