

For 20 years, ERA21 has been 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.

For 20 years, we have been successfully 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
www.era21.cz/instagram

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

dates and topics for 2020

| issue | related trade-fair | advertisement (presentation) order deadline | advertorial deadline | advertisement materials due | publication date | topics of supplements |
|-------|--|---|----------------------|-----------------------------|------------------|---|
| 1 | AMPER Brno 17–20 Mar Fensterbau Frontale Nuremberg 18–21 Mar Light+Building Frankfurt am Main 8–13 Mar Aquatherm Prague 3–6 Mar | 27 Jan | 31 Jan | 14 Feb | 2 Mar | AMPER Fensterbau Frontale Light + Building Aquatherm load bearing structures plastering construction acoustics dry construction swimming pools |
| 2 | | 17 Mar | 23 Mar | 6 Apr | 23 Apr | flooring doors, windows and hardware intelligent house shading outdoor surfaces and terraces healthy living |
| 3 | | 21 Apr | 27 Apr | 13 May | 28 May | roofs fire protection construction glass energy efficient technology playgrounds and sports areas hotels BIM |
| 4 | FOR ARCH Prague 22–26 Sep | 6 Aug | 12 Aug | 26 Aug | 10 Sep | FOR ARCH bathrooms, tiling and paving lighting windows, doors and hardware office fit out |
| 5 | Designblok Prague | 7 Sep | 11 Sep | 25 Sep | 10 Oct | Designblok heating plumbing fixtures facades and plastering concrete construction automatic, revolving doors and turnstiles interior wall cladding and partitions |
| 6 | BAU Munich 11–16 Jan 2021 ISH Frankfurt 22–26 Mar 2021 | 22 Oct | 29 Oct | 12 Nov | 30 Nov | BAU ISH interiors sauna and wellness IT in building industry passive house |

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

rates – presentation

► 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 |
|----------------|---------|

► ONLINE ADVERTISING

Banner – 998 x 100 points, mini-banner – 190 x 80 points.
Newsletter – leaderboard 190 x 45 mm with a link.
For current possibilities, please contact the advertising department.

► INSERTS

Minimum rate: EUR 0.45 per piece. 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 2019.

www.era21.cz

www.era21.cz/online

www.era21.cz/newsletter

www.era21.cz/facebook

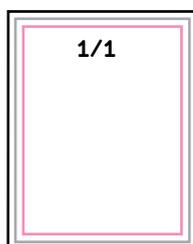
www.era21.cz/instagram

advertisement dimensions and parameters

NET FORMAT 230 x 302 mm

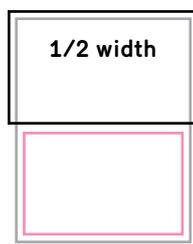
BLEED advertisement covers the whole area of the net format, with a 4 mm "bleed" on each side

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



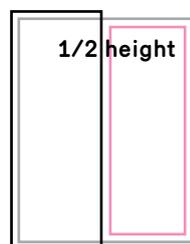
1/1

Bleed 230 x 302 mm + 4 mm
Mirror 200 x 272 mm



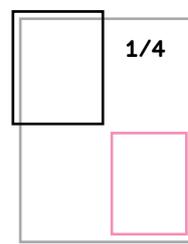
1/2 width

Bleed 230 x 146 mm + 4 mm
Mirror 200 x 131 mm



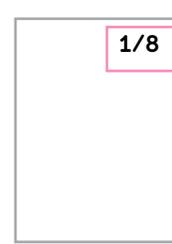
1/2 height

Bleed 110 x 302 mm + 4 mm
Mirror 95 x 269 mm



1/4

Bleed 110 x 146 mm + 4 mm
Mirror 95 x 130 mm



1/8

Bleed –
Mirror 95 x 60 mm

Due to the print technology used, we accept artwork only in electronic form, in the **Adobe Acrobat (.pdf)** format and PDF/X-4:2010 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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we celebrate 20 years

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