

## Why advertise in ERA21?

Readership of more than 35,000 of both printed and electronic versions!



print run—6,600 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.
- Besides printed issues, electronic version is also available for distribution. Full online version is available for tablets and for all types of computers and online mobile devices.
- Over 35,000 readers per issue! Printed issues are read by 4 to 5 different people (with editions of 6,600 pcs) and there are 5,000 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.
- ERA21 is a part of a lifetime education in professional associations Czech Chamber of Architects and ČKAIT.

### 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?

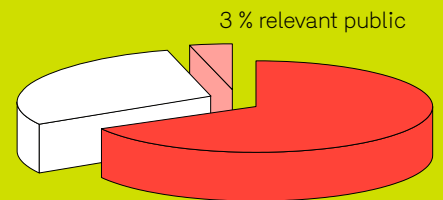
- ERA21 is the only architectural journal in the Czech Republic actually edited by a team of architects.
- We are unique in that we bring new information compiled in a complex way under the supervision of renowned curators, specially hired in relation to given topics.
- We are in contact with foreign 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
  - 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



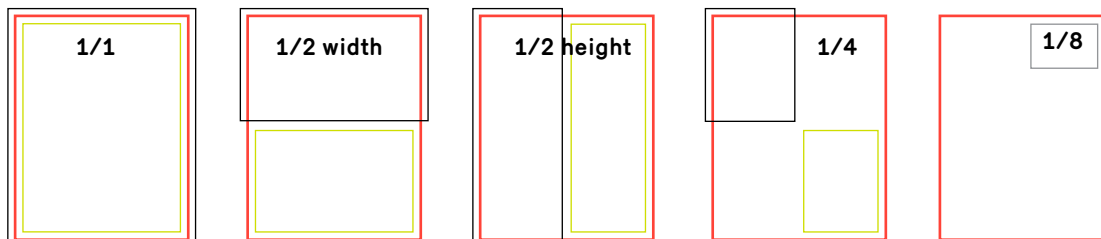
25 % building, business and development companies, public institutions  
 72 % architects, engineers  
 3 % relevant public

## 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          | 1/2 width    | 1/2 height   | 1/4          | 1/8        |
|------------|--------------|--------------|--------------|--------------|------------|
| Net format | 230 × 302 mm | 230 × 146 mm | 110 × 302 mm | 110 × 146 mm | –          |
| Bleed      | 238 × 310 mm | 238 × 154 mm | 118 × 310 mm | 118 × 154 mm | –          |
| Mirror     | 200 × 272 mm | 200 × 131 mm | 95 × 272 mm  | 95 × 131 mm  | 95 × 60 mm |

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 2016

| issue | related trade-fair   | deadline for advertisement orders | deadline for advertising materials | publication date | topics of the supplements   |
|-------|--|-----------------------------------|------------------------------------|------------------|---|
| 1     | Aqua-Therm Prague 1–4 Mar<br>Light + Building Frankfurt am Mein 13–18 Mar<br>Amper Brno 15–18 Mar<br>FENSTERBAU FRONTALE Nuremberg 16–19 Mar | 29 Jan                            | 5 Feb                              | 19 Feb           | Aqua-Therm ▲ Light + Building ▲ Amper ▲ supporting constructions ▲ plastering ▲ construction acoustics ▲ dry construction ▲ elevators ▲ swimming pools  |
| 2     | Building fairs Brno 20–23 Apr  | 23 Mar                            | 30 Mar                             | 13 Apr           | Building fairs Brno ▲ staircases ▲ flooring ▲ doors and windows ▲ shading ▲ exterior and interior lighting ▲ playgrounds and sports areas   |
| 3     |  | 6 May                             | 13 May                             | 27 May           | roofs, chimneys ▲ fire protection ▲ insulation materials ▲ construction glass ▲ energy-saving technology  |
| 4     | FOR ARCH Prague 20–24 Sep<br>glasstec Düsseldorf 20–23 Sep<br>Designblok Prague 27 Oct – 1 Nov   | 22 Aug                            | 29 Aug                             | 13 Sep           | FOR ARCH ▲ Designblok ▲ bathrooms, tiling and paving ▲ street furniture ▲ concrete constructions ▲ artificial and natural lighting ▲ windows and doors  |
| 5     |  | 6 Oct                             | 13 Oct                             | 27 Oct           | heating, ventilation, air-conditioning, water cooling and heating, sanitary fittings ▲ facades and plastering ▲ revolving door ▲ security systems of buildings                                      |
| 6     | Roofs Prague – January 2017<br>BAU Munich 16–21 Jan 2017   | 7 Nov                             | 14 Nov                             | 30 Nov           | Roofs Prague ▲ BAU Munich ▲ green technologies ▲ interiors (kitchens, doors, flooring, staircases, lighting) ▲ IT in building industry ▲ 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 |

### ► 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 2016.

[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)

## publisher

### EDITORS

Chleborádova 22, 619 00 Brno  
tel.: +420 530 500 801 | fax: +420 541 219 278

**Ing. arch. Zuzana Morávková** editor in chief  
mobil: +420 775 549 119, moravkova@era21.cz

**Mgr. Petra Hlaváčková** editor  
mobil: +420 731 481 326, hlavackova@era21.cz

**Ing. arch. Marek Kuchta** part time editor  
mobil: +420 737 876 539, kuchta@era21.cz

### ADVERTISING DEPARTMENT

**Arnošt Štěpánek** business manager  
mobil: +420 724 138 015  
stepanek@eramedia.cz

### REGISTERED SEAT

**ERA Média, s.r.o.** Chleborádova 22, 619 00 Brno  
tel.: +420 530 500 801 | fax: +420 541 219 278  
[www.era21.cz](http://www.era21.cz)