

For 23 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 32,150 readers per issue! A single printed copy is read by 4 to 5 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 23 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 and Instagram community 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
- we attend prestigious architectural events
- media partnership with the Czech Architecture Award, CE.ZA.AR Award, Architect of the Year Award, Designblok, Interior of the Year and others
- together we continue to set trends

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

Renowned Czech professionals respond to ERA21: <https://www.era21.cz/cs/o-casopise/ohlasy/>

distribution

12 % professional events, seminars

11 % print sales



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

Over 32,150 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 2023

issue	related trade-fair	advertisement (presentation) order deadline	advertorial deadline	advertisement materials due	publi- cation date	topics of supplements
1	ISH Frankfurt 13–17 Mar BAU Munich 17–22 Apr	27 Jan	2 Feb	16 Feb	3 Mar	ISH BAU load bearing structures construction acoustics dry construction swimming pools, saunas, wellness green roofs outdoor living
2		20 Mar	24 Mar	11 Apr	26 Apr	flooring doors, windows and hardware intelligent house shading outdoor surfaces and terraces healthy living conservatories
3		20 Apr	26 Apr	15 May	30 May	roofs and chimneys fire protection construction glass playgrounds and sports areas kitchens BIM wooden buildings best reference projects
4	FOR ARCH Prague 19–23 Sep Designblok Prague 4–8 Oct	8 Aug	14 Aug	28 Aug	12 Sep	FOR ARCH Designblok bathrooms, tiling and paving lighting windows, doors and hardware gates office fit out street furniture
5		19 Sep	25 Sep	10 Oct	25 Oct	heating and ventilation plumbing fixtures facades, plastering and rendering concrete construction automatic, revolving doors and turnstiles interior wall cladding and partitions best reference projects
6	R+T Stuttgart 19–23 Feb 2024 Fensterbau Frontale Nuremberg 19–22 Mar 2024	25 Oct	31 Oct	14 Nov	30 Nov	R+T Fensterbau Frontale interiors design 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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► ADVERTISING (PRINT)

- Visual advertisement—client provides final version of the content
- Text-based advertisement—client provides final version of the content
- Advertorial as part of the magazine layout (completed project, product presentation, interview, etc.)—processed by the editors and sent for client approval; provide 6,000 characters for 1 page, reduce by 1,000 characters per image
- Trends & technologies as part of the magazine layout—processed by the editors and sent for client approval; provide 900 characters + 1 image
- Invitations, trainings, lectures—processed by the editors and sent for client approval

► INSERTS

► ADVERTISING (ONLINE)

- Banner—998 x 100 points, jpeg, static, hyperlink
- Newsletter—leaderboard 190x45 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

PAYMENT CONDITIONS

Discounts for 3–6 repetitions 12 %
 Position surcharge 10 %
 The publisher invoices after each issue's publication 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.

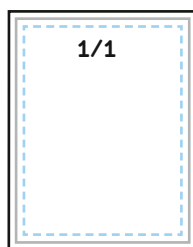
www.era21.cz/en/
www.era21.cz/online
www.era21.cz/newsletter
www.era21.cz/facebook
www.era21.cz/instagram

advertisement dimensions and parameters

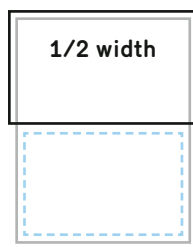
NET FORMAT 230 x 302 mm

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

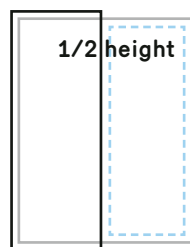
MIRROR advertisement is placed within the net format area, with white space around it



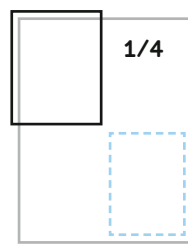
Bleed 230 x 302 mm + 4 mm
 Mirror 200 x 272 mm



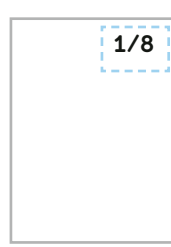
230 x 146 mm + 4 mm
 200 x 131 mm



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.

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Author	Year	Sample Size	Study Design	Findings
Smith et al.	2015	1,200	Longitudinal	Increased risk of depression in children of parents with mental illness.
Johnson et al.	2016	800	Cross-sectional	Higher rates of anxiety disorders in offspring of parents with anxiety.
Williams et al.	2017	2,500	Family Study	Genetic factors play a significant role in the transmission of bipolar disorder.
Chen et al.	2018	900	Case-control	Increased risk of schizophrenia in children of parents with schizophrenia.
Miller et al.	2019	1,500	Longitudinal	Early onset of substance use in children of parents with substance use disorders.

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