

MEDIA DATA 2025 KONSTRUKCE

PROFILE OF THE MAGAZINE

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
- Vocational education

OUR MISSION

We stand as a pillar of modern Czech and Slovak civil engineering and architecture - an independent platform uniting experts from academia and industry. A vibrant community dedicated to sharing knowledge, exploring emerging trends, advancing technologies, and envisioning the future of the field.

**Together, we are shaping the industry's trajectory.
With respect and pride.**

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, designers 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.

ISSUE PLAN

ISSUE NUMBER	DEADLINE FOR ADVERTISEMENTS AND PR ARTICLES	ISSUE	THEME	CONFERENCES
1/2025 January February	27/1	27/2	<ul style="list-style-type: none"> • Wood and steel in building construction • Facility management 	<ul style="list-style-type: none"> • Wooden Buildings Conference • Steel Structures Conference • Hall of the Year Academic Competition • Bridges Symposium
2/2025 March April	28/3	29/4	<ul style="list-style-type: none"> • BIM software for construction industry • Fire safety of buildings • Sustainable construction industry 	<ul style="list-style-type: none"> • BIM in Construction Industry Conference • BIM DAY • Scia Statics Conference • Fire Safety Conference • Meeting of Leaders in Development
3/2025 May June	30/5	30/6	<ul style="list-style-type: none"> • Construction materials and technologies • Concrete in construction industry 	<ul style="list-style-type: none"> • Concrete Days • Meeting of Construction Industry Leaders
4/2025 July August	31/7	28/8	<ul style="list-style-type: none"> • Hall and roof structures • Building reconstruction • Floors, waterproofing • Interiors 	<ul style="list-style-type: none"> • Steel Structures Conference • FOR ARCH Fair • Envelopes, Windows & Doors Conference • Forum of Stainless Steel Producers • Light Conference
5/2025 September October	26/9	27/10	<ul style="list-style-type: none"> • Foundation systems • Welding, gases, cutting and shaping of materials • Surface finishes 	<ul style="list-style-type: none"> • Foundation Structures Conference • Progressive and Nontraditional Surface Finishing Technologies Conference • Hot Dip Galvanizing Conference
6/2025 November December	7/11	6/12	<ul style="list-style-type: none"> • Envelopes, facades, panelling around openings • Water management structures 	<ul style="list-style-type: none"> • Czech Chamber of Lightweight Building Envelopes Conference • Insulation Conference • Site Supervision Conference

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

Each issue will report on important, local construction projects. We also plan to broaden our focus and bring news from the entire region, presenting new significant construction projects.

STANDARD ADVERTISING PRICE LIST

FORMAT	PRICE FOR ADVERTISEMENT	PRICE FOR A PR ARTICLE	SIZE
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 ENDPAPERS

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

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 1 (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.

1 1,345 × 200

10 + 1 OTÁZKA PRO: Ing. arch. Pavla Vrba, předsedu představenstva a ředitele společnosti ALFAPROJEKT OLOMOUC

Ceny inženýrské komory získaly nová lůčka, oživené mělný a vsadit nebo chemická továrna

4 400 × 280

2 850 × 190

5 400 × 110

Černý anidál nad městem, kancelářské budovy die návrhu Zahy Hadad byly zvlášť odvážné

NEJČTENĚJŠÍ

Systém pro monitoring korozivní atmosféry CorSen firmy Gemia obdržel cenu Asociace korozních inženýrů za inovativní výrobky v oblasti profikozivní ochrany za rok 2023

TAGY

3 850 × 190

6 400 × 110

Konference Diferky budov se letos zaměřila na FVE

6 400 × 110

Novostavba bytových vícevláček montované haly v Martově byla dokončena

6 400 × 110

3 850 × 190

6 400 × 110

Nás obor je v podstatě jedním velkým zájmem, kde nás není začárno

6 400 × 110

SSI Group nově zajišťuje extrahu Mataryšy, Fragmentu a Kongresového centra

Jan Macák laureátem Ceny Milana Pražáka Asociace korozních inženýrů (AKI) uděluje každý rok Cenu Milana Pražáka osobě s významným a dlouhodobým přínosem v oblasti korozivní ochrany, průmyslové ochrany nebo ekologické ochrany

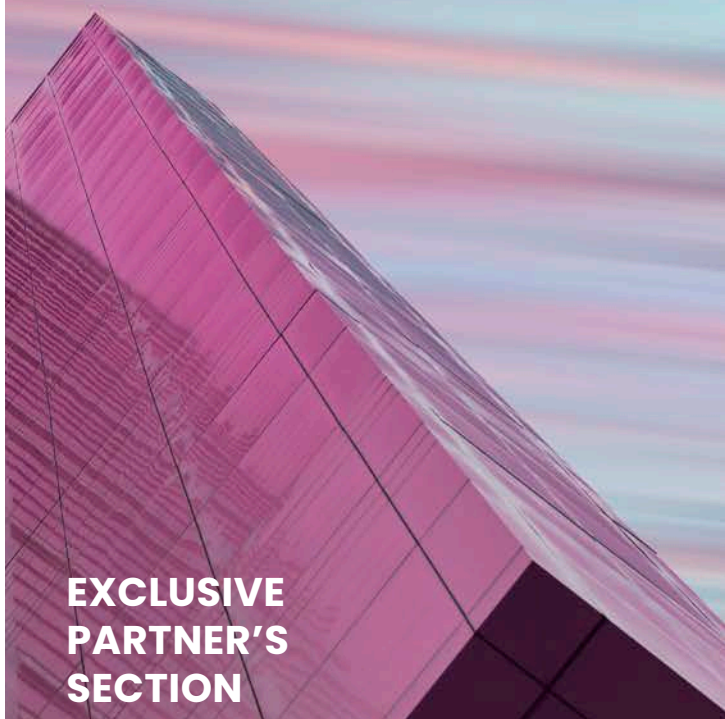
Inovativní bytové projekty propojují inteligentní řešení, udržitelnost a komfort

Další etapu do stádky - druhá etapa výstavby P3 Ostrava Centrální zprávní

Evropský průmyslový developer P3 Logistic Park dokončil další etapu výstavby průmyslové oblasti v areálu bývalé výrobní aglomerace v areálu bývalé továrny v areálu přibližně 42 000 m2 pro výrobu akvaduktu a obchodu, součástí projektu je rovněž kompletní vybudování dopravní infrastruktury. V novém castu je plánováno i skanzionu projevny je akvaduktu přibližně 42 000 m2

1 2 3 4 5 6 7 8 9 10

MAIN PAGE ON THE WEB SITE



EXCLUSIVE PARTNER'S SECTION

1 1,345 × 200

7 850 × 190

Praha se zavazuje kvistavbě na nákladovém nádraží Žižkov s jasně definovanými finančními příspěvky od developers

4 400 × 280

Dřevobetonnová konstrukce skeletu v projektu rozšíření kapacity ZS Černošice

5 400 × 110

Ceny inženýrské komory získaly nová lůčka, oživené mělný a vsadit nebo chemická továrna

NEJČTENĚJŠÍ

10 + 1 OTÁZKA PRO: Ing. arch. Pavla Vrba, předsedu představenstva a ředitele společnosti ALFAPROJEKT OLOMOUC

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Pracovní nabídky ve stavebnictví Kalendar akcí Aktuální číslo Předplatné Inzerce

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 site konstrukce.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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