

For 21 years, ERA21 has been the most widely read Czech architectural journal

- Print and digital version available for distribution. Full online version available for tablets and for all types of computers and online mobile devices.
- Over 30,600 readers per issue! A single printed copy is read by 4 to 5 different people (print run 6,800 pcs). Over 3,800 subscribers of the digital 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.
- We took over the subscribers of the defunct magazine Architekt at the end of 2016.

For 21 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 each topic.
- We are in regular contact with international architects and architectural offices, therefore we can bring you the best on the subject.
- We keep in touch with our readers via a subscriber database management system, special events, and 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 includes 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 (print and digital)
- monthly newsletter
- Facebook
- Instagram
- lectures, architecture walks
- media partnership with the Czech Architecture Award, we cooperate closely with the CCA
- we attend prestigious architectural events
- together we continue to 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 Architekt subscribers, students and VIPs)

Over 30,600 readers of print and digital version
Print run 6 800 pcs

readership structure

25 % building, business and development companies, public institutions

3 % relevant public



72 % architects, engineers

dates and topics for 2021

issue	related trade-fair	advertisement (presentation) order deadline	advertorial deadline	advertisement materials due	publi- cation date	topics of supplements
1	MADE expo Milano 17–20 Mar ISH Frankfurt 22–26 Mar	28 Jan	3 Feb	17 Feb	4 Mar	MADE expo ISH load bearing structures plastering and rendering construction acoustics dry construction swimming pools
2	AMPER Brno 18–21 May	16 Mar	22 Mar	7 Apr	22 Apr	AMPER flooring doors, windows and hardware intelligent house shading outdoor surfaces and terraces healthy living
3		22 Apr	28 Apr	12 May	27 May	roofs fire protection construction glass energy efficient technology playgrounds and sports areas hotels BIM
4	FOR ARCH Prague 21–25 Sep	5 Aug	11 Aug	25 Aug	9 Sep	FOR ARCH bathrooms, tiling and paving lighting windows, doors and hardware office fit out
5	Designblok Prague	8 Sep	14 Sep	29 Sep	14 Oct	Designblok heating plumbing fixtures facades, plastering and rendering concrete construction automatic, revolving doors and turnstiles interior wall cladding and partitions
6	Light+Building Frankfurt am Main 13–18 Mar 2022 Aquatherm Prague 1–4 Mar 2022 R+T 21–25 Feb 2022	21 Oct	27 Oct	11 Nov	29 Nov	Light + Building Aquatherm R+T interiors sauna and wellness IT in building industry passive house

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

publisher

REGISTERED SEAT, NEWSROOM

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► ADVERTISING

Exclusive placement (COVERS) OR INSIDE THE MAGAZINE

► PRESENTING NEW TECHNOLOGIES, COMPLETED PROJECTS AND MILESTONES

- Advertorials are a part of the layout
- PR article
- Trends & technologies
- Invitations, trainings, LECTURES

Processed by the editors and sent back for proofreading

► ONLINE ADVERTISING

Banner – 998 x 100 points, mini-banner – 180 x 90 points.

Newsletter – leaderboard 190 x 45 mm with a link.

For current possibilities, please contact the advertising department.

► INSERTS

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 2021.

www.era21.cz

www.era21.cz/online

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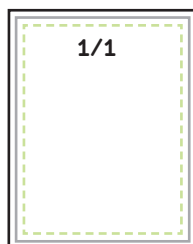
www.era21.cz/instagram

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

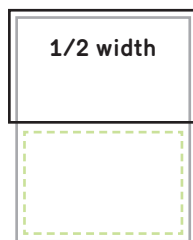


Bleed

Mirror

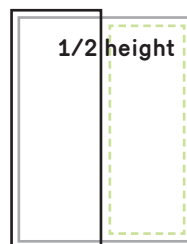
230 × 302 mm + 4 mm

200 × 272 mm



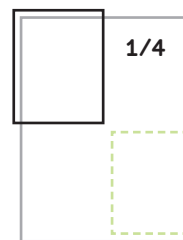
230 × 146 mm + 4 mm

200 × 131 mm



110 × 302 mm + 4 mm

95 × 269 mm



110 × 146 mm + 4 mm

95 × 130 mm



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95 × 60 mm

Due to the print technology used, we accept only digital advertising artwork, in **Adobe Acrobat (.pdf)** format and PDF/X-4:2010 profile, or, in case of ads processed by our staff, in the form of individual electronic source files.

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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top architecture events and awards



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