

WHY CONTACT US

KONSTRUKCE is a prestigious bimonthly magazine focused on the Czech and Slovak building construction and water management structures. It familiarizes our readers with latest trends in the field using wider technical and economic context.

Advertising in our professional magazine gives you an opportunity to address architects, designers, building company professionals, developers, construction manufacturers, experts dealing with welding, material separation and surface treatment as well as building materials suppliers or professional associations.

Joining with us means to increase awareness of your company name, your products and services that you require to promote. **We will assist you to grow.**

PROFESSIONAL SECTIONS:

- BUILDING REALIZATIONS
- RECONSTRUCTIONS AND REHABILITATIONS
- MATERIALS AND TECHNOLOGIES
- DESIGNING
- CONFERENCES AND SEMINARS
- URBANISM
- LAW

PUBLISHING SCHEME

Edition	Deadline for editorial materials	Deadline for advertising materials	Edition dates	Main topics
1/2023 February	20. 01.	3. 02.	21. 02.	<ul style="list-style-type: none">• TIMBER IN THE CONSTRUCTION INDUSTRY• Technological and special structures
2/2023 April	20. 03.	7. 04.	25. 04.	<ul style="list-style-type: none">• BUILDING IN THE DIGITAL AGE (designing, software, BIM in the building industry)
3/2023 June	26. 05.	5. 06.	20. 06.	<ul style="list-style-type: none">• INNOVATION IN THE CONSTRUCTION INDUSTRY• Welding, gases, material cutting and forming
4/2023 August	28. 07.	11. 08.	29. 08.	<ul style="list-style-type: none">• SUSTAINABILITY IN THE CONSTRUCTION INDUSTRY• Hall and roof constructions
5/2023 October	14. 09.	6. 10.	24. 10.	<ul style="list-style-type: none">• BROWNFIELDS RECLAMATION AND DEVELOPMENT• Surface Protection• Fire safety of buildings• Foundation engineering
6/2023 December	01. 11.	23. 11.	12. 12.	<ul style="list-style-type: none">• STEEL IN THE CONSTRUCTION INDUSTRY• Cladding, facades

Advertising price list valid for the year 2023

Distribution in the Czech Republic and Slovakia
Companies from the field
Universities, professional associations, building authorities
Trade fairs, conferences, seminars
Number of copies
3,000
Periodicity
6 times a year
Design
Color, 210 x 280 mm format, binding V2
Cover in in the 200 g m ² coated chalk paper laminated
Inside pages are in 100 g m ² coated chalk paper
Subscription fees
150 CZK / 7 € individual issues
750 CZK / 36 € annual subscription (including postage and packing)

Structure of readers by the activity of company	
Architects, designers	45 %
Construction and developers activities	29 %
Manufacturers of building materials	10 %
Suppliers of building materials	9 %
Universities, research facilities, public administration	7 %

Structure of readers by position	
Management	39 %
Design	20 %
Production and technology	24 %
Business activity	17 %

Format	Price		Dimensions of an advertisement in mm
	Advertisement (colour)	Commercial article	
1 page	2,000 EUR	1,460 EUR	210 x 280, (bleed)
1/2 page	1,050 EUR	750 EUR	175 x 125 85 x 254
1/3 page	670 EUR	500 EUR	175 x 82 56 x 254
1/4 page	500 EUR	380 EUR	175 x 60 85 x 125

Cover		Nonstandard advertising	
2 nd cover page	2,420 EUR	1 st cover page (title page)	3,330 EUR
3 rd cover page	2,420 EUR	Advertisement on the 1 st page before the content	2,290 EUR
4 th cover page	2,920 EUR	Advertisement on the 2 nd page before the content	2,290 EUR
Cover band over the issue	1,625 EUR	Inserted advertisement (advertising leaflet)	1,250 EUR

Materials for advertising

- Printable PDF in 300 DPI, 1:1 resolution
- CMYK color
- Deliver full-page advertisements in 5 mm bleed, and small advertisements in no-bleed, please
- Provide advertising data in InDesign program, please
- Other possible graphic materials should be provided in Illustrator (ai) or Photoshop (eps, tiff) programs

Materials for articles

- Provide the texts of commercial articles in a Word document, please
- Send photos, graphs or images separately in JPG, TIFF, GIF formats in 300 DPI resolution
- Editors will prepare the layout for your approval afterwards
- When a serious grammatical mistakes within the text were found, or the tonality did not correspond to the magazine style, our editors reserve the right for language modifications, which are subject to approval by the client.
- We also offer a possibility of writing or finalizing your roughly prepared PR article. The price for one standard page is 20 EUR.
- Graphic layout preparation of PRINT AD incl. 1 round of changes - 65 EUR.