

## For 24 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 24 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/](http://www.era21.cz/en/)  
[www.era21.cz/online](http://www.era21.cz/online)  
[www.era21.cz/newsletter](http://www.era21.cz/newsletter)  
[www.era21.cz/facebook](http://www.era21.cz/facebook)  
[www.era21.cz/instagram](http://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 2024

| issue | related trade-fair  | advertisement (presentation) order deadline | advertorial deadline | advertisement materials due | publication date | topics of supplements   |
|-------|---|---|----------------------|-----------------------------|------------------|---|
| 1     | AMPER Brno 19–21 Mar                                      | 29 Jan                                      | 2 Feb                | 16 Feb                      | 4 Mar            | AMPER   lighting   interior design   load bearing structures   building acoustics   dry construction   swimming pools, garden design                                      |
| 2     |   | 19 Mar                                      | 25 Mar               | 10 Apr                      | 25 Apr           | shading   flooring   doors, windows and hardware   intelligent house   outdoor areas, terraces   stone architecture   lighting   offices                                  |
| 3     |   | 23 Apr                                      | 29 Apr               | 15 May                      | 30 May           | roofs and chimneys   fire protection   construction glass   playgrounds and sports areas   hotels   BIM   wooden buildings   best reference projects                      |
| 4     | FOR ARCH Prague 17–21 Sep<br>Designblok Prague 2–6 Oct    | 8 Aug                                       | 14 Aug               | 28 Aug                      | 12 Sep           | FOR ARCH   Designblok   primary and elementary schools   bathrooms, tiling and paving   lighting   windows, doors and hardware  |
| 5     |   | 19 Sep                                      | 25 Sep               | 9 Oct                       | 24 Oct           | heating and ventilation   plumbing fixtures   facades, plastering and rendering   concrete construction   interior wall cladding and partitions   best reference projects |
| 6     | BAU Munich 13–17 Jan 2025<br>ISH Frankfurt 17–21 Mar 2025 | 23 Oct                                      | 30 Oct               | 13 Nov                      | 29 Nov           | BAU   ISH   interiors   sauna and wellness   kitchens   IT in building industry   passive house   shading   |

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

## publisher

### REGISTERED SEAT, NEWSROOM

**ERA Média, s.r.o.**

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# presentation

## ► 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
- Side banner—300 x 300 points, jpeg, static, hyperlink
- Newsletter—leaderboard 190x45 mm, pdf format, 300 dpi, RGB, hyperlink
- Article for [www.era21.cz](http://www.era21.cz)—4,000–8,000 characters including spaces (contains a lead paragraph of 600–800 characters) + 3–6 images, incl. captions and credits

## 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.*

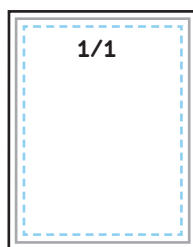
[www.era21.cz/en/](http://www.era21.cz/en/)  
[www.era21.cz/online](http://www.era21.cz/online)  
[www.era21.cz/newsletter](http://www.era21.cz/newsletter)  
[www.era21.cz/facebook](http://www.era21.cz/facebook)  
[www.era21.cz/instagram](http://www.era21.cz/instagram)

# advertisement dimensions and parameters

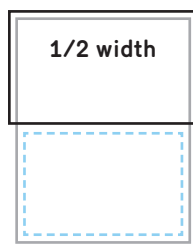
**NET FORMAT** 230 x 302 mm

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

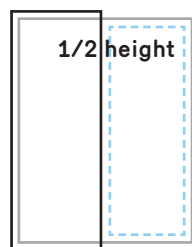
**MIRROR** advertisement is placed within the net format area, with white space around it



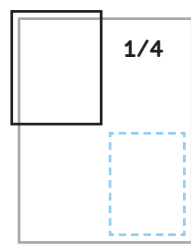
Bleed 230 x 302 mm + 4 mm  
Mirror 200 x 272 mm



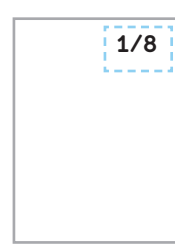
Bleed 230 x 146 mm + 4 mm  
Mirror 200 x 131 mm



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



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



Bleed -  
Mirror 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](mailto:urbanova@eramedia.cz).

professional organizations

ČESKÁ KOMORA ARCHITEKTŮ

S K A  
Slovenská Komora Architektov

IPR  
PRAHA

FAKULTA  
ARCHITEKTURY

centre for central european architecture

4AM/0go  
forum pro architekturu a design

CVUT  
ČESKÉ VYSOKÉ UČENÍ TECHNICKÉ  
PRAHA

SOFA

SPOLEK  
POSLUCHAČŮ  
ARCHITEKTURY

TECHNICKÁ UNIVERZITA V LIBERCI

top architecture events and awards

ČESKÁ CENA ZA ARCHITEKTURU

CE ZA AR

ARCHITEKT  
ROKU'23

des-  
ignblok

CGD

OPEN HOUSE  
PRAHA

DA

INTERIER  
ROKU

BETON  
UNIVERSITY

INTERIÉRY

asociace  
chytřého bydlení

galleries

GALERIE  
J. FRAGNERA

PR A H A  
forum pro architekturu a design

MORAVSKA  
GALERIE

NEUMANKA

KAŠTANOVÁ  
centrum bydlení a designu

vi per C A M P

trade-fairs

light+building  
autumn edition

FDR ARCH

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VELETRH  
BRNO

MADE  
PRAHA

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aqua  
THERM  
PRAHA

BAU

R+T