KONSTRUKCE
ODBORNÝ ČASOPIS PRO STAVEBNICTVÍ A STROJÍRENSTVÍ

KONSTRUKCE MEDIA

MEDIA KIT 2027
KONSTRUKCE

MAGAZINE PROFILE

KONSTRUKCE is a specialist magazine covering contemporary construction and architecture in the Czech Republic and Slovakia. Published five times a year, it explores major building projects, innovative structural solutions and the challenges of design and construction. It focuses on steel, concrete, glass and timber structures, as well as modern materials, innovative technologies and new construction methods.

Regular sections:

- Completed projects
- Structural solutions
- Design and engineering
- Materials and technologies
- Professional education

OUR MISSION

We support the construction and architecture sectors in the Czech Republic and Slovakia. As an independent platform, we connect experts from academia and industry, bringing our community together to share knowledge and insights into trends, technologies, current projects and the future of the sector.

Together, we shape the future of our industry.
With respect and pride.

TARGET AUDIENCES

- Architects, designers and structural engineers
- Construction IT specialists and BIM managers
- Construction company executives
- Property developers
- Building materials manufacturers
- Suppliers and distributors
- Members of construction industry associations
- Students and teaching staff at construction schools and universities
- Building authority staff and municipal representatives

CIRCULATION & READERSHIP

- Print run: 3,000 copies
- Readership: 10,500 people

FREQUENCY

- Five issues per year

DISTRIBUTION

- KONSTRUKCE magazine subscribers
- Architectural, design and structural engineering practices
- Construction software companies
- Development, construction, manufacturing and supply companies (distributed to decision-makers)
- Secondary schools and universities specialising in construction
- Municipal and regional authorities
- Industry conferences listed in the editorial calendar
- Construction industry associations

WHY PARTNER WITH US

Advertising in our specialist magazine connects you with architects, designers, structural engineers, construction professionals, developers, structural steel fabricators, specialists in welding, cutting and surface treatment, building materials suppliers and industry associations.

Partner with us to raise awareness of your company, products or services. Strengthen your market presence and connect with your target audience.

EDITORIAL CALENDAR

ISSUE	AD / PR COPY DUE	PUBLICATION DATE	MAGAZINE THEMES	CONFERENCES & EVENTS
1/2027	**5 Feb**	**9 Mar**	• Steel, timber, glass and hybrid structures • Building materials and technologies • Fire safety in buildings	• Dřevostavby Volyně • Ocelové konstrukce 2027 • Týden oceli, dřeva a skla (ČVUT) • Sympozium Mosty • Hala roku (ČVUT) • Architect@Work veletrh • Červený kohout 2027 • Požární ochrana 2027 • Světlo 2027
2/2027	**12 Apr**	**14 May**	• Digitalisation, BIM, AI and construction software • Design and structural engineering • Automation, robotics and prefabrication	• BIM Day • BIM Open • Statika a projektování 2027 • Konference ČKAIT: Statika staveb 2027
3/2027	**30 Jul**	**30 Aug**	• Hall and roof structures • Welding, joining and surface treatment	• Konstrukce 2027 • FOR ARCH 2027 • Diskuzní seminář Mosty • Konference o bezvykopových technologiích NO-DIG 2027 • Veletrh Střechy-Solar-Řemeslo 2028 • Žárové zinkování 2027 • Nové materiály, technologie a zařízení pro svařování
4/2027	**17 Sep**	**18 Oct**	• EPC + sustainability: building renovation with measurable results • Foundations	• Konference Zakládání staveb 2027 • Konference ENERGY & RESILIENT REAL ESTATE • Exkluzivní distribuce tohoto čísla na města, kraje a obce
5/2027	**12 Nov**	**14 Dec**	• Façades, building envelopes, windows and doors	• Veletrh FOR PASIV • Konference České komory lehkých obvodových plášťů • Izolace

The editorial team reserves the right to change themes and dates.

We offer advertisers a wide range of media formats to showcase their brands, projects and products. Alongside **advertisements** and **PR articles**, our **new editorial sections** (*e.g. Technologies and Materials in Practice, Product of the Month, Projects and Cities, Smart & Software, Company Profile, Service & Maintenance, Opinions and Commentary*) bring together editorial and commercial content.

You can also feature in **video podcasts**, promoted online, on social media and in print, or in **video reports from construction sites**, including short-form videos shared on industry channels. These formats help you stand out from the competition and reach the people who matter most to your business.

Get involved and bring your brand closer to decision-makers!

STANDARD ADVERTISING RATES

FORMAT	ADVERTISING RATE	PR ARTICLE RATE	DIMENSIONS
1 page	CZK 48,000	CZK 35,000	210 × 280 mm, full bleed
1/2 page	CZK 25,000	CZK 18,000	175 × 125 mm, type area (landscape) 85 × 254 mm, type area (portrait)
1/3 page	CZK 16,000	CZK 12,000	175 × 82 mm, type area (landscape) 56 × 254 mm, type area (portrait)
1/4 page	CZK 12,000	CZK 9,000	175 × 60 mm, type area (landscape) 85 × 125 mm, type area (portrait)
PHOTO FOCUS	CZK 75,000	–	2 pages
PHOTO REPORTAGE	CZK 75,000	–	2 pages
INTERVIEW / BESPOKE ARTICLE	CZK 75,000	–	2 pages
DISPLAY ADVERTISING (heavier paper stock)	CZK 60,000	–	1 page

COVERS & FRONT INSERT PAGES

PLACEMENT	RATE	DIMENSIONS
Front cover sponsorship: bottom strip featuring the partner's logo and tagline	CZK 55,000	
First front insert page	CZK 55,000	210 × 280 mm, full bleed
Second front insert page	CZK 55,000	210 × 280 mm, full bleed
Inside front cover	CZK 58,000	210 × 280 mm, full bleed
Inside back cover	CZK 58,000	210 × 280 mm, full bleed
Outside back cover	CZK 70,000	210 × 280 mm, full bleed

BELLY BANDS & MAGAZINE INSERTS

SPECIAL ADVERTISING	RATE	DIMENSIONS
Magazine belly band	CZK 39,000	
Leaflet inserted at the client's chosen position in the magazine	CZK 30,000	Any leaflet size up to 210 × 280 mm
Promotional items supplied with the magazine	CZK 35,000	–

KONSTRUKCE.CZ WEBSITE PROFILE

We are more than a magazine: we are an active online community. At **konstrukce.cz**, we cover construction projects under way and those at the tender stage. We report on the performance of different construction sectors and share the latest updates from leading companies across the industry.

Alongside the latest industry news, we publish selected articles from the magazine, making them accessible to construction professionals and students alike.

Our sections:

• People • Completed projects • Renovation and rehabilitation
• Materials and technologies • Design and engineering
• Education and events calendar • Construction jobs

WEBSITE IN NUMBERS

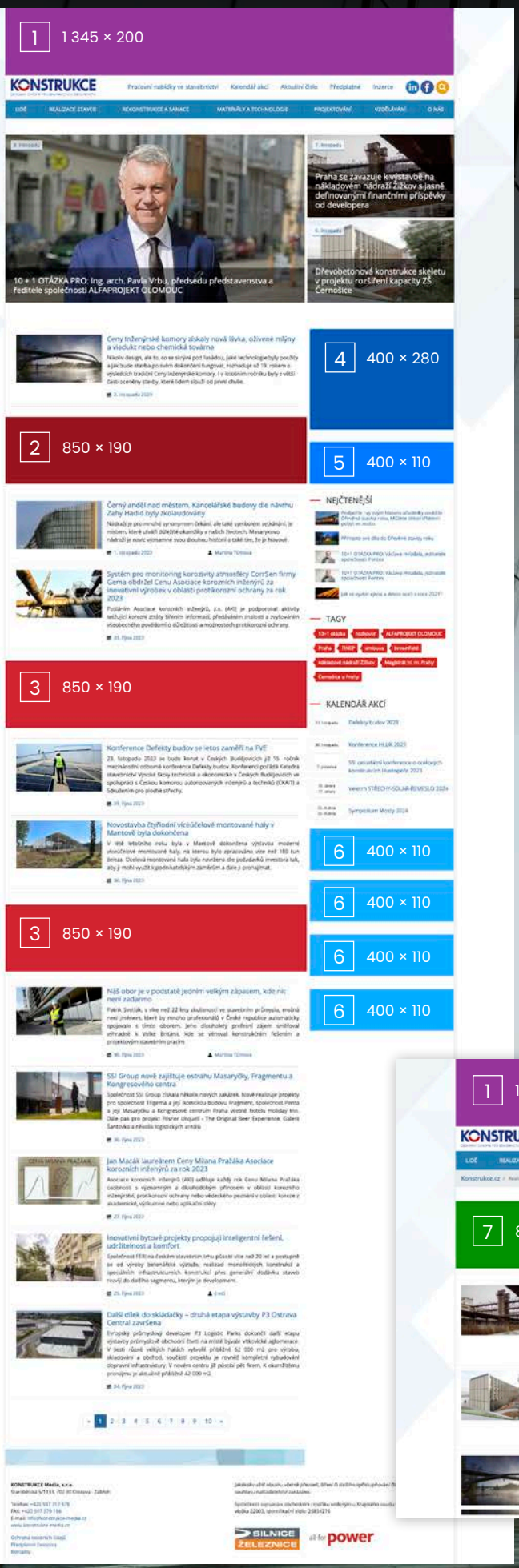
- 6,100 monthly users
- 11,500 monthly page views
- 58% of users actively engage with the content
- We extend the reach of our website content through LinkedIn, where our professional community has over 1,600 followers.

Expand your reach online. Join our digital community and use our connections across the industry to communicate your key messages.

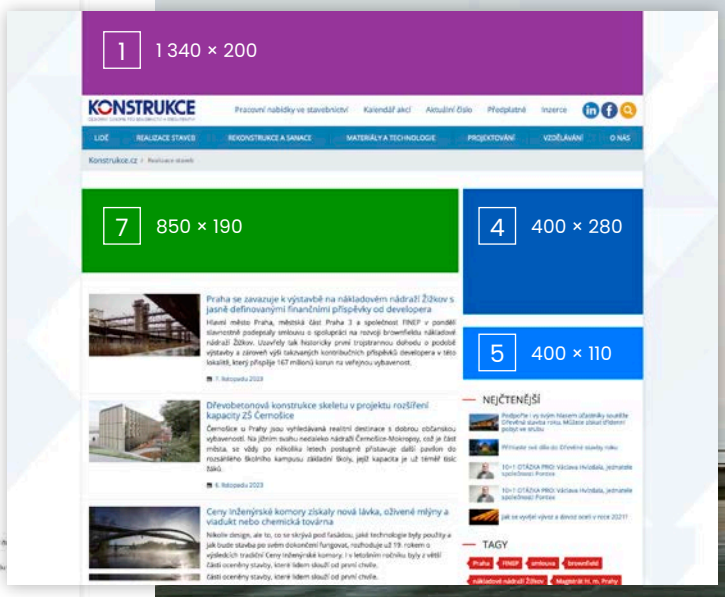
STANDARD ONLINE ADVERTISING RATES

PLACEMENT		RATE	DIMENSIONS
Website header banner (Maximum of two banners in the header.)	1	CZK 20,000	1 345 × 200 px
Main banner – position 1 (On the homepage after the first article and at the end of each article, excluding sponsored articles.)	2	CZK 15,000	850 × 190 px
Main banner – position 2 and 3 (On the homepage after articles 3 and 5 respectively.)	3	CZK 8,000	850 × 190 px
Right-hand banner – position 1 (First banner above the Most Read section.)	4	CZK 15,000	400 × 280 px
Right-hand banner – position 2 (Second banner above the Most Read section.)	5	CZK 7,000	400 × 110 px
Right-hand banner – position 3 to 6 (Four banners displayed on every page in the right-hand column below the events calendar.)	6	CZK 3,000	400 × 110 px
Exclusive section sponsorship (completed projects; renovation and rehabilitation; materials and technologies; design and engineering; education)	7	CZK 17,000	850 × 190 px, banner featuring the partner's logo and tagline
PR article		CZK 10,000	Supply a Word file and images; our web editor handles the layout.

WEBSITE HOMEPAGE



EXCLUSIVE SECTION SPONSORSHIP

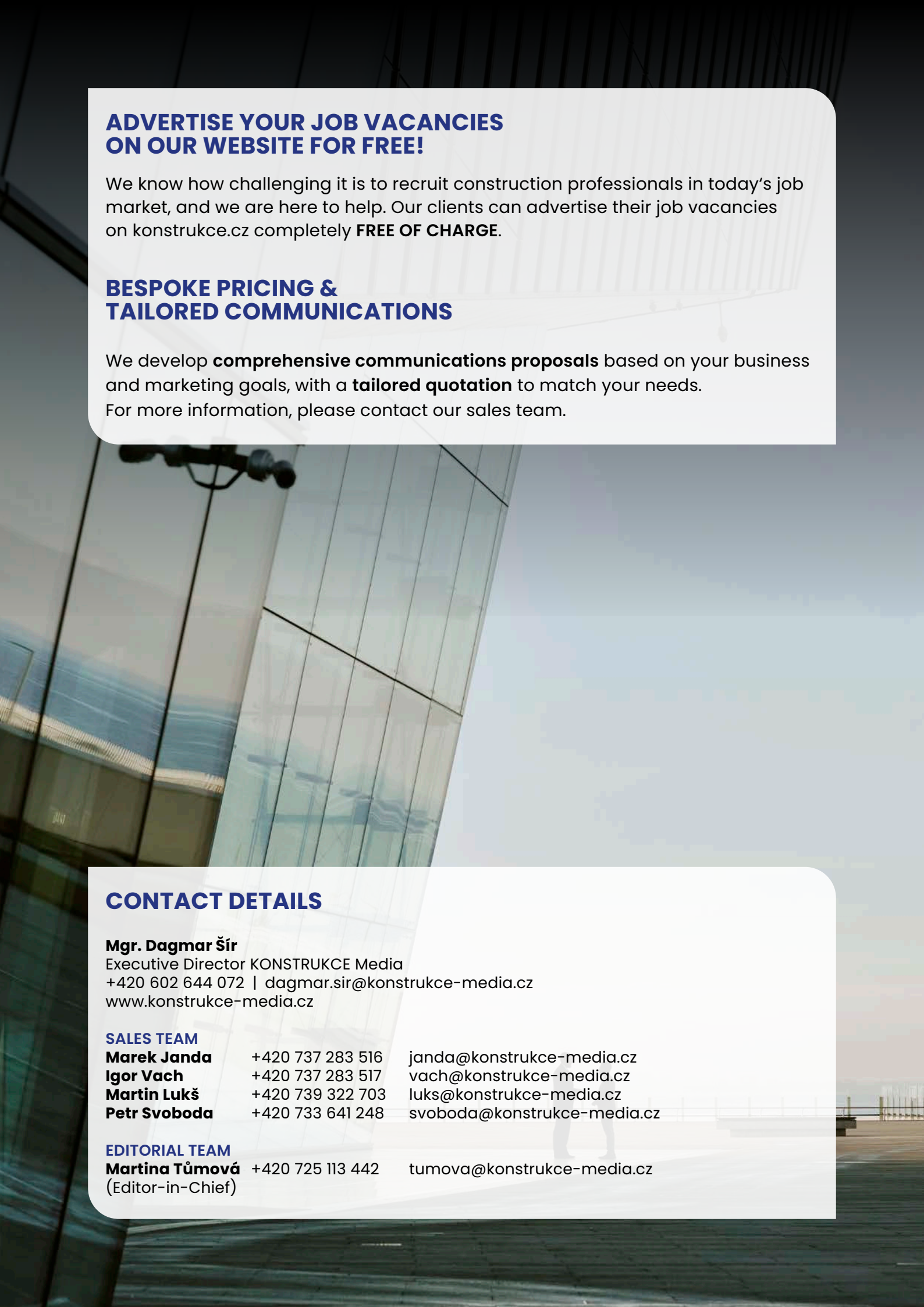


ADVERTISE YOUR JOB VACANCIES ON OUR WEBSITE FOR FREE!

We know how challenging it is to recruit construction professionals in today's job market, and we are here to help. Our clients can advertise their job vacancies on konstrukce.cz completely **FREE OF CHARGE**.

BESPOKE PRICING & TAILORED COMMUNICATIONS

We develop **comprehensive communications proposals** based on your business and marketing goals, with a **tailored quotation** to match your needs.
For more information, please contact our sales team.



CONTACT DETAILS

Mgr. Dagmar Šír
Executive Director KONSTRUKCE Media
+420 602 644 072 | dagmar.sir@konstrukce-media.cz
www.konstrukce-media.cz

SALES TEAM

Marek Janda	+420 737 283 516	janda@konstrukce-media.cz
Igor Vach	+420 737 283 517	vach@konstrukce-media.cz
Martin Lukš	+420 739 322 703	luks@konstrukce-media.cz
Petr Svoboda	+420 733 641 248	svoboda@konstrukce-media.cz

EDITORIAL TEAM

Martina Tůmová (Editor-in-Chief)	+420 725 113 442	tumova@konstrukce-media.cz