

## Why advertise in ERA21?

Collective readership of more than 36,600: 6,600 subscribers + 30,000 readers



print run—6,800 issues,  
each read by 4–5 people



electronic distribution,  
online edition for computers,  
tablets and smartphones



### ERA21 is the most widely read Czech architectural journal

- Professional auditing of printed copies since 2012.
- In 2011 we launched electronic distribution to complement our printed edition. Full online version is available for tablets and for all types of computers and online mobile devices.
- 36,600 readers per issue! Printed issues are read by 4 to 5 different people (with editions of 6,800 pcs) and there are 6,600 subscribers of the electronic version.
- A large proportion of our readers archive the journal and 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 the close cooperation with Czech Chamber of Architects, ČKAIT, Slovak Chamber of Architects, and governmental institutions.

### Printed ads work!

- In campaigns combining printed and online media, the reach of printed ads is comparable to TV. Moreover, their effect lasts longer.
- Journals focus precisely on their target groups.
- Research shows that readers notice ads

in magazines and are able to match them with brands.

- 86 % of Czechs read magazines.
- 56 % Czechs find shopping inspiration in journals.
- 85 % of readership read journals repeatedly.
- 25 % Czechs own smartphones, tablets or e-book readers and 16 more percent are planning to purchase one.

(source: [www.unievydavatelu.cz](http://www.unievydavatelu.cz))

### We are proud to appeal to picky readership. How do we do that?

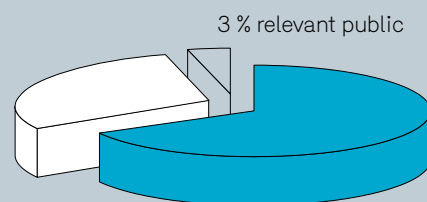
- ERA21 is the only architectural journal in the Czech Republic actually edited by a team of architects.
- We are unique in that we bring new information compiled in a complex way under the supervision of renowned curators, specially hired in relation to given topics.
- We are in contact with foreign ateliers and architects: we bring the best out of the selected topics.
- We are in touch with our readers—thanks to our own subscriber database management, special events, reader polls and Facebook.
- No plain news or pretty photos without deeper meaning—ERA21 is based on detailed conceptual work that our readers can rely on.

### ERA21 stands for a living professional community

- the journal (printed and online)
  - monthly newsletters
  - Facebook—the most fans of all professional journals!
  - lectures, architecture walks, conferences, competitions
  - collaboration on TV programmes
  - media partnership with 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)

### Readership structure



25 % building, business and development companies, public institutions

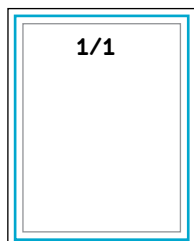
72 % architects, engineers

## advertisement dimensions and parameters

**NET FORMAT** 230 × 302 mm

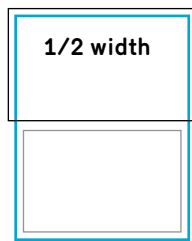
**BLEED** advertisement covers the whole area of the net format, with a 4 mm “bleed” on each side

**MIRROR** advertisement is placed within the net format area, with white space around it



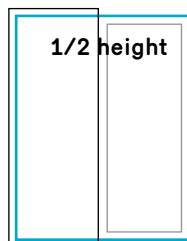
1/1

230 × 302 mm  
238 × 310 mm  
200 × 272 mm



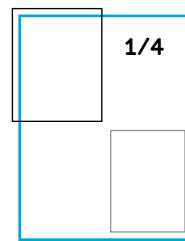
1/2 width

230 × 146 mm  
238 × 154 mm  
200 × 131 mm



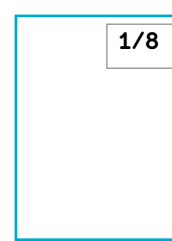
1/2 height

110 × 302 mm  
118 × 310 mm  
95 × 272 mm



1/4

110 × 146 mm  
118 × 154 mm  
95 × 131 mm



1/8

–  
–  
95 × 60 mm

Net format  
Bleed  
Mirror

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

You will obtain detailed instructions regarding artwork specification and submitting from the advertising department upon placing your advertisement order. Technical issues will be answered and advertisement materials accepted by: **Jana Urbanová**, [urbanova@eramedia.cz](mailto:urbanova@eramedia.cz).

# dates and topics for 2015

issue	related trade-fair	deadline for advertisement orders	deadline for advertising materials	publication date	topics of the supplements
1	R+T Stuttgart 24–28 Feb ISH Frankfurt 10–14 Mar MADE expo 2015 Milan 18–21 Mar Amper Brno 24–27 Mar	29 Jan	5 Feb	19 Feb	R+T ▲ ISH ▲ MADE expo 2015 ▲ Amper ▲ supporting constructions ▲ plastering ▲ surface finishing ▲ construction acoustics ▲ dry construction ▲ construction chemistry
2	Building fairs Brno 22–25 Apr	16 Mar	23 Mar	10 Apr	Building fairs Brno ▲ staircases ▲ flooring ▲ doors and windows ▲ shading ▲ exterior and interior lighting ▲ playgrounds and sports areas
3	EXPO Milan 2015 1 May–30 Oct	11 May	15 May	29 May	EXPO Milan 2015 ▲ roofs, chimneys ▲ fire protection ▲ insulation materials ▲ construction glass ▲ energy-saving technology ▲ alternative energy sources
4	FOR ARCH Prague 15–19 Sep Designblok Prague 6–11 Oct	20 Aug	25 Aug	10 Sep	FOR ARCH ▲ Designblok ▲ bathrooms, tiling and paving ▲ street furniture ▲ concrete constructions ▲ artificial and natural lighting ▲ windows and doors
5		8 Oct	15 Oct	30 Oct	heating, ventilation, air-conditioning, water cooling and heating, sanitary fittings ▲ facades and plastering ▲ intelligent building management
6	Bautec Berlin 16–19 Feb 2016	6 Nov	13 Nov	30 Nov	Bautec Berlin ▲ green technologies ▲ interiors (kitchens, doors, flooring, staircases, lighting) ▲ information technologies and engineering software ▲ equipment and facilities in hospitals and retirement homes

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

## rates – presentation

### ► DISPLAY ADVERTISING

1/1 page .....	EUR 3,400
1/2 page .....	EUR 1,800
1/4 page .....	EUR 1,080
1/8 page .....	EUR 460

### EXCLUSIVE PLACEMENT

2 <sup>nd</sup> cover page .....	EUR 3,960
page next to the 2 <sup>nd</sup> cover .....	EUR 3,600
page next to index .....	EUR 3,600
3 <sup>rd</sup> cover page .....	EUR 3,600
4 <sup>th</sup> cover page .....	EUR 4,640
folding "Z" – 3 pages of advertisement .....	EUR 6,600

### ► PRESENTING NEW TECHNOLOGIES, REALISATIONS AND MILESTONES

#### • ADVERTORIALS ARE A PART OF THE LAYOUT • PR ARTICLE

2/1 page .....	EUR 3,560
1/1 page .....	EUR 2,660
1/2 page .....	EUR 1,460
1/4 page .....	EUR 740

#### • TRENDS & TECHNOLOGIES

#### • INVITATIONS, TRAININGS, LECTURES

Processed by the editors and sent back for proofreading

1/4 page .....	EUR 360
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### ► ONLINE ADVERTISING

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 advertising department.*

### ► INSERTS

Minimum rate: CZK 45,000. Individual agreements depending on quantity and paper weight.

### PAYMENT CONDITIONS

Discounts for 3–6 repetitions ..... 12 %  
Position surcharge ..... 10 %  
The publisher invoices on the day of publication of the 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 rates do not include VAT.  
Advertising rates for 2015.

[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)

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