

URB SI sám.sk

ASB.sk



construction • housing • garden • architecture

JAGA

ONLINE 2024



môjdom.sk



ZÁHRADA.sk

mojdom.sk

MOST READ

ONLINE LIVING MAGAZINE

260,000 unique monthly visitors

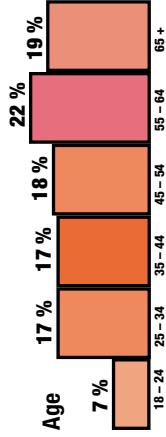
26,000 Facebook fans

2,500,000 sites displayed monthly

10,600 newsletter subscribers

56 % 

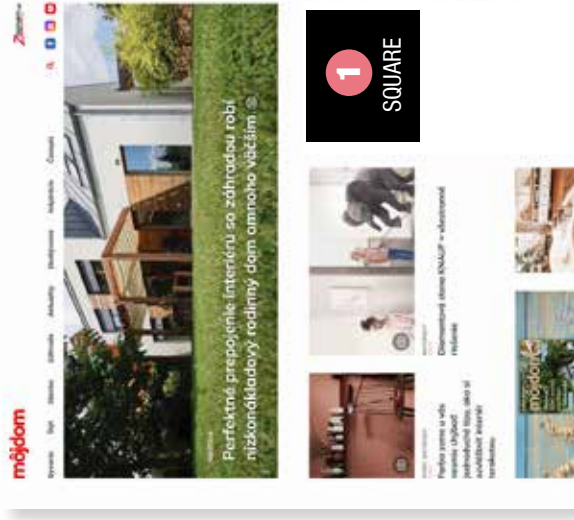
44 %



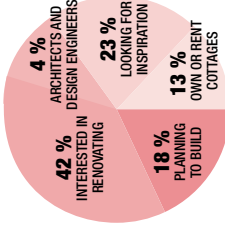
Source: Google Analytics January – June 2021

Source: Google Analytics January – June 2023

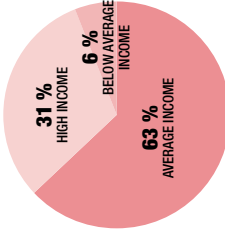
Source: Google Analytics 8/2022 – 7/2023, Facebook 8/2023



Our readers



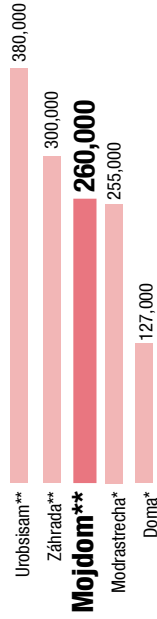
What they earn



Source: Sample survey of 13,965 respondents visiting mojdom.sk

Readability of Slovak-language living, construction, home improvement and gardening websites

Average traffic per month



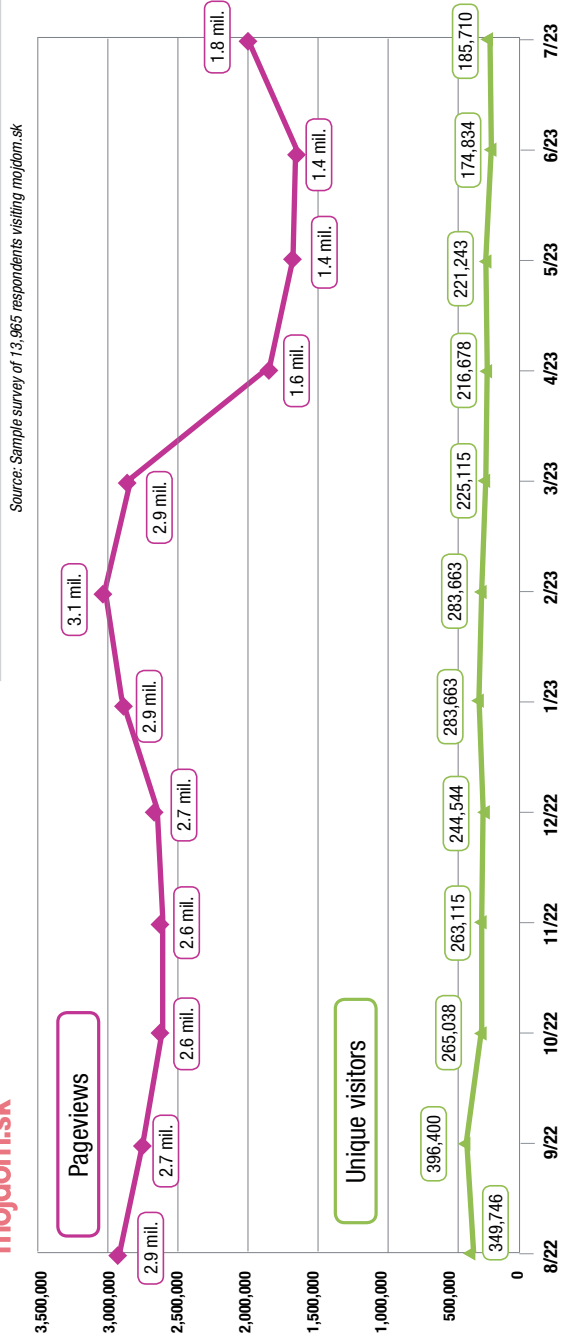
* Source: ABmonitor August 2022 – July 2023

** Source: Google Analytics August 2022 – July 2023

Why advertise on mojdom.sk?

- Long the most widely read online Slovak-language magazine about living.
- Advertising effectively targets people planning to build, renovate or improve their homes.
- 51% of people questioned in a survey are planning reconstruction in the foreseeable future*.
- Articles published on mojdom.sk get placed at top positions in Google searches.
- mojdom.sk's high ranking accordingly positions its advertiser websites well, too.
- Website part of the zoznam.sk network

mojdom.sk



Source: Sample survey of 13,965 respondents visiting mojdom.sk

Source: Google Analytics



Ad formats - package price

Format	Placement	Dimensions	Number of Views	Package Price
1 SQUARE*	mojdom.sk/home page and sections	300 x 300	350,000	€ 3,325
2 BRANDING + mBRANDING**	mojdom.sk/home page and sections	Branding 1,165 x 200, sidebar ads from 120 x 600 to 450 x 800 mBranding 480 x 270, side strip 50 x max 800	350,000	€ 6,615
3 DOUBLE SQUARE*	mojdom.sk/home page and sections	300 x 600	350,000	€ 4,515
4 PR ARTICLE**	mojdom.sk/sections	3,600 characters (including spaces), 5-8 images (min. 800 x 600 pixels), max. 3 hyperlinks		€ 900 per publication
5 PR ARTICLE WITH TAGGED IMAGES	mojdom.sk/sections	3,600 characters (including spaces), 5-8 images (min. 800 x 600 px), max. 3 hyperlinks		€ 1,000 per publication

**Delivery of all packages. 50% desktop, 50% mobile phone.

To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers have the right to 2 extensive corrections of a PR article (e.g. changes in the text and graphics) in the break.

Maximum creative size is 250 KB. Prices are valid from January 1, 2023

Ad formats sold on CPT

Format	Dimensions (pixels)	Cost per 1,000 Views (CPT)
6 BILLBOARD*	990 x 315	€ 15
7 BRANDING + mBRANDING*	Branding 1,165 x 200, sidebar ads from 120 x 600 to 450 x 800 mBranding 480 x 270, side strip 50 x max 800	€ 50
8 DOUBLE SQUARE*	300 x 600	€ 30
9 INTERSCROLLER*	400 x 600, 454 x 800	€ 35
10 NON-STANDARD FORMATS	by agreement	€ 65
11 SPONSORED TEXT LINK	300 x 100	€ 3
12 STRIPE	320 x 50	€ 10
13 SQUARE*	300 x 300	€ 25

Video Ads

Formát	Location	Maximum Length	Recommended Length	Price
14 PREROLL*	before video	15 seconds	up to 10 seconds	€ 45 per 1,000 views
15 VIDEOBANNER*	300 x 300	-	-	€ 20 per 1,000 views
16 EXPANDING VIDEOBANNER	mojdom.sk/home page and sections, automatic expansion, cursor interaction			€ 25 per 1,000 views
17 VIDEO AD IN ARTICLES*				€ 15 per 1,000 views
18 VIDEO ON DEMAND	uschovna.sk			€ 1,900 per week
19 COMPANY VIDEO	in the advertorial or news section			€ 100
VIDEO PRESENTATION	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentations of company products, technologies, reference objects)			

Advertisers are responsible for the format and content of the advertisements they order and are liable for any damages caused to the publisher or third parties due to the information provided in the advertising or in connection with the advertisements. They further declare that unquestionable consent has been obtained from third parties for the publication or photographs and other textual and pictorial materials.

Prices are exclusive of VAT and indicative.

Prices and dimensions of banners may change during the year. Current dimensions, rates and general business conditions are available at <http://media.zoznam.sk/ekklama-rr-zaznane>.

Native ads

Format	Price
20 NATIVE ARTICLE - CREATION AND PUBLICATION	by agreement
21 ONLINE INTERVIEW	€ 1,900

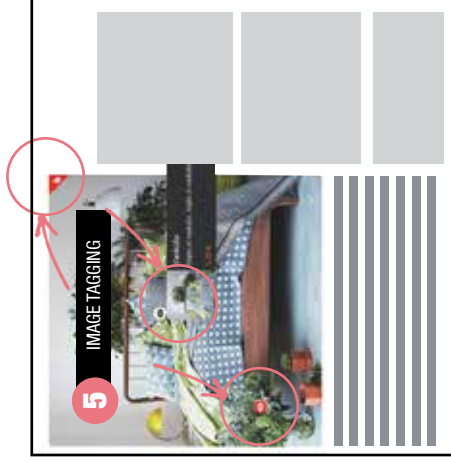
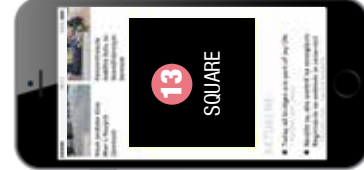
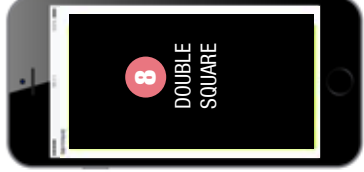
Extra fees

- Political advertising 30%
- Sound 15%
- Video length over 30 sec. 25%
- Mezabranding (1000 x 200) 30%
- Brand videos 50%
- Targeting 25%
- Guaranteed Slovak viewership 15%

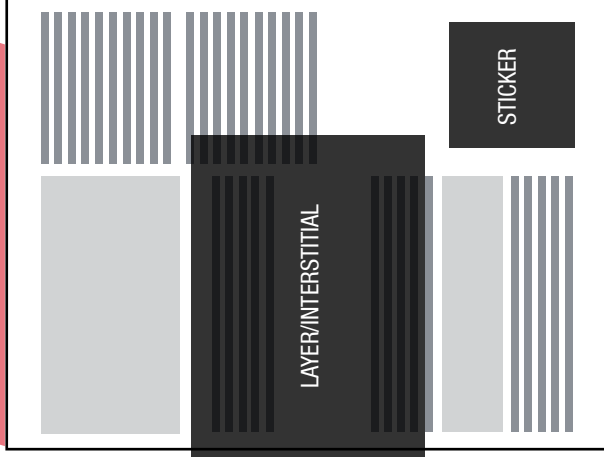
2 BRANDING



Mobile phone formats



non-standard formats



Newsletter ad formats *

Format	Placement	Background Materials	Price
22 PR ARTICLE, NEWS	Link to the PR article (or news) on www.mojdom.sk positioned at the beginning of the newsletter	-	€ 500
23 TEXT LINK AD	Text link with logo and the link positioned at the beginning of the newsletter above the listed articles	logo (100 × 100) + text (max. 200 characters including spaces)	€ 500
24 BANNER AD LINK + PR ARTICLE	Banner link (600 × 130 pixels) clicked at the beginning of the newsletter above the listed articles. Newsletter also includes a link to the PR article.	jpg, png, gif	€ 700

* The newsletter appears once a week at 10,500 addresses.

urobsisam.sk

MOST READ WEB FOR HOME MASTERS

380 000 Unique monthly visitors

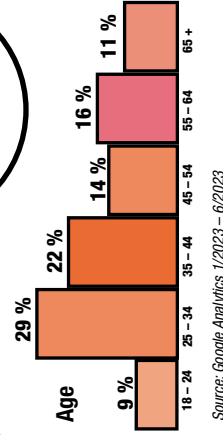
32 000 fans on Facebook

1 220 000 Pageviews per month

19 600 počet odberateľov newslettera

Source: Google Analytics 8/2023 – 7/2023, Facebook 8/2023

55 %  45 %

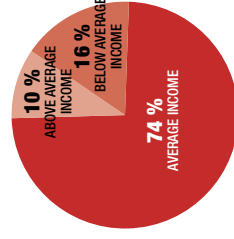
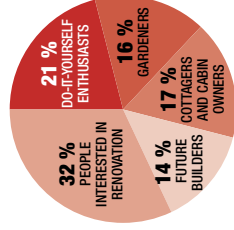


Source: Google Analytics 1/2023 – 6/2023

Source: Google Analytics 1/2023 – 6/2023



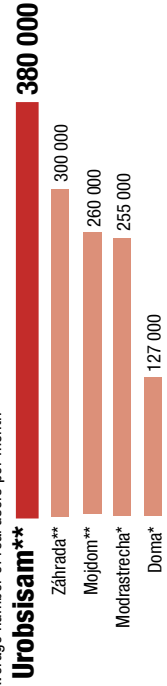
Who are our readers? How much do they earn?



Source: visitor survey conducted on a sample of 6 321 respondents at urobsisam.sk

Readability of Slovak websites about housing, construction and reconstruction, garden

Average number of real users per month



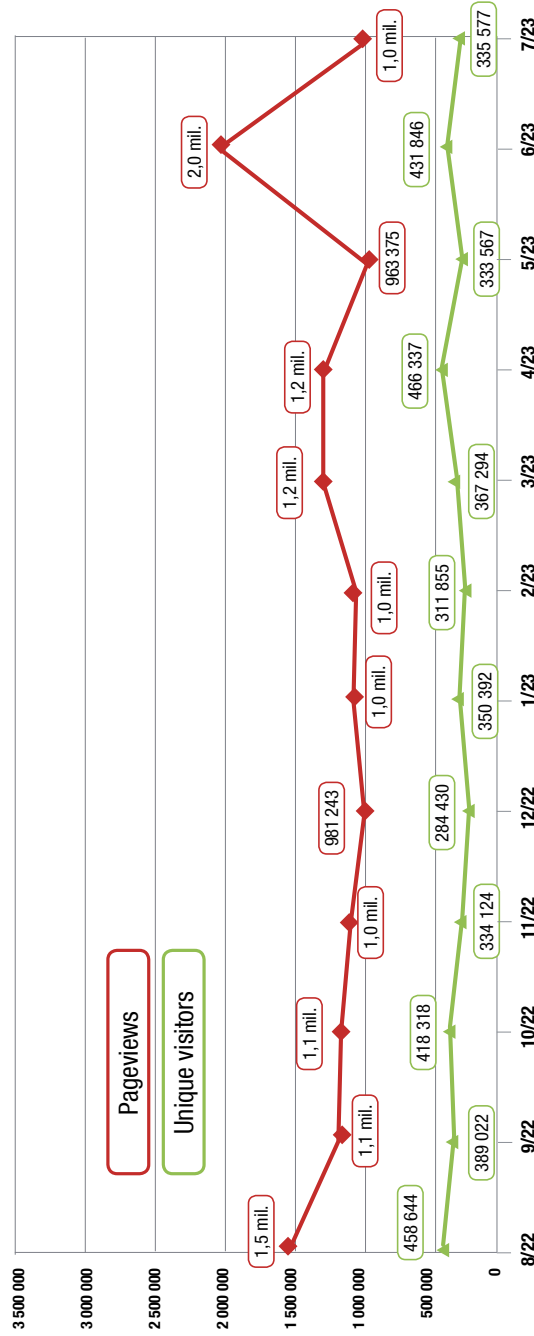
* data source IABmonitor 8/2022 – 7/2023

** data source Google Analytics 8/2022 – 7/2023

Why advertise on urobsisam.sk?

- The most widely read Slovak website for home masters for a long time.
- Effective targeting of advertising to people who are planning to renovate housing, landscaping and like to produce on their own.
- Articles published on urobsisam.sk are placed in the leading positions in Google search.
- The high ranking of the urobsisam.sk website will also support the position of the client's website.
- The website is part of the zoznam.sk network.

UROB SI sám.sk



Source: Google Analytics

Ad formats - package price

Format	Placement	Dimensions	Number of views	Package price
1 SQUARE*	urobsisam.sk/Main page and sections	300 × 300	200 000	1 900 €
2 BRANDING + mBRANDING*	urobsisam.sk/Main page and sections	Branding 1 165 x 200, boky od 120 x 600 do 450 x 600 mBranding 480 x 270, bočný strip 50 x max. 800	200 000	3 780 €
3 DOUBLE SQUARE*	urobsisam.sk/Main page and sections	300 × 600	200 000	2 580 €
4 PR ARTICLE**	urobsisam.sk / sections	3,600 characters (including spaces), 5-8 images (min. 800 × 600 px), max. 3 hyperlinks		900 €/1 publishing
5 PR ARTICLE WITH TAGGED IMAGES	urobsisam.sk / sections	3,600 characters (including spaces), 5-8 images (min. 800 × 600 px), max. 3 hyperlinks		1 000 €/1 publishing

*Delivery of all packages:  50 % desktop,  50 % mobile phone.

**The article will be marked as a PR article. The price of the article does not include the translation of the delivered text into another language.

The Client has the right to 2 extensive corrections of the PR article (eg changes in the text and graphics) in the break. Maximálna dátová veľkosť tlače: 250 Kb. Price list valid from January 1, 2023

Ad formats sold on CPT

Format	Dimensions in pxl	Price per 1,000 views (cost per thousand)
7 BILLBOARD*	900 × 315	15 €
7 BRANDING +mBRANDING*	Branding 1 165 x 200, boky od 120 x 600 do 450 x 800 mBranding 480 x 270, bočný strip 50 x max. 800	50 €
8 DOUBLE SQUARE*	300 × 600	30 €
9 INTERSCROLLER*	400 × 600, 454 × 800	35 €
10 NON-STANDARD FORMATS	upon agreement	65 €
11 SPONSORED TEXT LINK	300 × 100	3 €
12 STRIPE	320 × 50	10 €
13 SQUARE*	300 × 300	25 €

Video ad

Format	Placement	Maximum length	Recommended length	Price
14 PREROLL*	before video	15 seconds	up to 10 seconds	45 €/1 000 pageviews
15 VIDEOBANNER	300 × 300	–	–	20 €/1 000 pageviews
16 EXPANDIJIČI VIDEOBANNER	urobsisam.sk/hlavná stránka a sekcie, automatické vyexpandovanie, interakcia kurzorom	–	–	25 €/1 000 pageviews
17 VIDEOREKLAMA V ČLANKOCH*				15 €/1 000 pageviews
18 VIDEO ON DEMAND	uschnova.sk			1 900 €/week
19 UVEREJŇENIE FIREMNEHO VIDEO	in advertorial or in section News		–	100 €
VIDEO PRESENTATION PRODUCTION	Depending on the complexity of the work, the length of the recording and the use of video (work procedures, interviews, presentations of company products, technologies, reference objects ...)			

Native ad

Format	Price
20 NATIVE ARTICLE - CREATION AND PUBLICATION	by agreement
21 ONLINE INTERVIEW	1 900 €

The Client is responsible for the formal and content side of the ordered advertisements, as well as for all damages that may occur to the publisher or third parties on the basis of the information provided in the advertisements or in connection with them.

The Client further declares that if photographs and other textual and pictorial materials of third parties are provided, the Client has an unquestionable consent to their publication.

Prices are without VAT and are indicative.

The dimensions of the banners and the price list may change during the year. The current dimensions, price list and general business conditions are available at <http://media.zoznam.sk/reklama-na-zoznam>.

Extra fees

political advertising	30%
sound	15%
video length over 30s	25%
mega branding (1000x200)	30%
video branding	50%
targeting	25%
guarantee of Slovak attendance	15%



2 BRANDING

2 BRANDING

3 DOUBLE SQUARE

2 BRANDING

11 SPONSORED TEXT LINK

1 SQUARE

6 BILLBOARD

Mobile phone formats



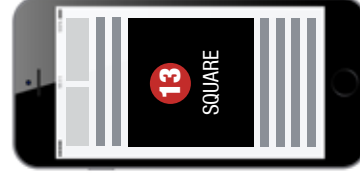
8 DOUBLE SQUARE



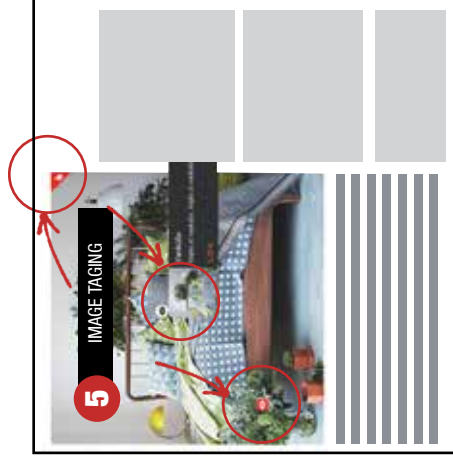
9 INTER-SCROLLER



12 STRIPE



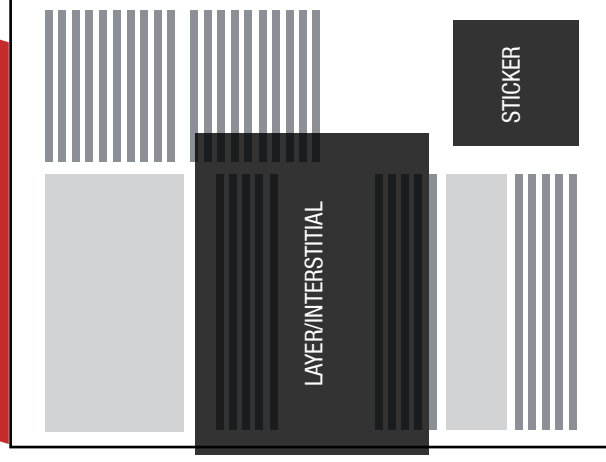
13 SQUARE



5

IMAGE TAGGING

Non-standard formats



LAYER/INTERSTITIAL

STICKER

Ad formats in Newsletter*

Format	Placement	Background materials	Price
22 PR ARTICLE, NEWS	The link to the PR article (or news) published on www.urobsam.sk is placed at the beginning of the Newsletter.	-	500 €
23 AD TEXT LINK	A text link with a logo and an overlink is placed at the beginning of the Newsletter, above the list of articles.	logo (100 x 100) + text (max. 200 znakov vrátane medzier)	500 €
24 BANNER AD LINK + PR ARTICLE	The banner link (600 x 130 px) with an overlink is placed at the beginning of the Newsletter, above the list of articles. The Newsletter also includes a link to a PR article.	jpg, png, gif	700 €

* Periodická newsletter je jedenkrát v týždni na 19 500 adries.

zahrada.sk

ONLINE MAGAZINE

AND SOCIAL NETWORK ABOUT THE GARDEN

More than **440 000*** unique visitors per month

* Zdroj: Google analytics 6/2023

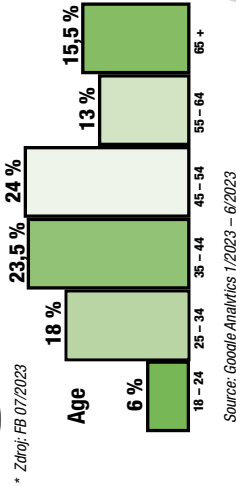
Virtual advisor for beginners and experienced gardeners

Discussion forum with inspirational topics and photos
News - Atlas of diseases and pests

Články zverejnené na Zahrada.sk sa umiestňujú na popredných pozíciách vo vyhľadávani Google.

35 000 fanúšikov na Facebooku, skupina Záhradkári a chatári s 86 000 členmi

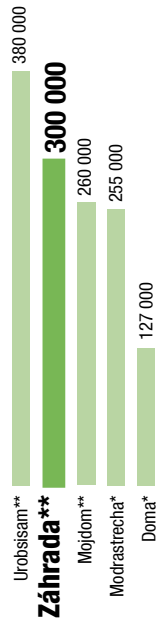
Počet odberateľov newslettera **17 100***



*Source: Google Analytics 1/2023 - 6/2023

Readability of Slovak websites about housing, construction and reconstruction, garden

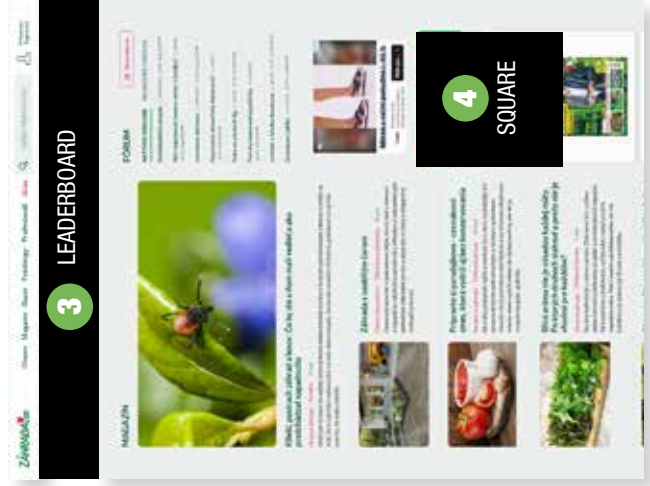
Average number of real users per month



** data source IABmonitor 8/2022 - 7/2023
** data source Google Analytics 8/2022 - 7/2023



Source: Google Analytics



Why advertise on zahrada.sk?

- 48 % opýtaných sleduje stránky alebo sociálne siete so záhradnou tematikou denne.
- 20 % opýtaných vníma reklamu na webovej stránke ako užitočnú, 4,5 % opýtaných si vďaka nej zakúpilo ponúkaný produkt alebo službu.
- 93 % čitateľov vlastní záhradu a 85 % čitateľov vlastní rodinný dom alebo byt.
- Efektívne ciele reklamy na relevantných návštevníkov webu.
- Unikátny formát magazínu a sociálnej siete.
- Denne aktualizovaný redakčný obsah a nepretržité vedenie diskusií zaručujú kontinuálny rast návštevnosti.
- Rozsiahla база reálnych užívateľov na Facebooku.

Advertising formats and prices ZÁHRADA.sk

Format	Placement	Dimensions in pxl	Cost per 1000 views (CPT - cost per thousand)	Package price/guaranteed number of views/week
1 BRANDING	main page, magazine, forum, photo blogs, bazaar	1 470 x 600, výřez 1 150 x 400 mobil: 320 x 100	50 €	€2,000/week 100,000 guaranteed views/week
2 BRANDING + INTERSCROLLER	main page, magazine, forum, photo blogs, bazaar	1 470 x 600; výřez 1 150 x 400; interscroller 400 x 600		€2,000/week 100,000 guaranteed views/week
3 LEADERBOARD	main page, magazine, forum, photo blogs, bazaar	1 100 x 200 mobil: 320 x 100	40 €	€1,600/week 100,000 guaranteed views/week
4 SQUARE	main page, magazine, forum, photo blogs, bazaar	300 x 300	35 €	€1,400/week 100,000 guaranteed views/week
5 DOUBLE SQUARE	main page, magazine, forum, photo blogs, bazaar	300 x 600	40 €	€1,600/week 100,000 guaranteed views/week
6 SKYSCRAPER	main page, magazine, forum, photo blogs, bazaar	160 x 600	35 €	€500/week 20,000 guaranteed views/week
7 BOX-IN	magazine, forum, photo blogs	300 x 300	35 €	€1,400/week 100,000 guaranteed views/week
8 INTERSCROLLER*	magazine, forum, photo blogs	desktop: 730 x 940 mobil: 400 x 600	40 €	€1,600/week 100,000 guaranteed views/week
9 BILLBOARD	main page, magazine, forum, photo blogs, bazaar	desktop: 970 x 250 mobil: 320 x 150	15 €	€700/week 100,000 guaranteed views/week
10 ATLAS SPONSORSHIP	atlas	605 x 340	-	€500/week 5,000 guaranteed views/week
11 PR ARTICLE** <i>The publication price includes the linking of three words (phrases) to the client's website.</i>	magazine, also on main page	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max. 3 hyperlinks, logo (125 x 125 pxl) can be part of the article	-	€900 for publication

1 BRANDING

1 BRANDING

1 BRANDING

6 BOX IN

3 SQUARE

9 ATLAS SPONSORSHIP

7 INTERSCROLLER

4 DOUBLE SQUARE

8 BILLBOARD

12 PR ARTICLE IN OPENING BOX**	The PR article will be published in the top position on the main page	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max. 3 hyperlinks, logo (125 x 125 pxl) can be part of the article, maximum 3 tags with hyperlinks	surcharge of €150 for placement
13 NATIVE PR ARTICLE** <i>The publication price includes the linking of three words (phrases) to the client's website.</i>	magazine	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max. 3 hyperlinks, logo (125 x 125 pxl) can be part of the article, maximum 3 tags with hyperlinks	900 € za uverejnenie 300 € za tvorbu
14 NEWS <i>The publication price includes linking of the information source to the client's page.</i>	in the section, without the main page	900 characters (including spaces), 2-3 images (min. 2,000 pxl in width, 72 dpi), 1 hyperlink, logo (125 x 125 pxl)	€350 for publication

Delivery of all packages: 20 % desktop, 80 % mobile.

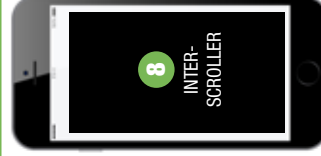
Maximálna dátová veľkosť kreatív 250 KB. Cenník platný od 1. 1. 2023.

Ad formats in Newsletter*

Format	Placement	Background materials	Price
14 PR ARTICLE, NEWS	The link to the PR article (or news) published on www.zahrada.sk is placed at the beginning of the Newsletter.	-	500 €
15 AD TEXT LINK	A text link with a logo and an overlink is placed at the beginning of the Newsletter, above the list of articles.	logo (100 x 100 pxl) + text (max. 200 characters including spaces)	500 €
16 BANNER AD LINK + PR ARTICLE	The banner link (600 x 130 pxl) with an overlink is located at the beginning of the Newsletter, above the list of articles. The Newsletter also includes a link to a PR article.	jpg, png, gif	700 €

* Periodicita newslettera je dvakrát do mesiaca na 17 000 adries.

Mobile formats



asb.sk

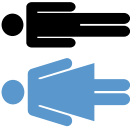
THE MOST READ WEBSITE

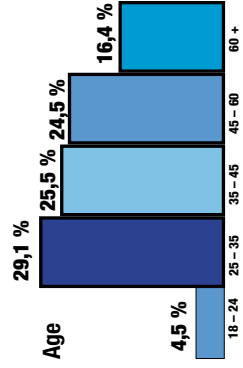
ABOUT ARCHITECTURE AND CONSTRUCTION BUSINESS

103 000
unique
visitors
per month

348 000
pageviews
per month

Source: Google Analytics 8/2022 – 7/2023

46,5 %  **53,5 %**

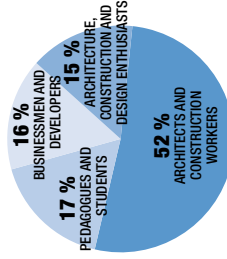


Zdroj: návštevnícka anketa na asb.sk

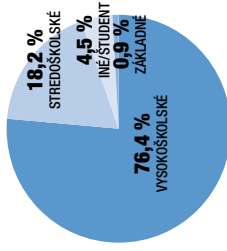
Source: návštevnícka anketa na asb.sk



Who are our readers?



Aké majú vzdelanie?



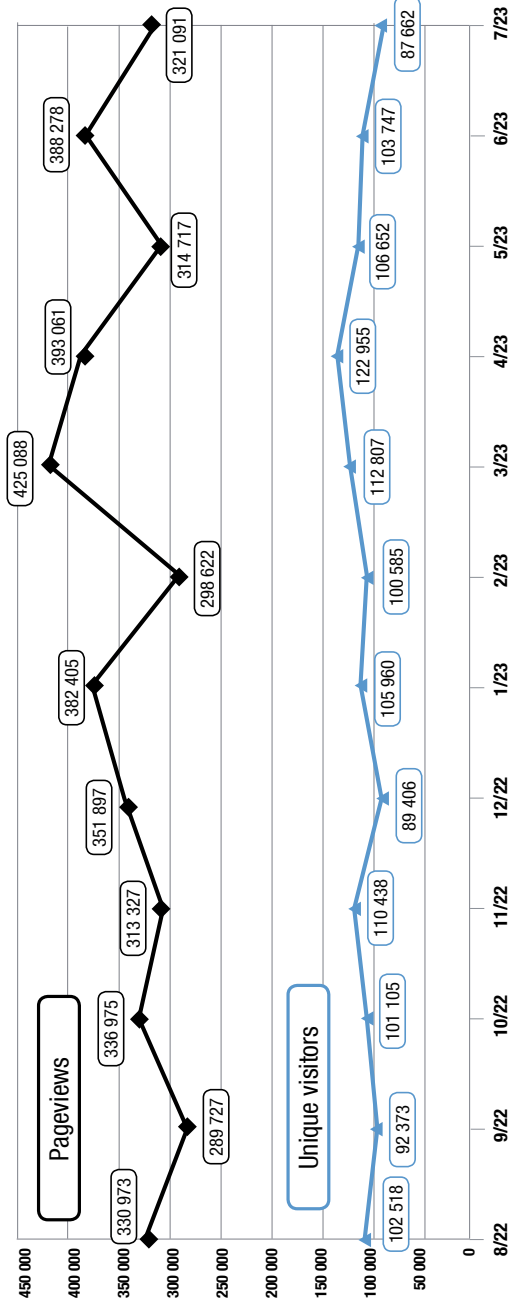
Zdroj: návštevnícka anketa na asb.sk

Why advertise on asb.sk?

- 1 The most read website about architecture and the construction business.
- 2 81 % of asb.sk readers decide or co-decide on the purchase of materials and technologies on the construction site.
- 3 A weekly e-newspaper overview is available for more than 6,800 experts.
- 4 Almost 17,000 articles in the field of architecture and construction.
- 5 Addressing a specific B2B target group (professionals in the field of architecture and construction, entrepreneurs within this segment, developers, teachers and university students, interested in architecture, design, construction, as well as current events in construction and architecture in Slovakia or abroad).

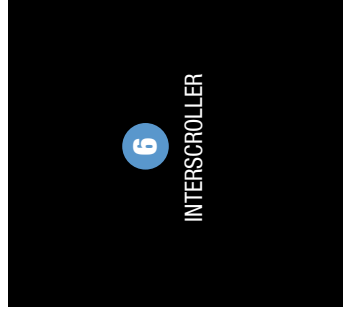
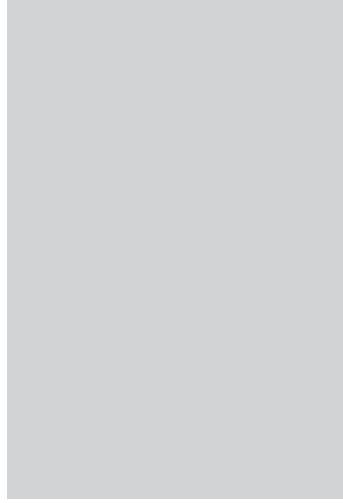


asb.sk

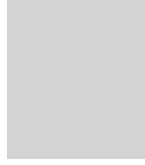


Source: Google Analytics

1 BRANDING
LEADERBOARD + 2 x SKYSCRAPER



8 SPONSORED
TEXT LINK



4 DOUBLE
SQUARE



Reklamné formáty formou banners

Formát	Placement	Dimensions in pxl	Price per 1,000 Views (CPT – cost per thousand)	Package price / guaranteed number of views / week
1 BRANDING	main page, sections, articles	1 130 x 200 + 160 x 600 mobil: 320 x 100	65 €	€1,600 / week 30,000 guaranteed views / week
2 LEADERBOARD	main page, sections, articles	1 000 x 200 1 100 x 200 mobil: 320 x 100	49 €	€1,200 / week 30,000 guaranteed views / week
3 SQUARE	main page, sections, articles	300 x 250 300 x 300	49 €	€1,200 / week 30,000 guaranteed views / week
4 DOUBLE SQUARE	main page, sections, articles	300 x 600	49 €	€900 / week 15,000 guaranteed views / week
5 BOX-IN HORNÝ	main page, sections, articles, gallery	300 x 250 300 x 300 320 x 300	37 €	€1,400 / week 40,000 guaranteed views / week
6 INTERSCROLLER	v článkoch len obrázkov, vnútorná ochranná zóna kreatívy 120 px od okrajov za prvým odsekom textu	800 x 1 200	37 €	€1,400 / week 40,000 guaranteed views / week
7 SKYSCRAPER	main page, sections, articles	160 x 600	40 €	€700 / week 10,000 guaranteed views / week

Delivery of all packages: 40 % desktop, 60 % mobile phones.

Banner is displayed on the desktop and on the mobile phone .

Maximálna dátová veľkosť kreatív: 250 KB.

	upon agreement	price by agreement	Prices for non-standard formats may change during the year. You can find the current price list at www.asb.sk/inzercia .
8 Non-standard formats (VIDEO BANNER, EXPAND, OVERLAY, COLORING)	–	–	–
9 SPONSORER TEXT LINK	max. 80 characters, 100 x 100 pxl logo	€175 / week	–

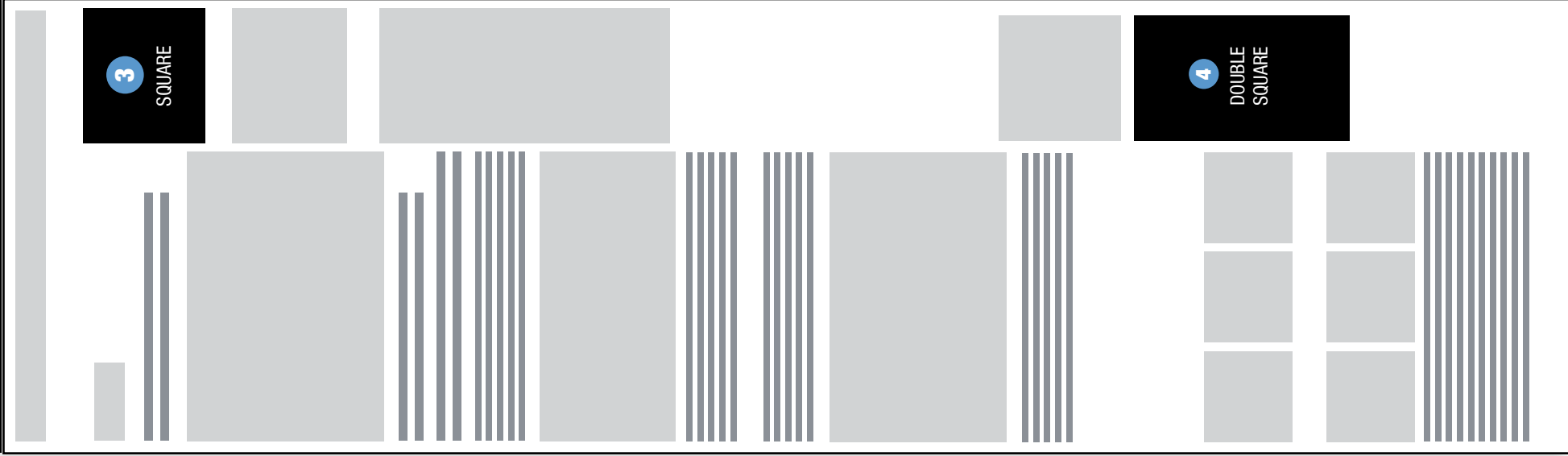
Ad formats in the form of an article

Format	Placement	Dimensions	Price
10 PR ARTICLE** The price of the publication includes the overlinking of three words (phrases) to the client's website.	on the main page, in sections, From partners	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max 3 hyperlinks, logo (125x125 pxl) can be part of an article	700 € per publication
11 PR ARTICLE WITH TAGGED IMAGES**	on the main page, in sections, From partners	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max 3 hyperlinks, logo (125x125 pxl) can be part of an article, maximum 3 tags with overlinks	800 € per publication
12 PR ARTICLE IN THE INTRODUCTORY BOX*	PR article will be published in top position on the website asb.sk, From partners	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max 3 hyperlinks, logo (125x125 pxl) can be part of an article, maximum 3 tags with overlinks	surcharge €150 per placement
13 NATIVE PR ARTICLE* The price of the publication includes the overlinking of three words (phrases) to the client's website.	on the main page, in sections, From partners	3 600 znakov (vrátane medzier), 5 – 8 obrázkov (min. 2 000 pxl na šírku, 72 dpi), max. 3 hyperlinky, logo (125 x 125 pxl) maximum 3 tags with overlinks	700 € per publication 300 € za tvorbu
14 THE NEWS** The price of publication includes linking the source of information to the client's page.	in sections, not on the main page, not on partners	900 characters (including spaces), 2-3 images (min. 2,000 pxl wide, 72 dpi), 1 hyperlink, logo (125x125 pxl)	350 € per publication

* The article will be marked as a PR article. The price of the PR article does not include the translation of the delivered text into another language. The Client has the right to 2 extensive corrections of the PR article (eg changes in text and graphics). PR articles are published on the main page and in sections as standard articles. They are a permanent part of individual professional sections of the portal. They are not part of the ASB e-newspaper.

** Only information not previously published on the www.asb.sk/portal is published as news. News are published on the main page and in sections as standard articles. The editors reserve the right to make grammatical, stylistic and formal adjustments to the supplied textual materials, as well as to adjust the scope. The presentation through the News is not intended to publish general information about the manufacturer and its range. The news remains part of the portal's archive. The Client is responsible for the format and content of the ordered advertisements, as well as for all damages that may occur to the publisher or third parties on the basis of the information provided in the advertisements or in connection with them. The Client further declares that if it provides photographs and other textual and pictorial materials of third parties, it has an unquestionable consent to their publication. Price for banner production €166.

2 LEADERBOARD

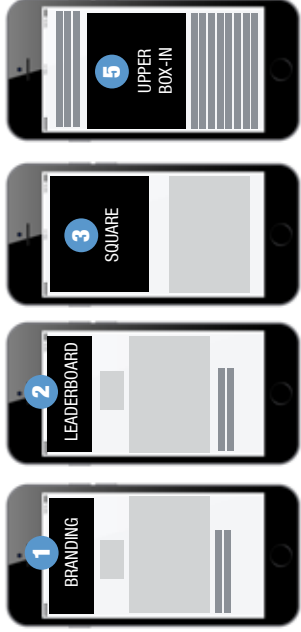


6 SKYSCRAPER

3 SQUARE

4 DOUBLE SQUARE

Mobile phone formats



1

BRANDING

2

LEADERBOARD

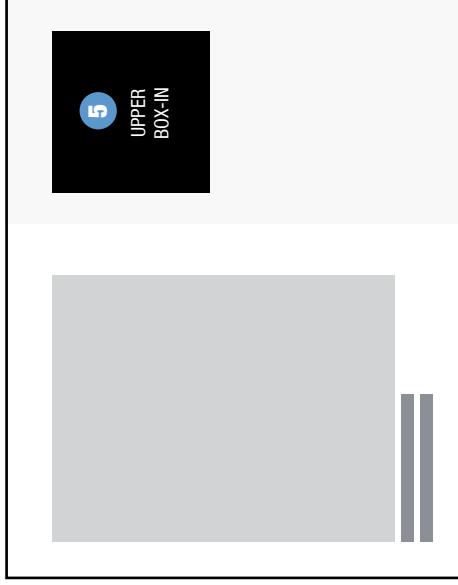
3

SQUARE

5

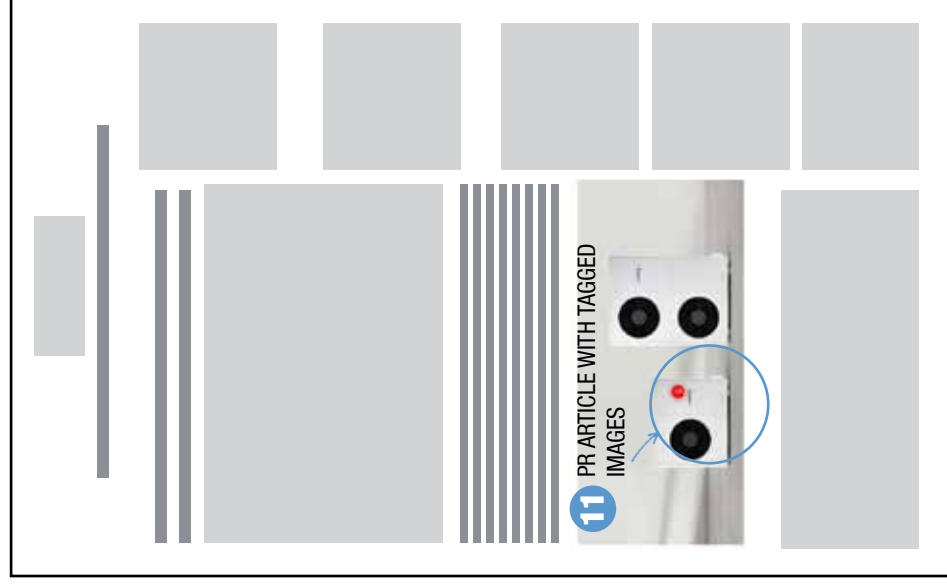
UPPER BOX-IN

Upper box-in in photo gallery



5

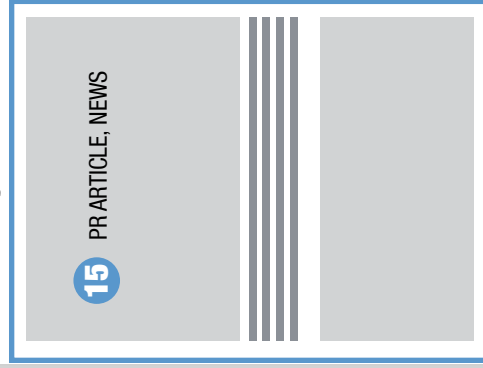
UPPER BOX-IN



11

PR ARTICLE WITH TAGGED IMAGES

ASB

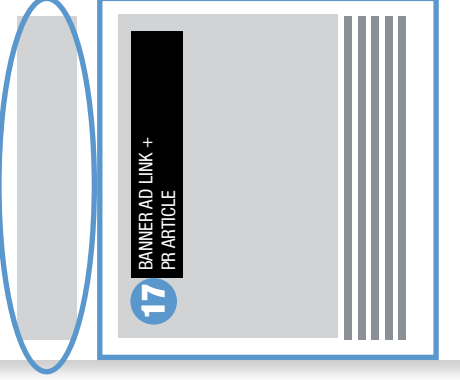


ASB

16 AD TEXT LINK



ASB



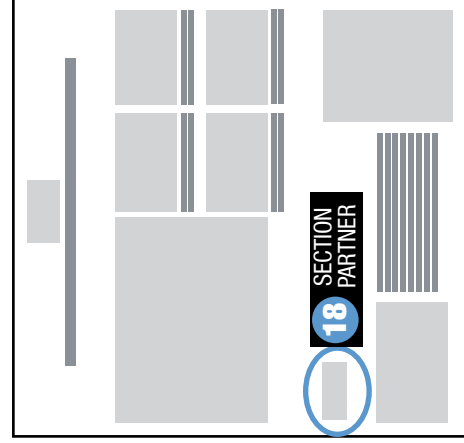
ASB



Advertising formats in ASB e-newspapers****

Formát	Umístění	Poklady	Cena
15 PR ARTICLE, NEWS	Link to PR article (or news) published on www.asb.sk is located at the beginning of the ASB e-newspaper.	-	500 €
16 AD TEXT LINK	The text link with the logo and prelink is located at the beginning of the ASB e-newspaper, above the list of articles.	logo (100 x 100 px) + text (max. 200 characters including spaces)	500 €
17 BANNER AD LINK + PR ARTICLE	The banner link (600 x 130 px) with a prelink is located at the beginning of the ASB e-newspaper, above the list of articles. The e-newspaper also includes a link to a PR article	jpg, png, gif	700 €

****Periodicita ASB e-novin je dvakrát v týdni na 4 500 adries.



Specific ad formats

Format	Placement	Background materials	Price
18 SECTION PARTNER Portal sections: Architecture, Construction, Civil engineering, Building Management, Building Services, Business	The partner of the selected section gets: <ul style="list-style-type: none"> • logo in the selected section with overlinking, • the logo for each editorial in the relevant section with a link, • logo with overlinking in all subsections, • PR article classified into sections according to focus (eg Architecture, Construction, HVAC), • news (possibility of publishing a press release, company news during the year). 		1 month €950 3 months €2,300 6 months €3,900 12 months €6,800 Warning! Limited format - a maximum of 4 partners in one section!
19 E-CATALOGUE / E-MAGAZINE To maximize the marketing effect, we recommend publishing catalogs, magazines, leaflets and price lists as part of a PR article or News section. The application of interactive elements (hyperlinks, videos, etc.) is subject of individual pricing.	publication of a company magazine, catalog, price list, leaflet, etc. with the possibility of electronic browsing (full-text search, active advertising spaces)	PDF file with a resolution of 150 dpi, max. 250 MB	190 €
PUBLICATION OF COMPANY VIDEO	as part of a PR article as part of the News section	embed link (YouTube, Vimeo)	600 €
VIDEO PRESENTATION PRODUCTION	depending on the complexity of the work, the length of the recording and the use of video (work procedures, interviews, presentations of company products / technologies / reference objects ...)	embed link (YouTube, Vimeo)	450 €

Prices are without VAT. Prices and formats are indicative. Send the background materials to the address podklady@jaga.sk in the subject of the message. State the name of the portal for which the materials are intended.
The Client is responsible for the formal and content side of the ordered advertisements, as well as for all damages that may occur to the publisher or third parties on the basis of the information provided in the advertisements or in connection with them. The Client further declares that if photographs and other textual and pictorial materials of third parties are provided, the Client has an unquestionable consent to their publication.

Terms of delivery of documents:

- For banner production - 3 working days before the scheduled date of publication.
- For the publication of the finished banner - 1 working day before the planned date of publication.
- For processing a PR article, News - 3 working days before the planned date of publication

 In case of postponement of deadlines by the Client, the site operator is entitled to postpone the date of publication of the banner / article. Each modification and intervention in the banner / article after its publication on the website is charged at €50. Part of the assignment in the production of a PR article is also the definition of the introductory image and the introductory text (perex), or a description of the article wrapping requirements.



zelenaobnova.sk

ONLINE MAGAZÍN

O UDRŽATEĽNOM

SPÔSOBE ŽIVOTA

10 000
unikátnych
užívateľov
za mesiac

Projektom Zelená obnova (Zelenaobnova.sk) vydavateľstvo JAGA GROUP v roku 2021 zareagovalo na prichádzajúcu vinu investícií do zelenej obnovy budov na Slovensku. Na webe sa na jednom mieste sústreďujú informácie o všetkých dostupných dotačných programoch tak, aby sa v nich potenciálni uchádzači rýchlo zorientovali a vybral si ten najvhodnejší. Časom sa obsah Zelenej obnovy rozšíril o aktuálne spravodajstvo a poradenský obsah, ktorý vzdeláva verejnosť v oblasti udržateľného spôsobu života a motivuje investorov prijímať správne rozhodnutia.

Popri širokej verejnosti so záujmom o zelené témy web cieľi na špecifickú skupinu ľudí, ktorí majú vplyv na rozhodnutia týkajúce sa obnovy bytových aj nebytových budov. Ide o majiteľov rodinných domov, funkcionárov domových spoločenstiev, vedúcich zamestnancov vo verejnej správe, manažérov a podnikateľov.

Reklamné formáty v Newsletteri*

Formát	Umiestnenie	Podmienky	Cena
PR ČLÁNKOV, NOVINKA	Odkaz na PR článok (alebo novinku) uverejnený na zelenaobnova.sk je umiestnený na začiatku Newslettera.	-	500 €
REKLAMNÝ TEXTOVÝ LINK	Textový odkaz s logom a prelinkom je umiestnený na začiatku Newslettera nad zoznamom článkov.	logo (100 x 100) + text (max. 200 znakov vrátane medzier)	500 €
BANNEROVÝ REKLAMNÝ ODKAZ + PR ČLÁNKOV	Bannerový odkaz (600 x 130) s prelinkom je umiestnený na začiatku Newslettera nad zoznamom článkov. Súčasťou Newslettera je aj odkaz na PR článok.	jpg, png, gif	700 €

26

* Periodicita newslettera je jedenkrát v týždni na 2 000 adries.

Advertising formats and prices Zelenaobnova.sk

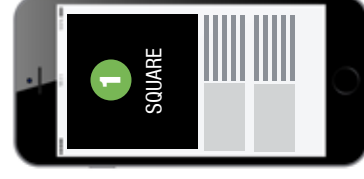
Formát	Placement	Dimensions	Size	Price
1 SQUARE	sections, articles, desktop top; under the article on mobile	300 x 300 pxl		€1,320 / week
2 DOUBLE SQUARE	sections, articles, lower part of the desktop, sticky when scrolling	300 x 600 pxl		€1,200 / week
3 PR ARTICLE * The publication price includes the linking of three words (phrases) to the client's website.	News or Advice section	Max 3,600 characters including spaces, max 8 images (min. 1,000 pxl wide), Max 3 hyperlinks, 1 embedded video		€700 for publication
4 NATIVE PR ARTICLE ** The publication price includes the linking of three words (phrases) to the client's website	One of 4 starter boxes, both desktop and mobile	3,600 characters (including spaces), 5-8 images (min. 2,000 pxl wide, 72 dpi), max. 3 hyperlinks, logo (125 x 125 pxl) can be part of the article		€700 for publication €300 for creation
5 SECTION PARTNER		The section partner receives: • logo in 1 selected section, • logo for each editorial article in the relevant section, • exclusive banner box-in (300 x 300 pxl) in the middle of the articles in the relevant section, • 1 native PR article every three months with a link in the topbox.		3 months €2,300 / 1 section 6 months €3,900 / 1 section 12 months €6,800 / 1 section Attention! Limited format - exclusively 1 partner in one section!
6 VIDEO supplied by the client and published on the publisher's streaming media (without advertising)	part of a PR article or a Native PR article		format mp4, webm, mkv, max 1 GB	€100 (surcharge)
7 VIDEO INTERVIEW filmed according to the client's instructions and published in the publisher's streaming media (without advertising)	part of a Native PR article		format mp4, webm, mkv, max 1 GB	€400 (surcharge)
8 NEWS The publication price includes linking of the information source to the client's page.	in News section	900 characters (including spaces), 2-3 images (min. 2,000 pxl in width, 72 dpi), 1 hyperlink, logo (125 x 125 pxl)		€350

* The article will be marked as a PR article. The price of the PR article does not include the translation of the delivered text into another language. The customer has the right to 2 extensive proofreadings of the PR article (e.g. changes in text and graphics) in the break. PR articles are published on the main page and in the magazine as standard articles. They are a permanent part of the portal. Price for banner production €166.

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Mobile format



GENERAL TERMS AND CONDITIONS

1. Prevádzkovateľ JAGA GROUP, s. r. o., so sídlom Lamačská cesta 45, Bratislava – mestská časť Lamač, 841 03, IČO 35 705 779, je oprávnený poskytnúť reklamné služby The Client of the Advertising Campaign (hereinafter referred to as the "client / Client") is a natural person - an entrepreneur - or a legal entity, a direct customer or an intermediary who uses advertising services on the operator's portals.
2. These General Terms and Conditions for the Provision of Advertising Services („GTC“) are an integral part of all contracts for the provision of advertising services and the conditions set forth herein may be changed only by written agreement between the client and the operator.
3. The contract or order for advertising services must include in particular:
 - a) designation of the contracting parties, including the address of the registered office, or the postal address of the customer, if different from the registered office, ID number, VAT number / VAT number;
 - b) the name of the advertising campaign and the customer, if the customer is not the client;
 - c) the specification of the advertising formats and their size or number of impressions or disclosures, depending on which of the data is applicable to the specific type of advertising format;
 - d) the time of publication of the advertising campaign;
 - e) the amount of the rebate and agency fee, if agreed;
 - f) the specification of other services, if agreed;
 - g) the date of conclusion of the contract or order;
 - h) confirmation of the contract or order by persons authorized to act on behalf of the contracting parties.
4. Based on a properly concluded contract, the Operator reserves the media space agreed in the contract for the Client and publishes the Client's advertising elements in it. Advertising elements are visual, textual, audio or audiovisual information (visual) that directly or indirectly promotes the goods or services of the client. All advertising elements must comply with the rules set out in the technical conditions.
5. The client is obliged to deliver to the operator all advertising elements (graphic, technical and text) at his own expense no

6. later than 3 (three) working days before the start date of the advertising campaign.
7. Unless the parties agree otherwise in advance, the operator is entitled to extend the date of publication of the advertising campaign until the contractually agreed number of views or publications of the advertising format is met.
8. The Client is responsible for the content of the advertisement and declares that the advertising elements do not violate legislation in the field of unfair competition, copyright and other intellectual property rights, consumer protection, advertising, as well as other generally binding legislation and code of ethics of advertising issued Advertising Council. The Client declares that the advertising elements intended for publication in advertising, which fulfill the conceptual features of the work, are (i) employee works and the Client is entitled to exercise property rights to them; or (ii) the Client has acquired the right to dispose of the advertising elements on the basis of a contract with the author or another person authorized to exercise property rights to them and the author or another person authorized to exercise property rights to the advertising elements has given the Client consent to sub-license. In the event that the client has acquired the right to dispose of advertising materials pursuant to the provisions of para. (ii) of this Article, consent to the use of such works under a contract for the provision of advertising services shall be deemed to be a sub-license.
9. The client has the right to 2 (two) extensive corrections of advertising elements (eg changes in text and graphics). In the event that the client delivers to the operator already prepared advertising elements for publication, the operator is not responsible for advertising errors caused by the use of these advertising elements.
10. The Client is entitled to use the advertising elements in full supplied and created by the Operator only for the purposes of advertising on the Operator's domains; use by other means, in particular dissemination or making available to the public or public transmission, the customer is entitled to perform only on the basis of a separate license or sub-license agreement with the operator.
11. Cancellation policy:
 - a) more than 30 days before the start of the advertising campaign - 30% of the price of the advertising;
 - b) 15 to 30 days before the start of the advertising campaign - 50% of the price of the advertising;
12. The operator shall issue invoices with all the requisites of a proper tax document within 15 days after the end of the advertising campaign or within 15 days after the end of the calendar month, unless otherwise agreed in the contract for the provision of advertising services.
13. Pursuant to § 31 - 36 of the Accounting Act no. 431/2002 Coll. as amended, an electronic invoice in PDF format will be sent to the client at the specified address, which will meet all the requirements of the invoicing document in accordance with § 75 and 76 of the VAT Act no. 222/2004 Coll. as amended.
14. The client is obliged to pay the invoice issued by the operator within 14 days from the date of its issuance. The bank details of the operator will be stated on the invoice.
15. In case of delay of the client with the payment of the invoice, the operator is entitled to claim from the client interest of 0.05% for each day of delay and a penalty of 10% p. a. and at the same time do not implement another ordered advertisement.
16. Bank fees and any exchange rate differences associated with the payment of the invoice shall be borne by the client.
17. The client can send a properly confirmed contract or order by e-mail.
18. The client can file a complaint within 14 days from the end of the advertising campaign in which the error occurred. The error of the advertisement is not the display of the advertisement exclusively in the time interval in which the advertisement is automatically displayed by the advertising system according to the contract, and the fluctuation in the traffic of portals if the scope of the advertisement according to the contract is met.
19. In the event of non-payment of the invoice by the due date, the operator reserves the right to charge the discount provided.
20. With the participation of a contract or order concluded between the client and the operator, the Price List of the banner advertisement is published on the operator's website. The Operator is entitled to unilaterally change and update the Price List.

CONTACTS

BILLING AND

MAILING ADDRESS:

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IČ DPH: SK2020265258

tel.: +421 2 50 200 200

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**Peter Wolf, Managing Director
Vaillant Group Slovakia, s.r.o.**

„We have been cooperating with the JAGA publishing house since time immemorial, so long that without them we can no longer even imagine our business. What they do for us is not just advertising in a magazine, designing graphics or writing an article, there is something extra, they know how to connect people from the industry, and that's where we go to be inspired.“

**Ing. Peter Markovič, CEO
Xella Slovensko, spol. s r. o., and Xella CZ s.r.o**

„JAGA Publishing is our key media partner, with whom we are united by common topics in the field of housing, construction and architecture. Through their strong portfolio of media and other activities, it helps us fulfill our communication strategy in the Slovak market and also in the Czech Republic. Our long-term cooperation is based on reliability, experience in the field and a professional approach. I appreciate the quality of editorial work, the high intervention of the professional and lay public and the desire to keep moving things forward.“

**Milan MURCKO, CEO
YIT Slovakia**

„There is woefully few quality journalism in Slovakia that seeks objective truth and the true causes of events in the construction and real estate markets without manipulative intentions. In this respect, Jaga is an exception for which real professionalism and independence in this area is a natural part of everyday work.“

**Ing. Tomáš Bábics, managing director
Terran**

„We have been cooperating with the JAGA publishing house continuously since 2006. It is a long-term partnership based on quality, friendly communication, care, reliability and trust. We are always pleased when our customers let us know that they have seen us in the media of the JAGA publishing house, and then we know that the joint efforts have fallen on fertile ground.“

**Ing. Ivan Bezák, PhD., General Director, CEO
Ingsteel**

„Our company has been cooperating with the JAGA publishing house for more than 20 years, which makes us extremely happy. The beginnings of the cooperation were mainly due to the publishing of book titles in the field of construction, which helped us to deepen the knowledge of new colleagues, mostly recent graduates of the school. During the entire period of cooperation, also thanks to various social events organized by the JAGA publishing house, mutual relations between our companies have been strengthened and they have grown from purely working relationships into friendly ones.“

**Petr Král, CXU director CEE region
VELUX**

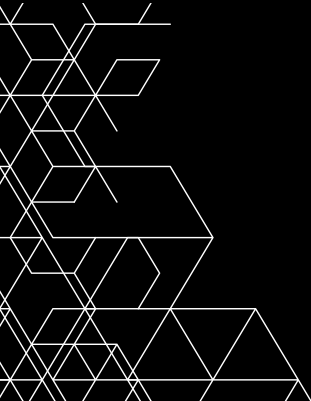
„Cooperation with the JAGA publishing house can be summarized in a relatively subtle formulation. JAGA listens, prepares, performs, evaluates and constantly improves. I know from experience that there are not many such client-oriented media partners. All the best.“

**Miroslav Haraszti, Sales Director
Premac, s.r.o.**

„We have been cooperating with the JAGA publishing house for several years. Access and communication are always at a professional level. They respond flexibly and professionally to our requirements. Every year, mutual cooperation brings us a well-adjusted media space at optimal financial costs in the most widely read professional or lifestyle magazines.“

**Stana Radivojevič, Marketing Manager
MAPEI SK, s.r.o**

„We have found a long-term, reliable partner at JAGA publishing house. Tailor-made titles help different target groups to promote the quality construction solutions that Mapei offers.“



1,043,000 CUSTOMERS
EACH MONTH WHO READ ABOUT
LIVING AND HOME IMPROVEMENT,
GARDENING, ARCHITECTURE,
CONSTRUCTION AND DEVELOPMENT
NO ONE HAS MORE

môjdom.sk UR®B SI sám.sk ZÁHRADASK ASB.sk

