

For 21 years, ERA22 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 34,600 readers per issue! A single printed copy is read by 5 to 6 different people (print run 6,300 pcs). Over 3,800 subscribers of the digital 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, Slovak Chamber of Architects, and governmental institutions.
- We took over the subscribers of the defunct magazine Architekt at the end of 2016.

For 22 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)
- 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

11 % print sales



77 % subscriptions
(including Architekt subscribers, students and VIPs)

Over 34,600 readers of print and digital version
Print run 6 300 pcs

readership structure

24 % building, business and development companies, public institutions

3 % relevant public



73 % architects, engineers

dates and topics for 2022

issue	related trade-fair	advertisement (presentation) order deadline	advertorial deadline	advertisement materials due	publi- cation date	topics of supplements
1	Light + Building Frankfurt 13–18 Mar Fensterbau Frontale Nuremberg 29 Mar – 1 Apr	27 Jan	2 Feb	16 Feb	28 Feb	Light + Building Fensterbau Frontale load bearing structures plastering and rendering construction acoustics dry construction conservatory swimming pools
2	AMPER Brno 17–20 May	15 Mar	21 Mar	4 Apr	21 Apr	flooring doors, windows and hardware intelligent house shading outdoor surfaces and terraces healthy living TOP showrooms
3		21 Apr	27 Apr	11 May	26 May	roofs fire protection construction glass playgrounds and sports areas hotels BIM wooden buildings best reference projects
4	FOR ARCH Prague 20–24 Sep Designblok Prague 5–9 Oct	8 Aug	12 Aug	26 Aug	12 Sep	FOR ARCH Designblok bathrooms, tiling and paving lighting windows, doors and hardware office fit out
5		13 Sep	19 Sep	4 Oct	19 Oct	heating plumbing fixtures facades, plastering and rendering concrete construction automatic, revolving doors and turnstiles interior wall cladding and partitions best reference projects
6	BAU Munich 9–14 Jan 2023 ISH Frankfurt 13–17 Mar 2023	24 Oct	31 Oct	14 Nov	30 Nov	BAU ISH interiors sauna and wellness IT in building industry passive house shading

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

publisher

REGISTERED SEAT, NEWSROOM

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presentation

► ADVERTISING

Exclusive placement (COVERS) OR INSIDE THE MAGAZINE

► PRESENTING NEW TECHNOLOGIES, COMPLETED PROJECTS AND MILESTONES

- Advertorials are a part of the layout
 - PR article – provide 6,000 characters for 1 page, reduce by 1,000 characters per image
 - Trends & technologies
 - Invitations, trainings, LECTURES
- Processed by the editors and sent back for proofreading

► ONLINE ADVERTISING

Banner – 998 x 100 points, jpeg, static, hyperlink.
Newsletter – leaderboard 190 x 45 mm, pdf format, 300 dpi, RGB, hyperlink.

Article for www.era21.cz – 4,000–8,000 characters including spaces (contains a lead paragraph of 600–800 chracters) + 3–6 images

► 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.

For current possibilities, please contact the advertising department.

www.era21.cz

www.era21.cz/online

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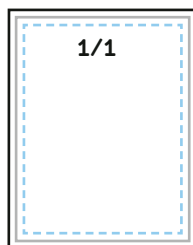
www.era21.cz/instagram

advertisement dimensions and parameters

NET FORMAT 230 x 302 mm

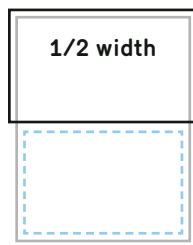
BLEED advertisement covers the whole area of the net format, with a 4 mm “bleed” on each side

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

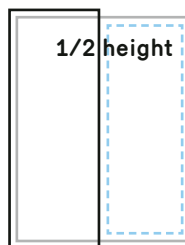


Bleed
Mirror

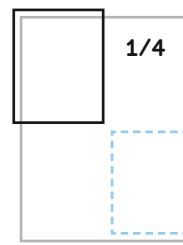
230 x 302 mm + 4 mm
200 x 272 mm



230 x 146 mm + 4 mm
200 x 131 mm



110 x 302 mm + 4 mm
95 x 269 mm



110 x 146 mm + 4 mm
95 x 130 mm



–
95 x 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.

ERA21 is supported by the following institutions



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top architecture events and awards



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