

## 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 the Lifelong Learning Programme organised by the Czech Chamber of Architects and ČKAIT.
- We broadened our reader base by taking over subscribers of Architekt, the defunct magazine of the Architect Community, at the end of 2016

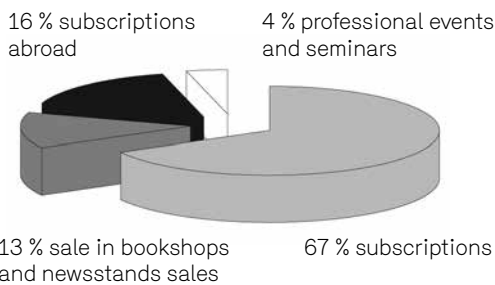
## We are proud of succeeding in engaging a picky group of readers!

- We are the only architecture magazine put together by a team of architects.
- We are unmatched in bringing new information thoroughly processed under the supervision of a renowned curator chosen according to the subject.
- We are in regular contact with other architects and architectural offices outside the Czech republic to be able to bring you the best on the subject.
- We keep in touch with our readers - subscriber database management system,

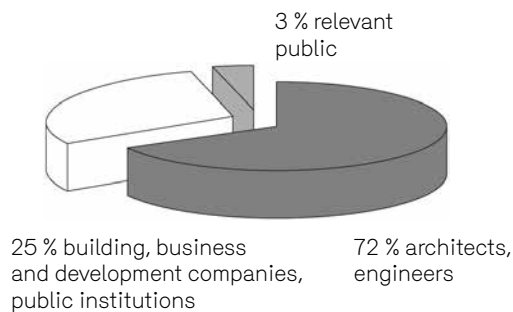
- special events, an active Facebook group contributing to the magazine content.
- There's no terse news or slick photographs without deeper context in the magazine, we build on our thoroughly prepared concept that our readers can draw upon with confidence.
- We maintain our high level and professional graphic design.
- A set of documents with lasting value is being created, the comprehensive series include analytical articles dealing with historical and social context, methodology and practical solutions.
- The magazine is therefore a good supplement of architecture education and brings about a string of professional discussions.
- In every issue the independent editorial content is dominant.

[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)

## distribution



## readership structure



print run—7,500 issues  
 readership: 37,000  
 (including online version)



## dates and topics for 2017

issue	related trade-fair	advertisement (presentation) order deadline	advertorial deadline	advertisement materials due	publication date	topics of the supplements
1	Made Expo Milan 8–11 Mar ISH Frankfurt am Mein 14–18 Mar AMPER Brno 21–24 Mar	20 Jan	24 Jan	7 Feb	22 Feb	AMPER 2017 ▲ ISH Frankfurt ▲ Made Expo Milan ▲ load bearing structures ▲ plastering ▲ construction acoustics ▲ dry construction ▲ elevators ▲ swimming pools
2	Building fairs Brno 25–29 Apr	10 Mar	15 Mar	28 Mar	13 Apr	Building fairs Brno ▲ staircases ▲ flooring ▲ doors and windows ▲ shading ▲ exterior and interior lighting ▲ outdoor surfaces and terraces
3		21 Apr	26 Apr	10 May	25 May	roofs, chimneys ▲ fire protection ▲ insulation materials ▲ construction glass ▲ energy efficient technology ▲ playgrounds and sports areas
4	FOR ARCH Prague 19–23 Sep architectatwork Munich 27–28 Sep	4 Aug	9 Aug	22 Aug	8 Sep	FOR ARCH ▲ bathrooms, tiling and paving ▲ street furniture ▲ concrete constructions ▲ artificial and natural lighting ▲ windows and doors
5	Designblok Prague 26–30 Oct	25 Aug	4 Sep	12 Sep	27 Sep	Designblok ▲ heating ▲ plumbing fixtures ▲ facades and plastering ▲ revolving door ▲ intelligent building management systems
6	R+T Stuttgart 27 Feb – 3 Mar 2018	1 Nov	6 Nov	13 Nov	29 Nov	R+T Stuttgart ▲ interiors (kitchens, doors, flooring, staircases, lighting) ▲ IT in building industry ▲ passive house

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 2017.

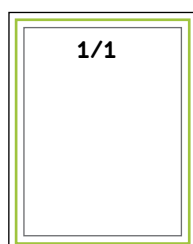
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## advertisement dimensions and parameters

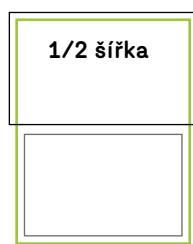
**NET FORMAT** 230 × 302 mm

**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



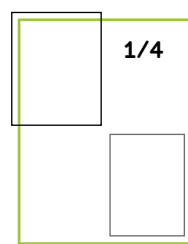
1/1



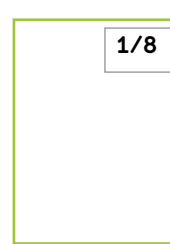
1/2 šířka



1/2 výška



1/4



1/8

Net format	230 × 302 mm	230 × 146 mm	110 × 302 mm	110 × 146 mm	–
Bleed	230 × 302 mm + 4 mm	230 × 146 mm + 4 mm	110 × 302 mm + 4 mm	110 × 146 mm + 4 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).

## publisher

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[www.era21.cz](http://www.era21.cz)

### 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!