

## Why advertise in ERA21?

### It is the most widely read Czech architectural journal

- Since 2012, the printed copies of ERA21 are professionally audited.
- Apart from the sales of printed copies, we launched electronic distribution in 2011.
- 36,000 readers per issue! Every issue is read by 4 to 5 different people (with editions of 7,000 pcs) in addition to 6,400 subscribers of the electronic version.
- A large proportion of the readers archive the journal to work with it repeatedly, because it provides in-depth analyses of issues important for architectural practice.
- ERA21 is the most widely read professional journal for architects in the Czech Republic—also thanks to close cooperation with Czech Chamber of Architects, ČKAIT and governmental institutions.

### We value that our readers actually read us

- ERA21 is the only architectural journal in the Czech Republic edited by a team of architects.

- We are the first to present visions and introduce new issues.
- We keep in touch with our readers through our own system for subscriber database management, special events, reader polls and Facebook.

All this helps to meet our readers' needs.

### ERA21 stands for a living professional community

- the journal
- monthly newsletters
- Facebook – the largest number of fans among all professional journals!
- lectures, architectural walks, conferences, competitions
- cooperation on TV programmes
- media partner for high-profile specialised events
- together we set trends

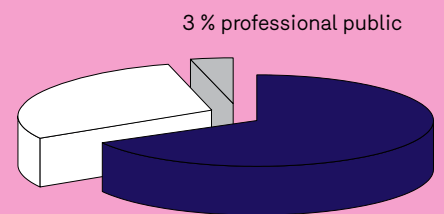
[www.era21.cz/online](http://www.era21.cz/online)  
[www.era21.cz/newsletter](http://www.era21.cz/newsletter)  
[www.era21.cz/facebook](http://www.era21.cz/facebook)



### 36,000 readers (including the electronic version) and 7,000 printed copies

Over 70 % copies go to subscribers, more are sold in stalls and bookshops, and distributed at specialised events, seminars and business trades both in the Czech Republic and abroad.

### Readership structure



26 % building, business and development companies, public institutions

71 % architects, engineers

## dates and topics for 2013

issue	trade-fair related	deadline for advertisement orders	deadline for advertising materials	publication date	topics
1		22. 1.	29. 1.	13. 2.	supporting structures (perimeter and inner bearing walls, ceilings, mortar, concrete) ▲ plasters ▲ surface finishing ▲ building acoustics ▲ dry construction ▲ lifts ▲ swimming pools ▲ construction chemicals
2	Building fairs Brno 23.–27. 4.	15. 3.	22. 3.	11. 4.	Building Fairs Brno ▲ staircases ▲ flooring ▲ filling of openings ▲ shading technology ▲ exterior and interior lighting
3		9. 5.	15. 5.	29. 5.	roofs, chimneys ▲ fire protection ▲ isolating materials ▲ construction glass ▲ energy-saving technologies ▲ intelligent building management ▲ alternative energy sources ▲ heating
<b>speciál</b>		5. 6.	11. 6.	27. 6.	the editor's pick of Czech realizations
4	FOR ARCH Praha 17.–21. 9. Designblok 7.–13. 10.	21. 8.	28. 8.	12. 9.	FOR ARCH ▲ Designblok ▲ bathrooms, tiling and paving ▲ urban furniture ▲ exterior design ▲ concrete constructions ▲ artificial and natural lighting ▲ windows and doors
5	Aquatherm in Prag 19.–23. 11.	8. 10.	15. 10.	30. 10.	Aquatherm ▲ heating, ventilation, air-conditioning, water cooling and heating, sanitary ware ▲ facades and plasters, intelligent facades ▲ wooden constructions
6		8. 11.	15. 11.	29. 11.	green technologies ▲ interiors (kitchens, doors, flooring, staircases, lighting) ▲ construction information technologies and software ▲ equipment and fittings for hospitals and senior care homes

The editors reserve the right to change or cancel any of the supplements.

## advertising rates

1/1 page .....	CZK 85,000
1/2 page .....	CZK 45,000
1/4 page .....	CZK 27,000
1/8 page .....	CZK 11,500

### Exclusive placement

2 <sup>nd</sup> cover page .....	CZK 99,000
page next to the 2 <sup>nd</sup> cover .....	CZK 90,000
page next to index .....	CZK 90,000
3 <sup>rd</sup> cover page .....	CZK 90,000
4 <sup>th</sup> cover page .....	CZK 116,000
folding "Z" – 3 pages of advertisement .....	CZK 165,000

### Articles, realisations, interviews

1/1 text + logo .....	CZK 45,500
2/1 text + logo + foto .....	CZK 89,000
1/1 text + logo + foto .....	CZK 66,500
1/2 text + logo .....	CZK 25,600
1/2 text + logo + foto .....	CZK 36,500
1/4 text + logo .....	CZK 13,500
1/4 text + logo + foto .....	CZK 18,500

Note: photos can take up max. a third of the area

### Inserts

Minimum price: CZK 45,000. Individual agreements according to quantity and paper weight.

### On-line advertisement

Banner – 468 × 60 points  
Mini-banner – 120 × 60 points  
Newsletter – text with a link (max. 400 characters), commercial presentation 190 × 45 mm, with a link  
For current possibilities, please, contact the advertisement department.

### Repetition discounts

2 repetitions .....	3 %
3–6 repetitions .....	12 %
7 repetitions .....	15 %
position surcharge .....	10 %

### Payment conditions

The publisher invoices on the day of publication of given issue with 14 days' payment terms.

Cancellation charges:

50 % before the official order deadline published in MediaInfo  
100 % after the official order deadline published in MediaInfo

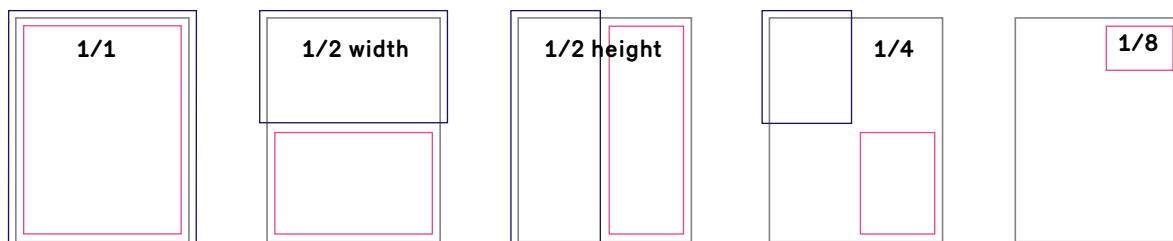
Advertisement prices are without VAT. Prices applicable on advertising in 2013.

## advertisement dimensions and parameters

BLEED advertisement covers the whole area of the net format, with a 4 mm "bleed" on each side  
ZRCADLO advertisement is placed within the net format area, with white space around it

### NET FORMAT

230 × 302 mm



Net format

230 × 302 mm

Bleed

238 × 310 mm

Mirror

200 × 272 mm

230 × 146 mm

238 × 154 mm

200 × 131 mm

110 × 302 mm

118 × 310 mm

95 × 272 mm

110 × 146 mm

118 × 154 mm

95 × 131 mm

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95 × 60 mm

Due to the print technology used, we accept only advertisements in electronic form, in the **Adobe Acrobat (.pdf)**, format and PDFX1a profile, or, when the advertisement is designed by our staff, in the form of electronic source materials.

You will obtain detailed instructions for the preparation and submission of print materials from the advertising department upon placing your advertisement order. Technical questions will be answered and advertisement materials accepted by:

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

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