

# MEDIA DATA 2026

# 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.**

## EDITORIAL PLAN

ISSUE	ADVERTISING & PR ARTICLES DEADLINE	PUBLICATION DATE	MAGAZINE TOPICS	EVENTS & CONFERENCES
1/2026 January February	27/1	27/2	<ul style="list-style-type: none"> <li>Steel and Timber in Construction</li> <li>Fire Safety</li> </ul>	<ul style="list-style-type: none"> <li>Timber Buildings Volyně</li> <li>Salon of Timber Structures</li> <li>Steel Structures 2026</li> <li>Bridges Symposium</li> <li>Fire Protection 2026</li> <li>Development Leadership Forum 2026</li> <li>Sustainable Buildings 2026</li> </ul>
2/2026 March April	27/3	29/4	<ul style="list-style-type: none"> <li>Digitalization, BIM, Software, Automation &amp; Robotics</li> <li>Welding, Gases, Material Cutting</li> </ul>	<ul style="list-style-type: none"> <li>BIM Day</li> <li>BIM Open</li> <li>Statics and Structural Design 2026</li> <li>New Materials, Technologies &amp; Equipment for Welding</li> <li>Czech Construction Industry Leaders' Meeting 2026</li> <li>ARCHITECT@WORK International Trade Fair</li> </ul>
3/2026 May June	29/5	30/6	<ul style="list-style-type: none"> <li>Concrete in Construction</li> <li>Building Materials</li> <li>Construction Machinery</li> </ul>	<ul style="list-style-type: none"> <li>Concrete Days 2026</li> <li>The Ten Commandments of Concrete for Designers, Site Managers &amp; Foremen</li> </ul>
4/2026 July August	31/7	31/8	<ul style="list-style-type: none"> <li>Hall and Roof Structures</li> <li>Surface Protection</li> </ul>	<ul style="list-style-type: none"> <li>Constructions 2026</li> <li>Light 2026</li> <li>FOR ARCH 2026</li> <li>Bridges Discussion Seminar</li> <li>Hot-Dip Galvanizing 2026</li> <li>FOR PASIV 2027, FOR WOOD 2027</li> <li>Roofs–Solar–Crafts Fair 2027</li> </ul>
5/2026 September October	25/9	27/10	<ul style="list-style-type: none"> <li>Sustainability &amp; Innovation</li> <li>Foundation Engineering</li> <li>Student Special</li> </ul>	<ul style="list-style-type: none"> <li>Foundation Engineering 2026</li> <li>Student &amp; Job Ostrava</li> <li>Gaudeamus Brno</li> <li>Gaudeamus Prague</li> <li>Steel, Timber &amp; Glass Week 2027 (CTU Prague)</li> <li>Hala Roku 2027 (CTU Prague)</li> </ul>
6/2026 November December	13/11	14/12	<ul style="list-style-type: none"> <li>Cladding, Facades &amp; Openings</li> <li>Water Management Structures</li> </ul>	<ul style="list-style-type: none"> <li>Conference of the Czech Chamber of Lightweight Enclosures 2027</li> <li>Insulation 2027</li> </ul>

The editorial team reserves the right to change topics and publication dates.

We offer our advertisers **a diverse range of modern media formats** to showcase their brand, projects, or products. In addition to traditional **advertising** and **PR articles**, you can also take advantage of our **new editorial sections** (e.g. *Technologies & Materials in Practice*, *Product of the Month*, *Projects & Cities*, *Smart & Software*, *Company Profile*, *Service & Maintenance*, *Opinions & Commentary*, etc.), which combine editorial and commercial content.

You can also get involved in **video podcasts** (including promotion on social media, our website, and in the printed magazine) or **video reports from construction sites** (including the creation of short reels and publication across professional channels). These formats offer a unique opportunity to stand out from the competition and reach exactly those who matter most to your business.

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

## 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 <sup>st</sup> 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

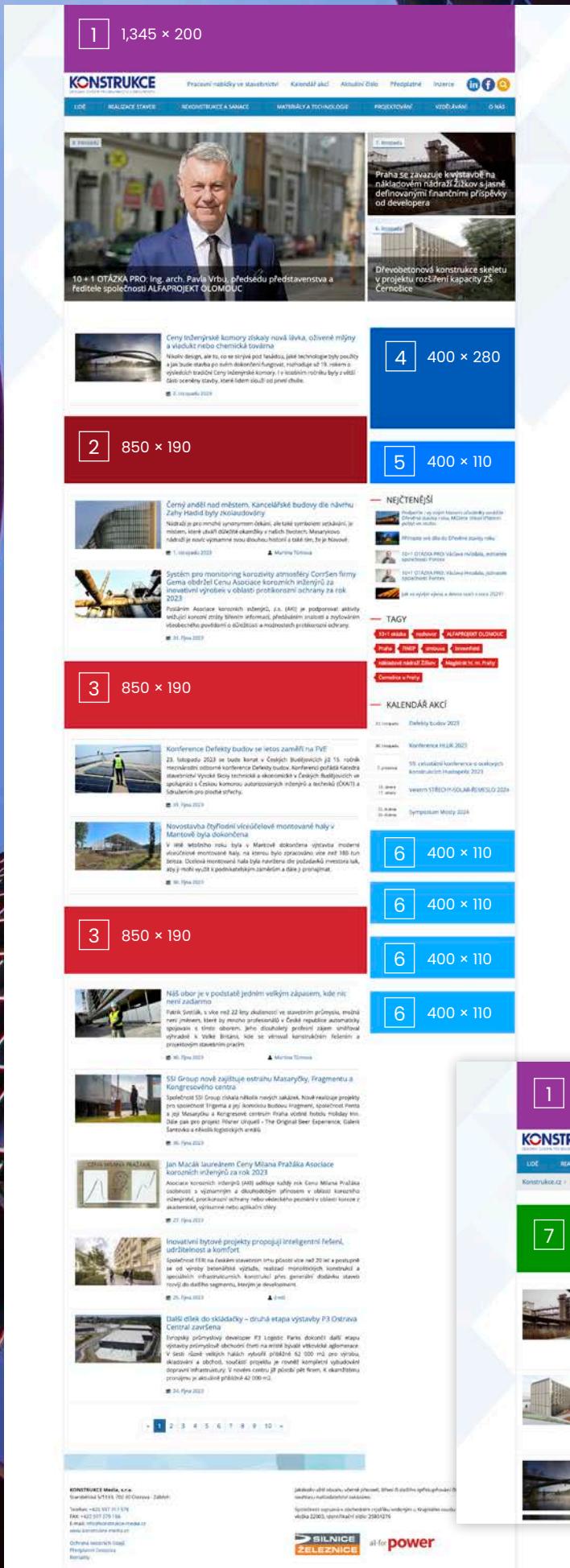
## WEB SITE TRAFFIC

- 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.**

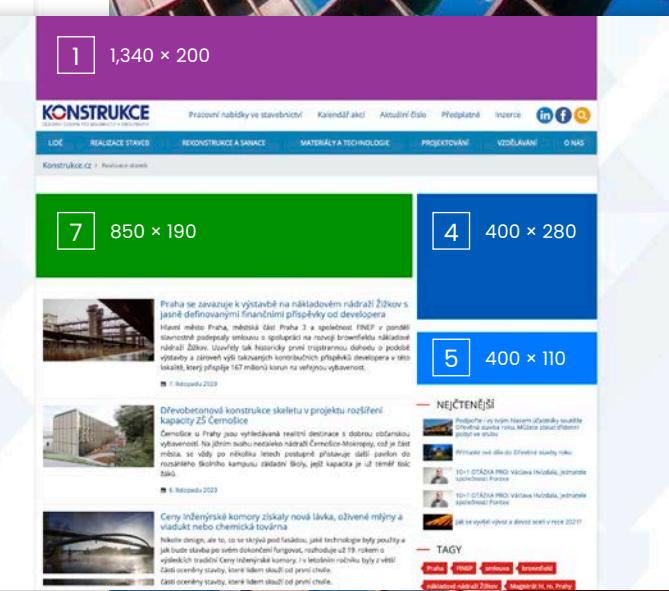
## STANDARD WEB SITE ADVERTISING PRICE LIST

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.



## **MAIN PAGE ON THE WEB SITE**

## EXCLUSIVE PARTNER'S SECTION



## 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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