STAVITEL - ADVERTISING RATES 2011

Stavitel (Constructor) is a professional monthly for building industry. It gives information about new trends in building, new materials, machines, constructions and technologies, and publishes examples of interesting buildings. It contains legal regulations, standards, price analyses and comparisons of the construction market. It also includes a fornightly newsletter.
Readership: senior and top management and entrepreneurs in construction firms and related fields, investors, manufacturers of building materials, designers.
Average circulation in 2010: 8 300 copies
Price per copy (stand sale): 85 CZK
Annual subscription: 935 CZK

ADVERTISING RATES - MAGAZINE

Format in mm (w. x h.)	2/1 (414 x 297)	1/1 186 x 254 (210 x 297)	2/3 121 x 254 (135 x 297)	1/2 186 x 124 (210 x 147)	1/3 90 x 254 (103 x 297)	1/4 185 x 61 (210 x 83)	1/4 90 x 125
Rates in EUR (excl. VAT)	9 240	4 310	2 920	2 180	1 450	1 050	1 050

Bleed formats are given in the net format after trimming.All bleed sizes originals must allow for a 5 mm trim all around!

Advertising rates - cover (in EUR excl. VAT)

2nd cover	4 590
3rd cover	4 590
4th cover	5 610

Surcharges

typographical processing surcharge	10 %
positioning guarantee	20 %

Frequency discounts

2x	5 %
3 – 5x	10 %
6 – 9x	15 %
10x and more	20 %

Ad deadlines

Finished materials – 15 working days before publication

Materials to be produced – 20 working days before publication

Advertising rates - Newsletter

Format in mm (w. x h.)	2 columns 128 x 30	3 columns 193 x 30	3 columns 193 x 40	1 column 58 x 60	2 columns 120 x 60
Rates in EUR (excl. VAT)					
1st page	175	262	–	106	211
2nd, 3rd page	117	117	233	70	140
4th page	130	197	262	79	158

Parameters

– on-line distribution (pdf)

– bi-monthly (published)

– subscription benefit of the magazine

Subjects and issue schedule

	THEME	AD DEADLINE	ISSUE DATE
January	Roofs (suport structures, roofing, plumbing works, drainage, insulation,...).	27.12. 2010	10. 1.
February	Opening fillings (windows, doors, facades, balconies, winter gardens, security,...). Wooden construction	26. 1.	7. 2.
March	Heat insulations (interior, exteriors, foundations, clading).	23. 2.	7. 3.
April	Building chemistry (paints, impregation, plasters, colors,...) Brno Construction Fairs.	30. 3.	11. 4.
May	Facades (systems, repairs), insulations, windows, elevators, reconstructions of panel houses	27. 4.	9. 5.
June	Support structures and partion walls (cast, dry, plasterboard,...). Concrete construction	25. 5.	6. 6.
July – August	Renovation of residential buildings (insulation, heating, roofs and facilities). Sustainable construction	27. 7.	8. 8.
September	Low-energy consuming houses (wooden structures, passive houses, heating, recuperation).	31. 8.	12. 9.
	Construction Fair FOR ARCH, Construction of the Year.		
October	Heatint and ventilation (boilers, fitings, regulations, solar panels, air conditioning). TOP 100 companies	29. 9.	10.10.
November	Traffic structures, connecting and anchoring sections, plastic in constructions, road machines,	26. 10.	7. 11.
	static and foundation of structures		
December	Protecting and reconstruction of historical buildings monuments, masonry material, handles, forgery	23.11.	5. 12.

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