

ERA21 is the most widely read Czech architectural journal

- Printed and electronic version available for distribution. Full online version available for tablets and for all types of computers and online mobile devices.
- Over 37,000 readers per issue! Printed issues read by 4 to 5 different people (print run 7,500 pcs). Over 3,800 subscribers of the electronic version.
- Print run audited.
- 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, Slovak Chamber of Architects, and governmental institutions.
- ERA21 is a part of the Lifelong Learning Programme of CCA.
- We took over the subscribers of the defunct magazine Architekt at the end of 2016.

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

- We are the only architectural journal 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 architects and architectural offices outside the CR 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.

ERA21 is a living professional community

- journal (printed and electronic)
- monthly newsletter
- Facebook—we have the biggest fan base of all architectural journals!
- lectures, architecture walks
- media partnership with the Czech Architecture Award, we cooperate closely with the CCA
- we attend prestigious architectural events
- together we set trends

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

distribution

12 % professional events, seminars

9 % print sales



79 % subscriptions (including Architect subscribers, students and VIPs)

25 % building, business and development companies, public institutions

3 % relevant public



72 % architects, engineers

readership structure

Over 37,000 readers of printed and electronic version
 Print run 7 500 pcs

39 % women 61 % men

dates and topics for 2018

issue	related trade-fair	advertisement (presentation) order deadline	advertorial deadline	advertisement materials due	publication date	topics of supplements
1	Fenster Bau Frontale Nuremberg 21-24 Mar Light+Building Frankfurt am Main 18-23 Mar AMPER Brno 20-23 Mar Aquatherm Praha 27 Feb - 2 Mar	18 Jan	24 Jan	7 Feb	22 Feb	Fenster Bau Frontale Light + Building AMPER Aquatherm load bearing structures plastering construction acoustics dry construction
2	Building fairs Brno 25-28 Apr	7 Mar	13 Mar	27 Mar	13 Apr	Building fairs Brno staircases flooring tiles and paving doors and windows shading swimming pools outdoor surfaces and terraces healthy living
3		18 Apr	24 Apr	10 May	25 May	roofs, chimneys fire protection insulation materials construction glass energy efficient technology playgrounds and sports areas
4	FOR ARCH Prague 18-22 Sep	3 Aug	9 Aug	23 Aug	7 Sep	FOR ARCH bathrooms, tiling and paving street furniture concrete constructions artificial and natural lighting windows and doors
5	Designblok Prague 24-29 Oct	6 Sep	12 Sep	26 Sep	12 Oct	Designblok heating building ventilation plumbing fixtures facades and plastering intelligent building management systems
6	Bau Munich 14-19 Jan 2019 Made Expo Milan 13-16 Mar 2019	25 Oct	31 Oct	14 Nov	29 Nov	Bau Made Expo 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 nd cover page	EUR 3,960
page next to the 2 nd cover.....	EUR 3,600
page next to index.....	EUR 3,600
3 rd cover page	EUR 3,600
4 th cover page.....	EUR 4,640
folding "Z" – 3 pages of advertisement.....	EUR 6,600

► PRESENTING NEW TECHNOLOGIES, COMPLETED PROJECTS 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 – 998 x 100 points, mini-banner – 190 x 80 points.
Commercial presentation 190 x 45 mm with a link.
For current possibilities, please contact the advertising department.

► INSERTS

Minimum rate: EUR 1,730. 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 2018.

www.era21.cz

www.era21.cz/online

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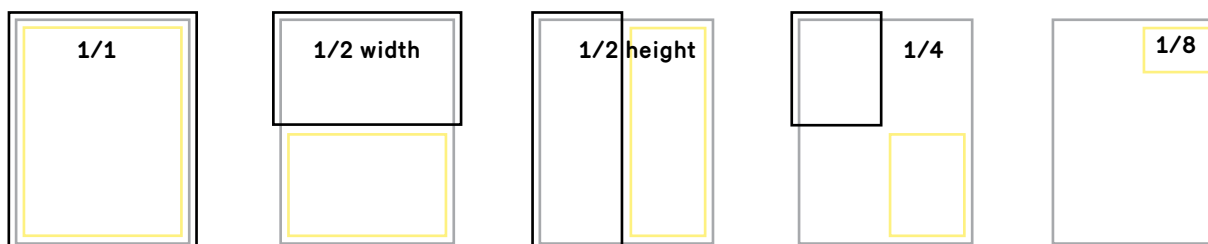
www.era21.cz/facebook

advertisement dimensions and parameters

NET FORMAT 230 x 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



Bleed	230 x 302 mm + 4 mm	230 x 146 mm + 4 mm	110 x 302 mm + 4 mm	110 x 146 mm + 4 mm	–
Mirror	200 x 272 mm	200 x 131 mm	95 x 269 mm	95 x 130 mm	95 x 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 processed 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 questions will be answered and advertisement materials accepted by:
Jana Urbanová, urbanova@eramedia.cz.

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