

For 25 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 25 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
www.era21.cz/cs/o-casopise/ohlasy/

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 2025

issue	related trade-fair	adver- tisement (presenta- tion) order deadline	advertorial deadline	adverti- sement materials due	publication date	topics of supplements
1	AMPER Brno 19–21 Mar	5 Mar	12 Mar	19 Mar	3 Apr	lighting load bearing structures building acoustics dry construction shading flooring doors, windows and hardware outdoor areas, terraces
2		30 Apr	7 May	14 May	29 May	roofs fire protection construction glass BIM wooden buildings best reference projects offices intelligent house facades, plastering concrete
3	FOR ARCH Prague 16–20 Sep Designblok Prague 7–12 Oct	11 Aug	14 Aug	26 Aug	11 Sep	FOR ARCH Designblok bathrooms, tiling and paving lighting windows, doors urban furniture
4	LIGHT BUILDING Frankfurt 8–13 Mar 2026	22 Oct	29 Oct	5 Nov	20 Nov	LIGHT BUILDING interiors sauna and wellness BIM passive house shading kitchens heating plumbing fixtures

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 700–800 characters + 1 image
- Invitations, trainings, lectures—processed by the editors and sent for client approval

1/1 page	EUR 2,400
2/1 page	EUR 3,000
1/2 page	EUR 1,400
1/4 page	EUR 850
1/8 page	EUR 350

EXCLUSIVE PLACEMENT (VISUAL ADS ONLY)

2 nd cover page	EUR 3,000
page next to the 2 nd cover	EUR 2,800
page next to index	EUR 2,800
3 rd cover page	EUR 2,800
4 th cover page	EUR 3,500
folding “Z” – 3 pages of advertisement	EUR 4,700

► INSERTS

0.5 EUR/piece, individual arrangement depending on quantity and paper weight.

► ADVERTISING (ONLINE)

- Banner—998 x 100 points, jpeg, static, hyperlink
- Side banner—300 x 300 points, jpeg, static, hyperlink
- Newsletter—leaderboard 190×45 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) + 3–5 images, incl. captions and credits

For current possibilities, please contact the advertising department.

PAYMENT CONDITIONS

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.
Advertisement rates do not include VAT.
Advertising rates for 2024.

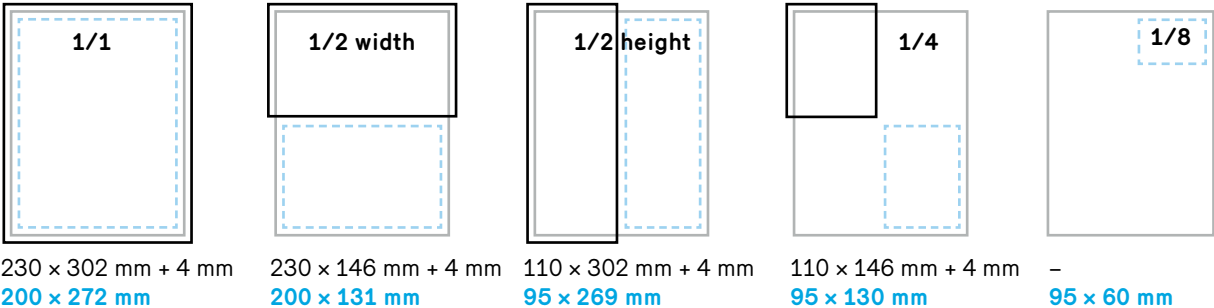
www.era21.cz/en/
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advertisement dimensions and parameters

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



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.

partners

professional organizations

ČESKÁ KOMORA ARCHITEKTŮ

S K A
Slovenská Komora Architectov

IPR PRAHA

FAKULTA
ARCHITEKTURY

centre for central european architecture

4AM/logo
forum pro architekturu a media

ČVUT
ČESKÉ VYSOKÉ UČENÍ
TECHNICKÉ PRAHA

SOFA

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top architecture events and awards

ČESKÁ CENA ZA ARCHITEKTURU

CE ZA AR

ARCHITEKT
ROKU'23

CGD

brownfieldy

des-ignblok

salon
dřevostavby - dřevostavby

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PRAHA

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INTERIER
ROKU

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MORAVSKA
GALERIE

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KAŠTANOVÁ
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vi per CAMP

trade-fairs

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