

# MEDIA DATA 2024 KONSTRUKC

## PROFILE OF THE MAGAZINE

**KONSTRUKCE** 

ODBORNÝ ČASOPIS PRO STAVEBNICTVÍ A STROJÍRENSTVÍ

KONSTRUKCE magazine is a prestigious publication, released every 2 months, that covers contemporary Czech and Slovak building construction and architecture. Each issue focuses, in detail, on a selected local project that boasts a unique design. It also deals with structures made of steel, concrete, glass or wood, and brings the latest news of materials and technology.

#### **Regular columns:**

- Construction of buildings
- Construction solutions
- Designs
- Materials and technology
- Law and legislation
- Vocational education

### **OUR MISSION**

Our mission is to be a source of inspiration and technical information which helps experts within the construction industry to achieve professional triumphs.

### TARGET GROUPS

- Architects, draughtsmen, structural engineers
- Information Technology engineers in the construction industry, BIM managers
- Senior employees of construction companies
- Developers
- Manufacturers of construction materials
- Suppliers, distributors
- Members of professional associations within the construction sector
- Students and teachers from vocational schools and universities focused on civil engineering
- Staff working within building authorities and representatives of municipalities

#### CIRCULATION

- Circulation: 3,000
- Number of readers: 10,500

#### FREQUENCY

• 6 times a year

#### DISTRIBUTION

- Subscribers of KONSTRUKCE magazine
- Offices of architects, draughtsmen and structural engineers
- Companies active in construction software
- Developers, construction companies, manufactures and suppliers (distributed to staff with decision-making authority)
- Vocational schools and universities focused on civil engineering
- City and regional councils
- Professional conferences as per the issue plan
- Professional associations from the construction industry

# WHY CHOOSE OUR SERVICES

Advertising in our magazine allows you to address architects, draughtsmen, structural engineers, professionals within construction companies, developers, manufacturers of structures, experts in welding, cutting materials and surface finish, suppliers of construction materials and professional associations.

By using our services you will raise awareness of your company or the products and services you wish to promote. WE WILL HELP YOU TO GROW.

## 2024 ISSUE PLAN

ISSUE NUMBER	DEADLINE FOR ADVERTISEMENTS AND PR ARTICLES			
	AND PR ARTICLES	ISSUE	ARTEIME	
1/2024 January February	31/01	28/02	• Wood, steel • Building reconstruction	<ul> <li>Wooden Building of the Year 2024</li> <li>Wooden Buildings in Volyně</li> <li>Hall of the Year Academic Competition (a competition for students held by the Czech Technical University in Prague)</li> <li>Bridges 2024 symposium</li> <li>Roofs-Solar-Craft trade fair</li> <li>44<sup>th</sup> WTA CZ Conference and the 24<sup>th</sup> International Conference on the Rehabilitation and Reconstruction of Buildings</li> </ul>
<b>2/2024</b> March April	29/03	29/04	<ul> <li>BIM, software for the construction industry, augmented reality</li> <li>Fire safety of buildings</li> </ul>	<ul> <li>Meeting of leaders in digitisation</li> <li>BIM in the construction industry</li> <li>Steel Structures, Pasohlavky</li> <li>Statics 2024</li> <li>Meeting of leaders in development</li> <li>Conference on brownfield use</li> <li>Meeting of construction industry leaders</li> </ul>
<b>3/2024</b> May June	31/05	28/06	<ul> <li>Construction materials and technology</li> <li>Welding, gases, cutting and shaping of materials</li> </ul>	<ul> <li>Hybrid Buildings</li> <li>New welding materials, technology and equipment</li> <li>Conference of the Professional Chamber of Fire Protection (a Czech and Slovak joint event held in Slovakia)</li> </ul>
4/2024 July August	01/08	30/08	<ul> <li>Building construction and static design</li> <li>Hall and roof structures</li> </ul>	<ul> <li>Project Company Directors Conference</li> <li>Buildings with a Scent of Wood competition</li> <li>BIM Open</li> <li>Building of the Moravian-Silesian Region competition</li> <li>BIM Day</li> <li>Forum of Stainless Steel Producers</li> <li>Steel Bridges 2024</li> <li>Meeting of leaders in development</li> <li>3rd year of the Czech Chamber of Lightweight Building Envelopes - WINDOWS &amp; DOORS conference, Litomyšl</li> <li>Building Static Design conference held by the Czech Chamber of Authorized Engineers and Technicians</li> <li>Steel Structures, Hustopeče</li> <li>Konstrukce 2024 conference</li> </ul>
<mark>5/2024</mark> September October	25/09	23/10	<ul> <li>Foundation systems</li> <li>Surface finishes</li> <li>Sustainable construction industry</li> </ul>	Defects     Foundation Structures     Progressive and nontraditional     surface finish technologies     Hot Dip Galvanizing conference
<mark>6/2024</mark> November December	14/11	12/12	• Envelopes, facades, panelling around openings	<ul> <li>Insulation 2025</li> <li>Site Supervision 2025</li> <li>Czech Chamber of Lightweight Building Envelopes Conference 2025</li> </ul>

The editorial team reserves the right to change topics or deadlines.

Each issue will report on important, local construction projects such as Nová Waltrovka, Roztyly Plaza, Smíchov City or Rohan. We also plan to broaden our focus and bring news from the entire region, presenting new significant construction projects such as the multifunctional arena, concert hall and the reconstruction of the Textilia Ostravica shopping mall in Ostrava. We will further concentrate on Brno, where the polyfunctional building Nové sady, residence Diorit and the Pod Hády quarter are under construction.

#### STANDARD ADVERTISING PRICELIST, 2024

FORMAT	PRICE FOR ADVERTISEMENT	PRICE FOR A PR ARTICLE	SIZE AND
1 page	2,000 EUR	1,460 EUR	210 × 280 mm – bleed
1/2 page	1,050 EUR	750 EUR	175 × 125 mm – mirror (horizontally) 85 × 254 mm – mirror (vertically)
1/3 page	670 EUR	500 EUR	175 × 82 mm – mirror (horizontally) 56 × 254 mm – mirror (vertically)
1/4 page	500 EUR	380 EUR	175 × 60 mm – mirror (horizontally) 85 × 125 mm – mirror (vertically)
PHOTO FOCUS	3,125 EUR		2 pages
PHOTO REPORT	3,125 EUR		2 pages
INTERVIEW/ CUSTOM ARTICLE	3,125 EUR		2 pages
SPOT ADVERTISEMENT (higher paper weight)	2,500 EUR	-	1 page

#### **COVER PAGE AND ENDPAPER**

PAGE	PRICE	SIZE
Front page sponsorship – text in the bottom 1/8 page / the logo and claim of the partner	2,290 EUR	
1st endpaper	2,290 EUR	210 × 280 mm – bleed
2 <sup>nd</sup> endpaper	2,290 EUR	210 × 280 mm – bleed
2 <sup>nd</sup> cover page	2,420 EUR	210 × 280 mm – bleed
3 <sup>rd</sup> cover page	2,420 EUR	210 × 280 mm – bleed
4 <sup>th</sup> cover page	2,920 EUR	210 × 280 mm – bleed

# BELLY BAND AND SUPPLEMENTS

SPECIAL ADVERTISEMENT	PRICE	SIZE
Belly Band advertisement wrapped around the magazine	1,625 EUR	
Insertion of a leaflet between the pages of the magazine as defined by the client	1,250 EUR	The leaflet can be of various sizes but not larger than 210 × 280 mm.
Attachment of promotional items to the magazine	1,460 EUR	

# **SPECIAL BONUS PRICE OFFER**

In addition to our magazine, you can also advertise on our web site: **konstrukce.cz**. Selected areas are available for your advertisements **with discounts of up to 50 %**.

#### **PROFILE OF THE KONSTRUKCE.CZ WEB SITE**

We are not only a magazine but also a community that lives on-line. Our web portal **konstrukce.cz** includes the most up-to-date news about construction projects that are in progress and out to tender. We publish statistics that show the situation in the individual construction sectors and keep you up to date on what is happening in the leading construction companies. Up-to-the-minute news from the construction industry is supplemented by the most interesting articles in the magazine so that they are available to all workers and students.

#### **Our sections**

- People Construction of buildings Rebuilding and redevelopments
- Materials and technology Designs Education and events calendar
- Vacancies in the construction sector

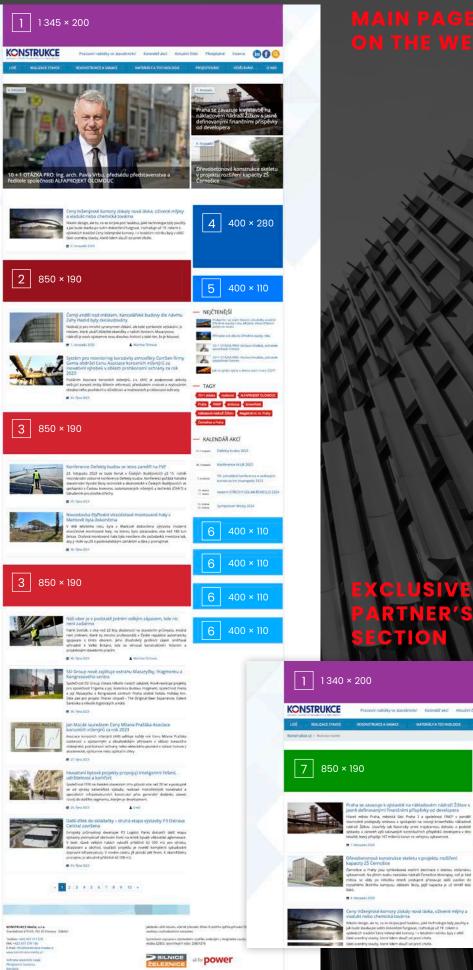
#### WEB SITE TRAFFIC

- 9,500 users per month
- 19,200 visits per month
- 70 % of users actively read the content
- To improve the impact of our web site, we use LinkedIn, with more than 1,000 followers in our professional community.

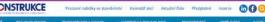
Be on-line and better spread your message. Join our digital environment and use our influence within the professional community to more effectively communicate your crucial messages.

### **STANDARD WEB SITE ADVERTISING PRICE LIST, 2024**

PAGE		PRICE	SIZE
Banner in the web site header (Maximum: 2 banners in the web site header.)	1	835 EUR	1 345 × 200 px
Main banner – area 1 (Below the first article on the main page and below all articles, except for sponsored articles.)	2	625 EUR	850 × 190 px
Main banner – area 2, 3 (Below the third or fifth article on the main page.)	3	335 EUR	850 × 190 px
Banner on the right side of the web site – area l (First banner in the right-hand column above the section "The Most Read News".)	4	625 EUR	400 × 280 px
Banner on the right side of the web site – area 2 (second banner in the right-hand column above the section "The Most Read News".)	5	290 EUR	400 × 110 px
Banner on the right side of the web site – areas 3 – 6 In total, four banners in the right-hand column, below the events calendar, on every page.	6	125 EUR	400 × 110 px
Exclusive Partner's section (construction of buildings; rebuilding and redevelopments; materials and technology; designs and education)	7	710 EUR	850 × 190 px, banner including the logo and claim of the partner
PR article		420 EUR	The service includes a text in MS Word and pictures – the graphics are prepared by the web site editor.







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4 400 × 280



5 400 × 110

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NEJČTENĚJŠÍ

Productive Logist 



#### ASK FOR A DISCOUNT OF UP TO 50 %!

It's easy – combine your advertisement with a presentation of your company in the KONSTRUKCE magazine and we will provide you with selected on-line advertising areas for **an advantageous price with a discount of up to 50 %**.

#### ADVERTISE YOUR VACANCIES FOR PROFESSIONALS ON OUR WEB/SITE FREE OF CHARGE!

We know how difficult it can be today to find construction industry experts on the labour market. We would like to help you. Our clients can use the web sitekonstrukce.cz web site to advertise their vacancies completely **FREE OF CHARGE**.

## INDIVIDUAL PRICE OFFERS AND TAILOR-MADE COMMUNICATION

We can prepare **a complex draft for your communication strategy**, based on your business and marketing goals. It will meet all your **individual needs, for an individual price**. For more information, please contact one of our sales representatives.

#### **CONTACT DETAILS**

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