

For 26 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 26 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 2026

issue	related trade-fair	advertisement (presentation) order deadline	advertorial deadline	advertisement materials due	publication date	topics of supplements
1		4 Mar	11 Mar	18 Mar	2 Apr	new materials load-bearing structures building acoustics dry construction shading systems flooring door and window fillings and fittings outdoor areas and terraces
2	ARCHITECT@WORK Prague 17-18 Jun	30 Apr	7 May	14 May	29 May	ARCHITECT@WORK renovation roofing fire protection construction glass BIM timber buildings office design smart buildings facades and plastering
3	FOR ARCH Prague 16-19 Sep Designblok Prague 6-11 Oct Meet the architect Prague 18-19 Nov	10 Aug	13 Aug	25 Aug	10 Sep	FOR ARCH Designblok Meet the Architect bathrooms, wall and floor tiling lighting door and window fillings and fittings urban furniture
4	BAU Munich 11-15 Jan 2027 ISH Frankfurt 15-19 Mar 2027	22 Oct	29 Oct	5 Nov	20 Nov	BAU Munich ISH Frankfurt interiors, saunas and wellness BIM passive houses shading systems kitchens heating sanitary technologies concrete

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

publisher

REGISTERED SEAT, NEWSROOM

ERA Média, s.r.o.

Chleborádova 22, 619 00 Brno

phone: +420 731 507 093

www.era21.cz

EDITORS

Chleborádova 22, 619 00 Brno

tel.: +420 530 500 801 | fax: +420 541 219 278

Ing. arch. Filip Landa editor in chief

mobile: +420 777 328 363, landa@era21.cz

Ing. arch. Eva Truncová editor

mobil: +420 721 338 227, truncova@era21.cz

MgA. Alžběta Nováková editor

mobile: +420 723 930 932, novakova@era21.cz

RNDr. Eva Lesáková editor

trendy@era21.cz

ADVERTISING DEPARTMENT

Ivana Bauerová business director

bauerova@eramedia.cz

Jana Urbanová business manager

urbanova@eramedia.cz

Arnošt Štěpánek business manager

mobile: +420 724 138 015, stepanek@eramedia.cz

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 700–800 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 2244x531 points, jpeg, static, hyperlink
- Article for www.era21.cz—4,000–8,000 characters including spaces (contains a lead paragraph of 600–800 characters) + 3–5 images, incl. captions and credits

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.

For current possibilities, please contact the advertising department.

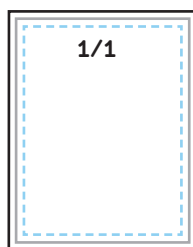
www.era21.cz/en/
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www.era21.cz/newsletter
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www.era21.cz/instagram

advertisement dimensions and parameters

NET FORMAT 230 x 302 mm

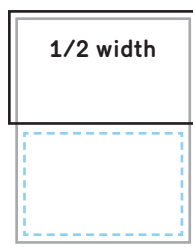
BLEED advertisement covers the whole area of the net format, with a 4 mm “bleed” on each side

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



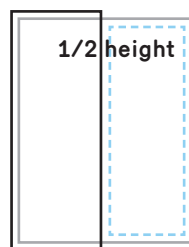
1/1

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



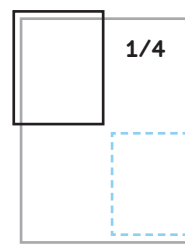
1/2 width

230 x 146 mm + 4 mm
200 x 131 mm



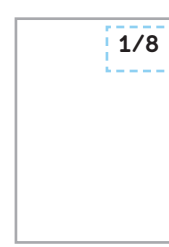
1/2 height

110 x 302 mm + 4 mm
95 x 269 mm



1/4

110 x 146 mm + 4 mm
95 x 130 mm



1/8

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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.

professional organizations **ČESKÁ KOMORA ARCHITEKTŮ**

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Slovenská Komora Architektov



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top architecture events and awards

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asociace chytrého bydlení

galleries



trade-fairs

