

1,494,300

readers each month



B2C

magazines

357,600 readers each month



43,000 readers
(MML-TGI)



94,600 readers
(MML-TGI)



111,000 readers
(MML-TGI)



87,000 readers
(MML-TGI)



22,000
(circulation)

B2B

magazines

32,000 readers each month



7,000
(circulation)



6,000
(circulation)



6,000
(circulation)



6,000
(circulation)



3,500
(circulation)



3,500
(circulation)

ONLINE

magazines

1,183,000 readers each month



260,000 readers
mojdom.sk
(audited by
AIM monitor)



380 000 čitateľov
urobsisam.sk
(audited by
AIM monitor)



440,000 readers
zahrada.sk
(Google Analytics)



103,000 readers
asb.sk
(Google Analytics)

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Contents

GENERAL INTEREST MAGAZINES

- 6 Mój dom (My Home)
- 12 Mój dom špeciály (My Home Specials)
- 14 Zelené Bývanie (Green Living)
- 18 Urob si sám (Do It Yourself)
- 24 Záhrada (Garden)
- 30 Stolový kalendár Záhrada (Garden Table Calendar)

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- 66 ASB Gala 2024
- 68 Jaga Cup, BIM Conference
- 69 Development Summit

Contacts

If you would like to present yourself or your business in JAGA media, phone the sales office at +421 2 50 200 262, email them at obchod@jaga.sk or talk directly to some of our sale representatives.

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History

1994	1996	2000	2001	2002	2005	2006	2007	2009	2010	2014	2015	2017	2018	2019	2020
JAGA issues its first publication – the 1994 construction and architecture catalogue.	First magazine to highlight home projects published.	First edition of a magazine on renovation, building and furnishing of homes issued.	JAGA purchases Mój dom from Bertelsmann Springer.	JAGA purchases ASB from Bertelsmann Springer.	JAGA purchases Urob si sám, starts its own magazine Stavebné materiály and establishes mojdom.sk.	JAGA expands its professional portfolio with TZB HAUSTECHNIK and asb.sk.	JAGA organizes the first annual ASB GALA, starts issuing Správa budov and purchases Inžinierske stavby.	New magazine ekoBývanie and establishes urobsisam.sk launched.	Establishes rodinných-domov.sk, a new online project catalogue.	JAGA adds the ASB Almanacs to its professional portfolio.	Starts ZÁHRADA, a new magazine that wins its own readership in the first year of its existence.	New internet portal zahrada.sk launched.	New internet portal pohodo.sk launched.	National BIM Conference	First annual Development Summit

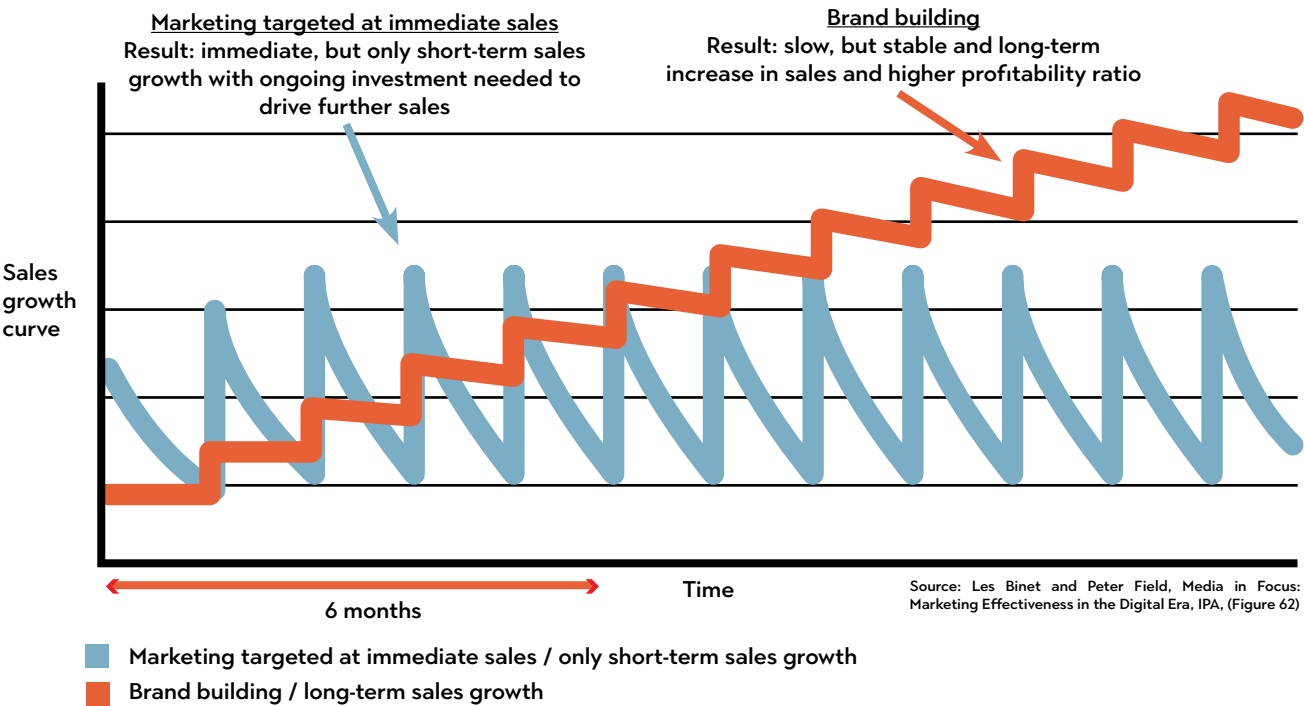
3

Why building awareness of your brand still makes sense

Advertising and public relations in both print and online magazines remain one of the best ways to build a brand and for long-term sustainable growth in product sales.

Why is brand building so important even when a marketing campaign is chasing immediate sales?
Research by the UK's Institute of Practitioners in Advertising (IPA) provides an answer.

Comparing efficiency over time: brand building and marketing for immediate sales



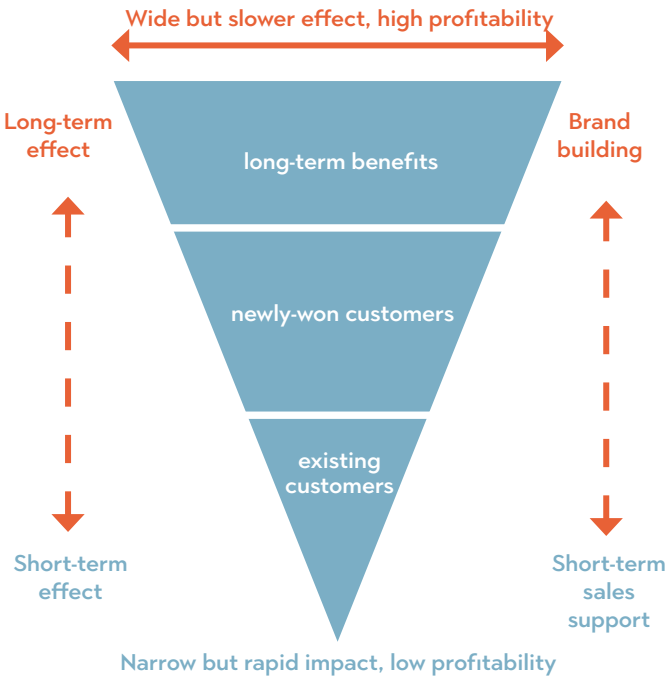
4

Difference between short-term sales support and brand building

Brand building	Short-term sales support
Building a relationship between customers and the brand	Taking advantage of the relationship between customers and the brand
Positive influence on future sales	Immediate increase in sales
Wide impact	Very narrow impact
Long-term effect	Short-term effect only while the campaign lasts
Contributes positively to customer emotions	Customers only convinced to buy the product

Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 01)

Brand building brings a wide impact and stable increase in product sales



Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)

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Why advertise in Môj dom

- 01 43,000 people looking to reconstruct their homes or reading articles about living can see your advertisement in Môj dom.
- 02 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues of home and living magazines.
- 03 Every reader browses or reads Môj dom on average 3.4 times (source: GFK survey).
- 04 Advertising in the magazine is among the most influential factors driving purchasing decisions (Source: GFK survey)

General information

Readers:	43,000 per month
Circulation:	22,000
Frequency:	monthly + three special issues
Number of pages:	128-212
Price:	€1.99 25th year

43,000

read each issue of Môj dom

Source: National survey of readers by MML-TGI

Distribution

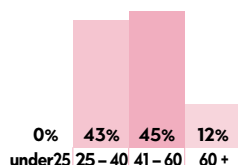
- Subscriptions
- Newsstands and print shops
- Department stores and hypermarkets – Tesco, Billa, Kaufland, Terno, COOP, Metro, OMV, Shell, Slovnaft, Lukoil
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

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Who reads Môj dom

Readers of Môj dom are typically women of working age in their thirties and forties, but men in the same category read it, too. They have completed secondary school or university, are family wage-earners, have children, own their own homes and tend to a garden. They are looking to decorate, beautify, and enhance the interior to make it more comfortable, and also to incorporate their ideas into balconies, patios, gardens and the surroundings of their homes. They are seeking advice, tips, and information on building products, technologies and materials. A relatively large percentage of readers are under 29, single, and Môj dom is inspiring each of them to create their own pleasant home. For the majority of readers, advertisements in Môj dom play a role in their decision-making when they are choosing products or firms and more than half of the entire range of readers have selected a contractor to build their homes after reading about it in Môj dom.

Age

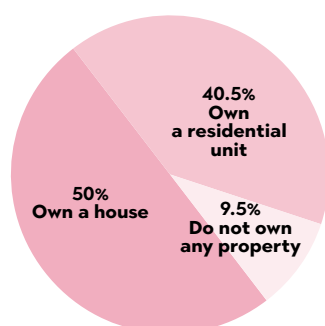


Top topics of interest

- Visits to houses and residential units, inspirational projects
- Interior makeovers
- Interior decorating
- Garden care and inspirations
- Practical home topics
- Home reconstruction and maintenance

Where they live

- 50% of readers own a house.
- 40.5% of readers own a residential unit.
- 9.5% of readers do not own any property



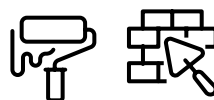
Among women and men

53%
of readers are women emphasizing quality of life.



47%
of readers are men seeking information from our building and landscaping columns and who could be potential clients of building companies.

Reconstructing, building or furnishing a home



41.5%

of readers are thinking of reconstructing or refurbishing their homes.

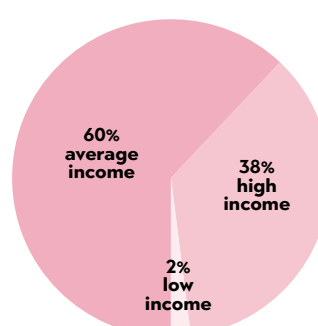


48%

of readers are looking in the magazine for inspiration.

What they earn

- 60% of readers are middle class and average income.
- 38% of the readers are upper class and high income.
- 2% of readers have low incomes.



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Source: Survey of 1,352 respondents answering a reader questionnaire.

ISSUE DEADLINES	ISSUE DATE	HOME	FURNISHINGS	CONSTRUCTION	GARDEN
Môj dom 10/2023 ORDERS: 14. 9. 2023 MATERIALS: Editorial assistance: 5. 9. 2023 Advertorials: 14. 9. 2023 Advertising: 19. 9. 2023	5. 10. 2023	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing • Floor coverings 	<ul style="list-style-type: none"> • Home appliances: ovens and stoves • Testing 	<ul style="list-style-type: none"> • Pitched roof • Waterproofing • Fireplace heating • Low-energy houses • Floor coverings • Garages 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winterizing
Special Issue New construction materials ORDERS: 28. 9. 2023 MATERIALS: Editorial assistance: 19. 9. 2023 Advertorials: 28. 9. 2023 Advertising: 3. 10. 2023	19. 10. 2023 Special issue on sale for 3 months	Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none"> • Timber construction • Structural work • Roofing • Heating 	<ul style="list-style-type: none"> • Hard landscaping • Windows and skylights • Doors • Facades • Pools 	<ul style="list-style-type: none"> • Broad overview of innovative building materials, technologies and construction techniques
Môj dom 11/2023 ORDERS: 16. 10. 2023 MATERIALS: Editorial assistance: 5. 10. 2023 Advertorials: 16. 10. 2023 Advertising: 19. 10. 2023	6. 11. 2023	<ul style="list-style-type: none"> • Bathroom • Furniture • Home financing • Healthy living 	<ul style="list-style-type: none"> • Home appliances: Kitchen installations for baking • Testing 	<ul style="list-style-type: none"> • Central heating • Low-energy homes 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winterizing
Môj dom 12/2023 – 01/2024 ORDERS: 20. 11. 2023 MATERIALS: Editorial assistance: 9. 11. 2023 Advertorials: 20. 11. 2023 Advertising: 23. 11. 2023	11. 12. 2023	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Electronics: TVs • Testing 	<ul style="list-style-type: none"> • Central heating • Low-energy homes 	<ul style="list-style-type: none"> • Tools • Monthly advice
Môj dom 2 – 3/2024 ORDERS: 7. 2. 2024 MATERIALS: Editorial assistance: 29. 1. 2024 Advertorials: 8. 2. 2024 Advertising: 15. 2. 2024	28. 2. 2024	<ul style="list-style-type: none"> • Bathroom • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Intelligent and Low-energy household 	<ul style="list-style-type: none"> • Shell construction • Central heating • Low-energy homes 	<ul style="list-style-type: none"> • Tools • Monthly advice
Môj dom 4/2024 ORDERS: 14. 3. 2024 MATERIALS: Editorial assistance: 4. 3. 2024 Advertorials: 15. 3. 2024 Advertising: 25. 3. 2024	8. 4. 2024	<ul style="list-style-type: none"> • Bathroom • Furniture • Home financing • Healthy living 	<ul style="list-style-type: none"> • Home appliances: Washers/dryers • Testing 	<ul style="list-style-type: none"> • Roofing and heating • Dry construction • Low-energy houses • Wooden buildings and garages • Building materials, wall and floor tiles 	<ul style="list-style-type: none"> • Tools • Monthly advice • Hard landscaping • Lawn mowers
Special Issue 1/2024 New construction materials ORDERS: 1. 4. 2024 MATERIALS: Editorial assistance: 21. 3. 2024 Advertorials: 2. 4. 2024 Advertising: 8. 4. 2024	22. 4. 2024 Special issue on sale for 3 months	Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none"> • Timber construction • Structural work • Roofing • Central heating 	<ul style="list-style-type: none"> • Hard landscaping • Windows and skylights • Facades 	<ul style="list-style-type: none"> • Broad overview of innovative building materials, technologies and construction techniques
Môj dom 5/2024 ORDERS: 15. 4. 2024 MATERIALS: Editorial assistance: 4. 4. 2024 Advertorials: 16. 4. 2024 Advertising: 23. 4. 2024	6. 5. 2024	<ul style="list-style-type: none"> • Bathroom • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Refrigerators and freezers • Testing 	<ul style="list-style-type: none"> • Windows and skylights • Flooring • Plasterboard and drywall • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Lawn mowers • Tools • Monthly advice • Pools

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Môj dom 6/2024 ORDERS: 16. 5. 2024 MATERIALS: Editorial assistance: 7. 5. 2024 Advertorials: 17. 5. 2024 Advertising: 24. 5. 2024	6. 6. 2024	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Dryers • Testing 	<ul style="list-style-type: none"> • Waterproofing • Protecting wood • Solar shading • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Hard landscaping • Tools • Monthly advice • Pools
Special Issue 2/2024 Saving Energy ORDERS: 24. 5. 2024 MATERIALS: Editorial assistance: 15. 5. 2024 Advertorials: 27. 5. 2024 Advertising: 3. 6. 2024	14. 6. 2024 Special issue on sale for 3 months	Low energy and passive house material and designs Efficiently operating household furnishings	<ul style="list-style-type: none"> • Bathrooms • Energy efficient appliances • Lighting 	<ul style="list-style-type: none"> • Shell construction (masonry material and roofing) • Facades and insulation • Doors and windows • Heating and ventilation 	<ul style="list-style-type: none"> • Saving water • Saving energy
Môj dom 7/2024 ORDERS: 17. 6. 2024 MATERIALS: Editorial assistance: 6. 6. 2024 Advertorials: 18. 6. 2024 Advertising: 24. 6. 2024	8. 7. 2024	<ul style="list-style-type: none"> • Bathroom (trends) • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Coffee makers and breakfast appliances • Testing 	<ul style="list-style-type: none"> • Wall surface finishes • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Garden furniture • Tools • Monthly advice
Môj dom 8/2024 ORDERS: 17. 7. 2024 MATERIALS: Editorial assistance: 8. 7. 2024 Advertorials: 18. 7. 2024 Advertising: 25. 7. 2024	7. 8. 2024	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Wine coolers • Testing 	<ul style="list-style-type: none"> • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Tools • Monthly advice
Môj dom 9/2024 ORDERS: 16. 8. 2024 MATERIALS: Editorial assistance: 7. 8. 2024 Advertorials: 19. 8. 2024 Advertising: 23. 8. 2024	6. 9. 2024	<ul style="list-style-type: none"> • Bathroom • Furniture • Home financing • Lighting 	<ul style="list-style-type: none"> • Home appliances: Dishwashers • Testing 	<ul style="list-style-type: none"> • Modern facades • Windows and skylights • Fireplace heating • Low-energy houses • Timber construction 	<ul style="list-style-type: none"> • Hard landscaping • Patios • Tools • Monthly advice
Môj dom 10/2024 ORDERS: 16. 9. 2024 MATERIALS: Editorial assistance: 5. 9. 2024 Advertorials: 17. 9. 2024 Advertising: 24. 9. 2024	7. 10. 2024	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing • Floor coverings 	<ul style="list-style-type: none"> • Home appliances: Ovens and stoves • Testing 	<ul style="list-style-type: none"> • Pitched roofs • Waterproofing • Fireplaces • Low-energy houses • Garages 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winter gardens
Special Issue 3/2024 New construction materials ORDERS: 27. 9. 2024 MATERIALS: Editorial assistance: 18. 9. 2024 Advertorials: 30. 9. 2024 Advertising: 6. 10. 2024	18. 10. 2024 Special issue on sale for 3 months	Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none"> • Timber construction • Structural work • Roofing • Heating 	<ul style="list-style-type: none"> • Hard landscaping • Windows and skylights • Facades 	<ul style="list-style-type: none"> • Broad overview of innovative building materials, technologies and construction techniques
Môj dom 11/2024 ORDERS: 16. 10. 2024 MATERIALS: Editorial assistance: 7. 10. 2024 Advertorials: 17. 10. 2024 Advertising: 24. 10. 2024	6. 11. 2024	<ul style="list-style-type: none"> • Bathroom • Furniture • Home financing • Healthy living 	<ul style="list-style-type: none"> • Home appliances: Kitchen installations for baking • Testing 	<ul style="list-style-type: none"> • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winter gardens
Môj dom 12/2024 – 01/2025 ORDERS: 16. 11. 2024 MATERIALS: Editorial assistance: 9. 11. 2024 Advertorials: 20. 11. 2024 Advertising: 27. 11. 2024	10. 12. 2024	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Electronics – TVs and related equipment • Testing 	<ul style="list-style-type: none"> • Central heating • Low-energy houses 	<ul style="list-style-type: none"> • Tools • Monthly advice

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Formatting and advertising rates

	Formát	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	430	280	3	€ 6,750
	2/1 spread in page layout	416	246	–	
	1/1 spread	215	280	3	€ 3,900
	1/1 spread in page layout	190	246	–	
	1/2 spread width	190	118	–	€ 2,100
	1/2 spread height	93	246	–	
LEADER	1/3 spread width	190	77	–	€ 1,500
	1/3 spread height	60	246	–	
	Headline label	107	280	3	€ 4,350
	Z-gate	421	280	3	€ 8,600
	2nd cover page	215	280	3	€ 4,750
	1st magazine page	215	280	3	€ 4,750
PR	Other pages before the editorial	215	280	3	€ 4,350
	1/3 height by the editorial	60	246	3	€ 2,750
	3rd cover page	215	280	3	€ 4,450
	4th cover page	215	280	3	€ 6,150
	2/1 PR	5,000 characters, 2-8 pictures, logo			€ 6,750
	1/1 PR	2,500 characters, 2-4 pictures, logo			€ 3,900
OTHER	1/2 PR width	1,250 characters, 1-2 pictures, logo			€ 2,100
	1/2 PR height				
	2/3 PR width	2,000 characters, 1-2 pictures, logo			€ 2,650
	2/3 PR height				
	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			€ 1,500
	2/1 purchasing tips**				€ 1,650
	1/1 purchasing tips**				€ 900
	1/2 purchasing tips**				€ 550
	Product placement	250 characters, 1 picture			€ 900
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,800
	Atypical formats	dimensions and price depend on specifications			

* News and information is published in the editorial section only if it has not appeared before in Môj dom. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

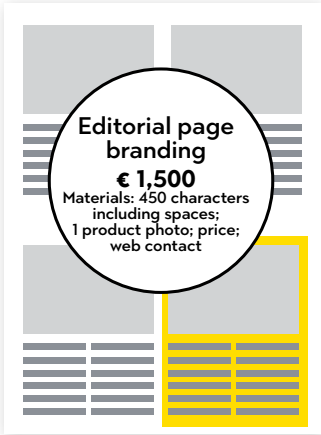
** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only
CANCELLATION FEES: 50% of the

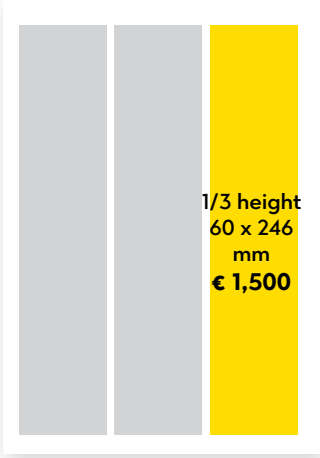
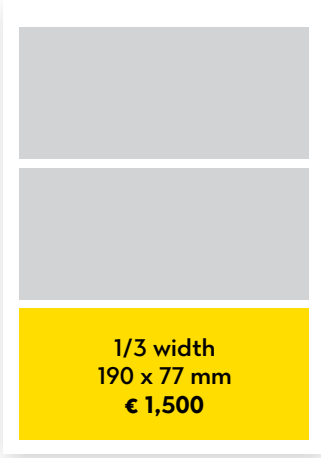
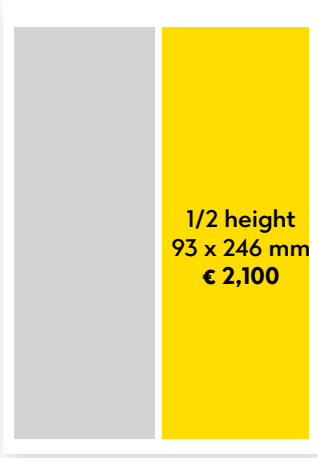
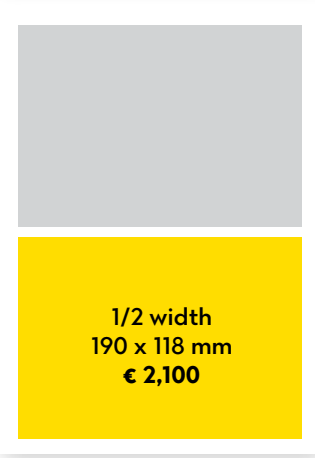
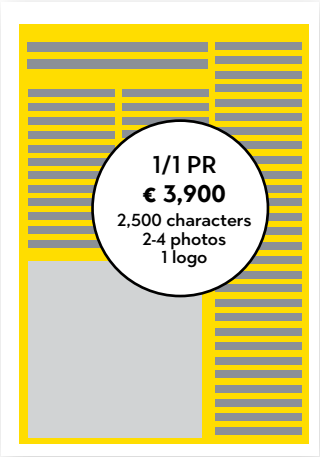
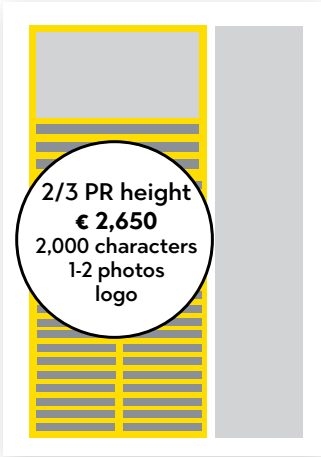
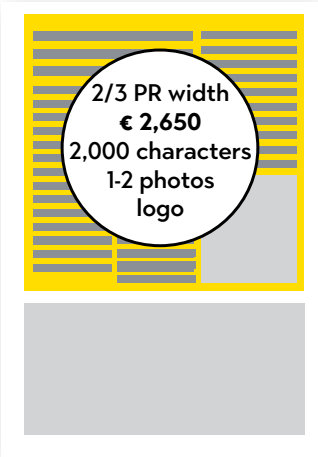
price if cancelled prior to the deadline for an issue as indicated in the editorial calendar. 100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Non-standard formats



Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 70.

Full or partial-page advertisements





General information

Circulation: 22,000 copies

Target group: People planning to construct or reconstruct their homes

Format: 220 x 280 mm, about 150 pages, full-color print, soft binding

Price: € 1.99

15th year

Distribution

- Print shops and newsstands
- DIY stores
- Online store at www.jagastore.sk

ISSUE DEADLINES	ISSUE DATE	LIVING	TOPICS
Special Issue 1/2024 New construction materials ORDERS: 1. 4. 2024 MATERIALS: Editorial assistance: 21. 3. 2024 Advertorials: 2. 4. 2024 Advertising: 8. 4. 2024	22. 4. 2024 Special issue on sale for 3 months	Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none">• Timber construction• Structural work• Roofing• Central heating <ul style="list-style-type: none">• Hard landscaping• Windows and skylights• Facades <ul style="list-style-type: none">• Broad overview of innovative building materials, technologies and construction techniques
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Special Issue 3/2024 New construction materials ORDERS: 27. 9. 2024 MATERIALS: Editorial assistance: 18. 9. 2024 Advertorials: 30. 9. 2024 Advertising: 6. 10. 2024	18. 10. 2024 Special issue on sale for 3 months	Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none">• Timber construction• Structural work• Roofing• Heating <ul style="list-style-type: none">• Hard landscaping• Windows and skylights• Facades <ul style="list-style-type: none">• Broad overview of innovative building materials, technologies and construction techniques

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PR	2/1 PR	5,000 characters, 2-8 pictures, logo			€ 6,750
	1/1 PR	2,500 characters, 2-4 pictures, logo			€ 3,900
	1/2 PR width	1,250 characters, 1-2 pictures, logo			€ 2,100
	2/3 PR width	2,000 characters, 1-2 pictures, logo			€ 2,650
	2/3 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			€ 1,500
	2/1 purchasing tips**				€ 1,650
	1/1 purchasing tips**				€ 900
	1/2 purchasing tips**				€ 550
	Product placement	250 characters, 1 picture			€ 900
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,800
	Atypical formats	dimensions and price depend on specifications			

* News and information is published in the editorial section only if it has not appeared before in Môj dom. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Purchasing tips are set by the editorial office according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES

50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.

100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Full or partial-page advertisements

1/1 spread
215 x 280 mm
€ 3,900

1/1 PR
€ 3,900
3,600 characters
2-4 photos
1 logo

1/2 width
190 x 118 mm
€ 2,100

1/2 height
93 x 246 mm
€ 2,100

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 70.



Why advertise in Zelené Bývanie

- 01 Readers are looking to reconstruct or build their homes with modern, affordable technology.
- 02 The magazine caters specifically to the target group of homeowners that want to reconstruct and furnish their homes both economically and in an environmentally friendly way.
- 03 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues of home and living magazines.
- 04 Every reader of the magazine browses or reads it on average 3.4 times (source: GFK survey).
- 05 Advertising in the magazine is among the most influential factors driving purchasing decisions (Source: GFK survey).

General information

Circulation:	25,000
Frequency:	four times a year
Number of pages:	100
Price:	€2.99
	16th year

25,000

read each issue
of Zelené Bývanie

Distribution

- Subscriptions
- Newsstands and print shops
- Department stores and hypermarkets – Tesco, Billa, Kaufland, Terno, COOP, Metro, OMV, Slovnaft, Lukoil
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

Who reads Zelené Bývanie

It is aimed at readers that intend to reconstruct or build their homes with environmentally friendly and non-toxic materials. The magazine contains information for readers about how to save money when they reconstruct their homes and afterward live in them, and tells readers what technologies they can use for heating and air-conditioning. Part of Zelené Bývanie is devoted to Green Renovation and the assistance programs that have sprung across Europe from it.

Among women and men

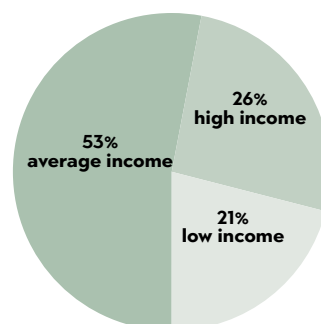
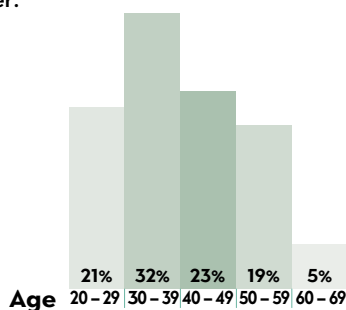
58%

are women
interested in living
economically and in
an environmentally
friendly manner.



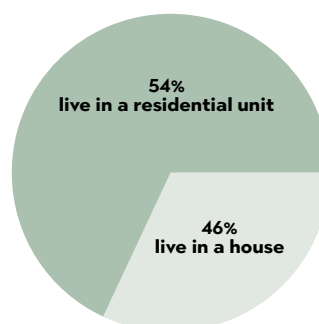
42%

are men renovating
the inside and
outside of their
homes.



What they earn

- 53% of readers are middle class and average income.
- 26% of the readers are upper class and high income.
- 21% of readers have low incomes.



Where they live

- 54% of readers live in a residential unit.
- 46% of readers live in a house.

Source: Survey of 1,352 respondents answering an online reader questionnaire on zelenaoobnovoa.sk about how they would imagine a magazine on environmentally sustainable living should look like.

ISSUE DEADLINES	ISSUE DATE	HOME	FURNISHINGS	CONSTRUCTION	GARDEN
Zelené Bývanie 4/2023 ORDERS: 6. 11. 2023 MATERIALS: Editorial assistance: 26. 10. 2023 Advertorials: 6. 11. 2023 Advertising: 9. 11. 2023	24. 11. 2023	<ul style="list-style-type: none"> • Kitchen • Furniture • Hobby painting • Flooring • Healthy lifestyles • Bathrooms 	<ul style="list-style-type: none"> • Low-cost appliances: Kitchen ventilator hoods, hobs and ovens • Appliance testing 	<ul style="list-style-type: none"> • Passive houses • Series: Floor and wall heating • Expert advice • Log houses • Series: Fireplace heating • Reconstructing cottages and cabins • Building cottages and cabins 	<ul style="list-style-type: none"> • Organic gardening
Zelené Bývanie 1/2024 ORDERS: 5. 3. 2024 MATERIALS: Editorial assistance: 23. 2. 2024 Advertorials: 6. 3. 2024 Advertising: 12. 3. 2024	25. 3. 2024	<ul style="list-style-type: none"> • Kitchen • Furniture • Hobby painting 	<ul style="list-style-type: none"> • Low-cost appliances: Cooktops and hot plates • Appliance testing 	<ul style="list-style-type: none"> • Passive houses • Series: Central heating • Expert advice • Reconstructing cottages and cabins • Building cottages and cabins 	<ul style="list-style-type: none"> • Organic gardening
Zelené Bývanie 2/2024 ORDERS: 27. 5. 2024 MATERIALS: Editorial assistance: 16. 5. 2024 Advertorials: 28. 5. 2024 Advertising: 3. 6. 2024	14. 6. 2024	<ul style="list-style-type: none"> • Bathrooms • Furniture • Hobby painting • Healthy lifestyles • Bathrooms 	<ul style="list-style-type: none"> • Low-cost appliances: Refrigerators and freezers • Appliance testing 	<ul style="list-style-type: none"> • Smart homes • Series: Central heating • Expert advice • Log houses • Series: Heat pumps • Expert advice • Insulation • Reconstructing cottages and cabins • Building cottages and cabins 	<ul style="list-style-type: none"> • Organic gardening • Hard paving
Zelené Bývanie 3/2024 ORDERS: 26. 8. 2024 MATERIALS: Editorial assistance: 15. 8. 2024 Advertorials: 27. 8. 2024 Advertising: 2. 9. 2024	13. 9. 2024	<ul style="list-style-type: none"> • Bathroom • Furniture • Hobby painting 	<ul style="list-style-type: none"> • Low-cost appliances: Washers and dryers • Appliance testing 	<ul style="list-style-type: none"> • Energy-saving homes • Series: Heat pumps • Expert advice • Insulation • Reconstructing cottages and cabins • Building cottages and cabins 	<ul style="list-style-type: none"> • Organic gardening • Hard paving
Zelené Bývanie 4/2024 ORDERS: 5. 11. 2024 MATERIALS: Editorial assistance: 25. 10. 2024 Advertorials: 6. 11. 2024 Advertising: 12. 11. 2024	25. 11. 2024	<ul style="list-style-type: none"> • Kitchen • Furniture • Hobby painting • Flooring • Healthy lifestyles • Bathrooms 	<ul style="list-style-type: none"> • Low-cost appliances: Kitchen ventilator hoods, hobs and ovens • Appliance testing 	<ul style="list-style-type: none"> • Passive houses • Series: Floor and wall heating • Expert advice • Log houses • Series: Fireplace heating • Reconstructing cottages and cabins • Building cottages and cabins 	<ul style="list-style-type: none"> • Organic gardening

16

Formatting and advertising rates

Format		Dimensions in mm			Price	
		Width	Height	Bleed		
ADVERTISING	2/1 spread	420	275	3	€ 5,700	
	2/1 spread in page layout	380	243	–		
	1/1 spread	210	275	3	€ 3,300	
	1/1 spread in page layout	175	243	–		
	1/2 spread width	175	113	–	€ 1,900	
	1/2 spread height	83	243	–		
	1/3 spread width	175	73	–	€ 1,350	
	1/3 spread height	55	243	–		
LEADER	2nd cover page	210	275	3	€ 3,900	
	1st magazine page	210	275	3	€ 3,900	
	Other pages before the editorial	210	275	3	€ 3,700	
	1/3 height by the editorial	55	243	–	€ 2,350	
	3rd cover page	210	275	3	€ 3,650	
	4th cover page	210	275	3	€ 4,600	
	PR	2/1 PR	5,000 characters, 2-5 pictures, logo			€ 5,700
		1/1 PR	3,400 characters, 2-4 pictures, logo			€ 3,300
1/2 PR width		1,700 characters, 1-2 pictures, logo			€ 1,900	
1/2 PR height		1,700 characters, 1-2 pictures, logo				
2/3 PR width		2,200 characters, 1-2 pictures, logo			€ 2,300	
2/3 PR height		2,200 characters, 1-2 pictures, logo				
OTHER	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			€ 1,200	
	2/1 purchasing tips**				€ 1,650	
	1/1 purchasing tips**				€ 900	
	1/2 purchasing tips**				€ 550	
	Product placement	250 characters, 1 picture			€ 900	
	Branding columns	logo			€ 2,500	
	Inserted advertisements***				minimum price € 2,800	
	Atypical formats	dimensions and price depend on specifications				

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*** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES: 50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar. 100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Non-standard formats

Column branding
€ 2,500
Materials: logo

Product placement
€ 900
Materials: 250 characters; product photo, name and description; price and size; web contact

Editorial page branding
€ 1,200
Materials: 450 characters including spaces; 1 product photo; price; web contact

Purchasing tips
€ 900 1/1 spread
Materials: product photo, name and description; price and size; web contact

Prices are exclusive of VAT. Prices are valid from 1 September 2023 to 31 August 2024. General Terms and Conditions can be found on page 70.



Why advertise in Urob si sám?

- 01 Most read and best-selling magazine for do-it-yourselfers and people looking to renovate their homes.
- 02 Medium with the highest affinity marketing for its target group - men of working age who own a house and are preparing to reconstruct it.
- 03 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues of home and living magazines.
- 04 Urob si sám has long been among the top ten of best-selling monthly magazines in Slovakia.
- 05 Advertising in the magazine is among the most influential factors driving purchasing decisions (Source: GFK survey).

General information

Readers: 111,000 per month
 Circulation: 24,000 (audited by ABC Slovakia)
 Frequency: monthly + three special issues
 Number of pages: 80-96
 Price: €1.60
 44th year

111,000

read each issue of Urob si sám

Source: National survey of readers by MML-TGI

Distribution

- Subscriptions
- Newsstands and print shops
- Department stores and hypermarkets – Tesco, Lidl, Billa, Kaufland, Terno, COOP, Metro, OMV, Slovnaft, Lukoil
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

Who reads Urob si sám?

The typical reader is a man with an average age of 42 years who owns a house and a garden and supports his family. He likes being at home, is practical and skillful. In his spare time he likes to enhance and improve the interior of the house, yard and garden. Women of working age who often do their own home and garden improvements also read Urob si sám.

Among men and women

73%

of readers are men especially do-it-yourselfers improving their homes by themselves.



27%

of readers are women and their numbers have increased since the new layout was introduced.



Looking to reconstruct



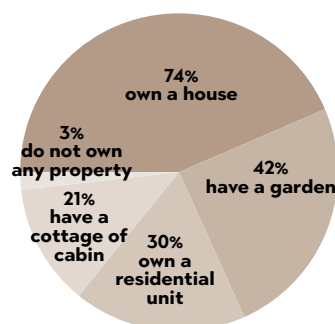
66%

of readers are planning to reconstruct or are reconstructing their homes.



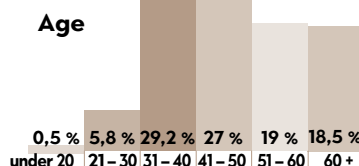
11%

of readers are preparing to build their home or are building it now.



Property owners

- 70% of readers own a house.
- 42% of readers have a garden.
- 30% of readers own a residential unit.
- 21% of readers own a cottage or cabin
- 3% of readers do not own property.

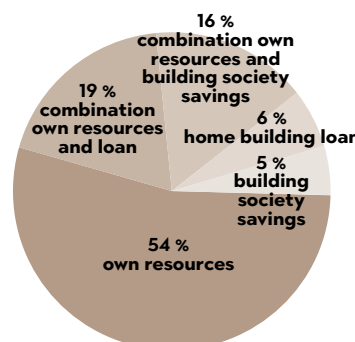


Top topics of interest

- Advice on gardens and garden structures
- Working with wood
- Practical household advice
- Reconstructing and maintaining a home
- Handy little gadgets
- Work tools tested
- Manuals for beginners

How construction and reconstruction is financed

- 54% own resources.
- 19% combination own resources and loan.
- 16% combination own resources and building society savings.
- 6% home building loan.
- 5% building society savings.



ISSUE DEADLINES	ISSUE DATE	MAIN TOPIC	HOBBIES	HOME AND CONSTRUCTION	RECONSTRUCTION	GARDEN
Urob si sám 12/2023 ORDERS: 31. 10. 2023 MATERIALS: Editorial assistance: 23. 10. 2023 Advertorials: 31.10. 2023 Advertising: 6. 11. 2023	20. 11. 2023	<ul style="list-style-type: none">• Main theme: floor coverings• Feature: gift ideas - tools	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice
Urob si sám 1/2024 ORDERS: 28. 11. 2023 MATERIALS: Editorial assistance: 16. 11. 2023 Advertorials: 28.11. 2023 Advertising: 1. 12. 2023						
Urob si sám 2/2024 ORDERS: 4. 1. 2024 MATERIALS: Editorial assistance: 25. 12. 2023 Advertorials: 4. 1. 2024 Advertising: 8. 1. 2024	19. 1. 2024	<ul style="list-style-type: none">• Main theme: Bathroom renovation	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Roofing• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Greenhouses
Urob si sám 3/2024 ORDERS: 1. 2. 2024 MATERIALS: Editorial assistance: 23. 1. 2024 Advertorials: 2. 2. 2024 Advertising: 6. 2. 2024	19. 2. 2024	<ul style="list-style-type: none">• Main theme: Foundations• Feature: Interior flooring	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Series: Shell construction• Constructing a patio	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice
Urob si sám 4/2024 ORDERS: 6. 3. 2024 MATERIALS: Editorial assistance: 26. 2. 2024 Advertorials: 7. 3. 2024 Advertising: 11. 3. 2024	22. 3. 2024	<ul style="list-style-type: none">• Main theme: Shell construction – starting to build a house• Feature: Roofs, patios, waterproofing foundations- Starting to build a house	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Roofing• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Gardening tools• Raised flower beds
Urob si sám 5/2024 ORDERS: 5. 4. 2024 MATERIALS: Editorial assistance: 25. 3. 2024 Advertorials: 4. 4. 2024 Advertising: 8. 4. 2024	19. 4. 2024	<ul style="list-style-type: none">• Main theme: Roofing• Feature: Renovation, balconies and patios, garden gazebos, log houses, modern interiors and exterior floors	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• House stairs• Insulating construction materials• Dry construction• Series: Shell construction• Building materials, wall and floor tiles	<ul style="list-style-type: none">• Reconstruction• Imagining terraces and balconies	<ul style="list-style-type: none">• Diseases and pests• Monthly advice
Special Issue 1/2024 What to build from ORDERS: 11. 4. 2024 MATERIALS: Editorial assistance: 2. 4. 2024 Advertorials: 12. 4. 2024 Advertising: 16. 4. 2024	29. 4. 2024 Special issue on sale for 3 months	Major guide to home construction	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Reconstruction planning, budgeting, designing• Structural work• Construction materials• Thermal insulation and soundproofing	<ul style="list-style-type: none">• Windows and doors• Plaster and screeds• Technical equipment for houses• Taking advantage of sustainable resources	<ul style="list-style-type: none">• Floors and tiles• Home safety• Saunas
Urob si sám 6/2024 ORDERS: 2. 5. 2024 MATERIALS: Editorial assistance: 23. 4. 2024 Advertorials: 3. 5. 2024 Advertising: 7. 5. 2024	20. 5. 2024	<ul style="list-style-type: none">• Main theme: Exterior tiles• Feature: Painting interiors and exteriors, lawn maintenance	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction• Garden houses	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Pavements and reinforced surfaces• Pools

Urob si sám 7/2024 ORDERS: 3. 6. 2024 MATERIALS: Editorial assistance: 23. 5. 2024 Advertorials: 4. 6. 2024 Advertising: 6. 6. 2024	19. 6. 2024	<ul style="list-style-type: none">• Main theme: Painting and preserving wood• Feature: Garden fireplaces, interior and exterior colors	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Roofing• Masonry materials• Series on structural work	<ul style="list-style-type: none">• Roofing• Masonry materials• Series on structural work	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Pavements and reinforced surfaces• Pools• Composting
Special Issue 2/2024 How to save energy and living ORDERS: 12. 6. 2024 MATERIALS: Editorial assistance: 3. 6. 2024 Advertorials: 13. 6. 2024 Advertising: 17. 6. 2024	28. 6. 2024 Special issue on sale for 3 months	Sustainability, circularity, savings		<ul style="list-style-type: none">• Economical living• Sustainable construction• Circularity of materials when furnishing a home	<ul style="list-style-type: none">• Reconstruction using environmentally friendly technology	<ul style="list-style-type: none">• Organic gardening
Urob si sám 8/2024 ORDERS: 3. 7. 2024 MATERIALS: Editorial assistance: 24. 6. 2024 Advertorials: 4. 7. 2024 Advertising: 8. 7. 2024	19. 7. 2024	<ul style="list-style-type: none">• Main theme: Ponds and filling them• Feature: Bathroom renovation, ponds and keeping them filled	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Series: Shell construction	<ul style="list-style-type: none">• Reconstructing bathrooms• Gazebos and pergolas	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Composting
Urob si sám 9/2024 ORDERS: 1. 8. 2024 MATERIALS: Editorial assistance: 23. 7. 2024 Advertorials: 2. 8. 2024 Advertising: 6. 8. 2024	19. 8. 2024	<ul style="list-style-type: none">• Main theme: Overview of central heating• Feature: Balconies and patios, waterproofing bottom layers	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Dry construction• Cements and concrete additives• House fireplaces and furnaces• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Pavements and reinforced surfaces
Urob si sám 10/2024 ORDERS: 3. 9. 2024 MATERIALS: Editorial assistance: 23. 8. 2024 Advertorials: 4. 9. 2024 Advertising: 6. 9. 2024	19. 9. 2024	<ul style="list-style-type: none">• Main theme: Shell construction before winter• Feature: Waterproofing chimneys, preheating season boiler aintenance	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Heating a house• Patios and balconies• Insulation materials• Series: Shell construction• House fireplaces and furnaces• Lighting	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice
Special Issue 3/2024 Reconstructing a home ORDERS: 13. 9. 2024 MATERIALS: Editorial assistance: 3. 9. 2024 Advertorials: 13. 9. 2024 Advertising: 17. 9. 2024	30. 9. 2024 Special issue on sale for 3 months	Major guide to home construction		<ul style="list-style-type: none">• Reconstruction planning, budgeting, designing• Shell construction• Construction materials• Thermal insulation and soundproofing	<ul style="list-style-type: none">• Windows and doors• Plaster and screeds• Technical equipment for houses• Taking advantage of sustainable resources	<ul style="list-style-type: none">• Floors and tiles• Home safety• Saunas
Urob si sám 11/2024 ORDERS: 3. 10. 2024 MATERIALS: Editorial assistance: 23. 9. 2024 Advertorials: 3. 10. 2024 Advertising: 7. 10. 2024	18. 10. 2024	<ul style="list-style-type: none">• Main theme: Replacing a roof• Feature: Autumn garden cleaning, replacing or repairing a roof?	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Roofing• Modern heating elements• Series: Shell construction• Floor coverings	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice• Winter cleaning
Urob si sám 12/2024 ORDERS: 31. 10. 2024 MATERIALS: Editorial assistance: 22. 10. 2024 Advertorials: 31. 10. 2024 Advertising: 5. 11. 2024	18. 11. 2024	<ul style="list-style-type: none">• Main theme: Floor coverings• Feature: Gift ideas - tools	<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice
Urob si sám 1/2025 ORDERS: 28. 11. 2024 MATERIALS: Editorial assistance: 19. 11. 2024 Advertorials: 29. 11. 2024 Advertising: 3. 12. 2024	16. 12. 2024		<ul style="list-style-type: none">• Techniques• Paint coatings• Tools and equipment• Materials and products	<ul style="list-style-type: none">• Series: Shell construction	<ul style="list-style-type: none">• Reconstruction	<ul style="list-style-type: none">• Diseases and pests• Monthly advice

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 5,700
	2/1 spread in page layout	400	267	–	
	1/1 spread	210	297	3	€ 3,300
	1/1 spread in page layout	193	267	–	
	1/2 spread width	193	129	–	€ 1,900
	1/2 spread height	95	267	–	
	1/3 spread width	193	84	–	€ 1,350
	1/3 spread height	62	267	–	
LEADER	2nd cover page	210	297	3	€ 3,900
	1st magazine page	210	297	3	€ 3,900
	Other pages before the editorial	210	297	3	€ 3,700
	1/3 height by the editorial	62	267	–	€ 2,350
	3rd cover page	210	297	3	€ 3,650
PR	4th cover page	210	297	3	€ 4,600
	2/1 PR	5,000 characters, 2-5 pictures, logo			€ 5,700
	1/1 PR	4,000 characters, 2-4 pictures, logo			€ 3,300
	1/2 PR width	2,000 characters, 1-2 pictures, logo			€ 1,900
	1/2 PR height				
OTHER	2/3 PR width	3,000 characters, 1-2 pictures, logo			€ 2,300
	2/3 PR height				
	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture, price and contact			€ 1,200
	Purchasing tips (1 product)	450 characters, 1 picture, price and contact			€ 1,200
	Product placement	250 characters, 1 picture			€ 900
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,800
Atypical formats		dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Non-standard formats



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** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

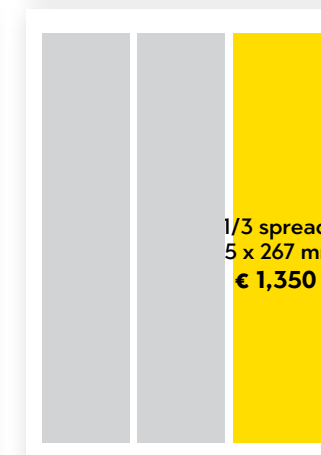
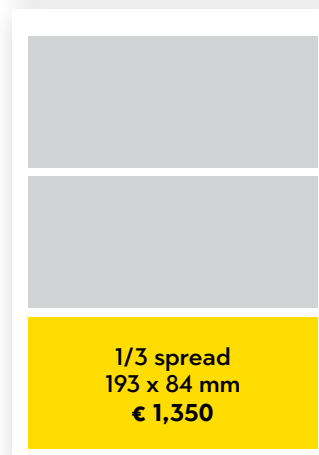
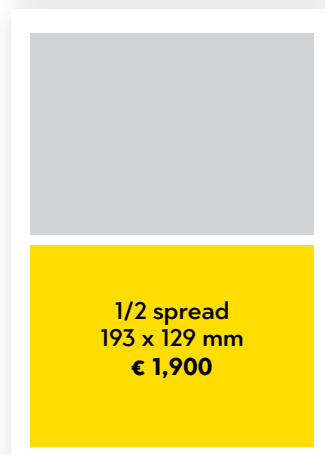
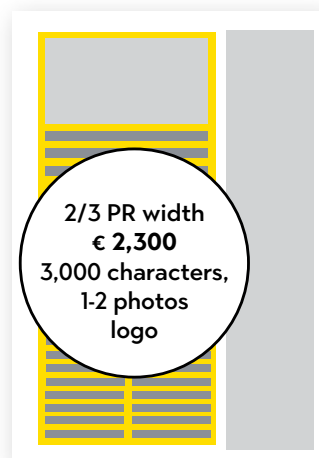
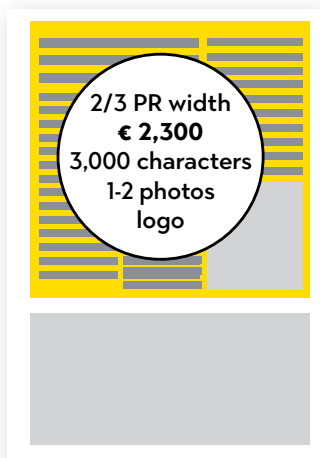
Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar. 100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.



Full or partial-page advertisements





You know him from his TV show Nová záhrada (New Garden) on JOJ TV.

Why advertise in Záhřada

- 01 It provides readers with many ideas for gardening and raising livestock with everything readers need to keep a garden or run a farm.
- 02 The entire print-run is effectively distributed to its target audience with unsold copies enclosed free of charge with current issues of home and living magazines.
- 03 The only gardening magazine that takes you through what to do step-by-step.
- 04 Záhřada readers reconstructing their houses and cottages have a lot of interest in browsing the advertisements for the materials and tools used in homes and gardens.

General information

Readers:	87,000
Circulation:	32,000 copies
Frequency:	ten times per year
Number of pages:	64 – 96
Price:	€ 1.59
	10th year

87,000

read each issue of Záhřada.

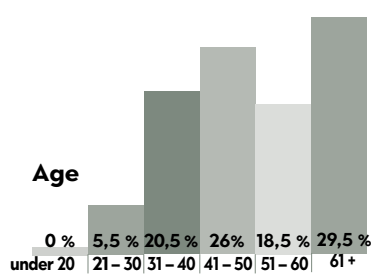
Source: National survey of readers by MML-TGI

Distribution

- Subscriptions
- Newsstands and press shops
- Department stores and hypermarkets – Tesco, Billa, Lidl, Kaufland, Terno, COOP, Metro, OMV, Slovnaft, Lukoil
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

Who reads Záhřada

The typical reader is a woman in her thirties, forties or fifties, although men of the same age read it, too. Readers own a garden and are practical, skilled and spend a lot of time at home. In any season of the year, they enjoy gardening and making home improvements to exteriors. Readers spending their leisure time in the garden growing plants and raising animals are also rolling up their sleeves to put the finishing touches on something new to beautify the outside of their homes. They love planting flowers and growing their own fruits and vegetables. Especially for women, the magazine provides inspiration with ideas for them to create simple garden decorations themselves.



Where they live

52% live in rural environments

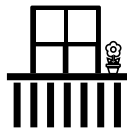
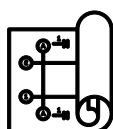


48% live in urban environments



Planning improvements

82% of readers are making changes to their gardens.



11%

of readers are looking to reconstruct their balconies or are reconstructing them.

Among men and women

58%

of readers are women who see their gardens as a place to relax and grow their own food.



42%

of readers are men interested in the magazine's more technical and complex topics and gardening ideas.



Garden owners

74%

of readers own a house with a garden.



21.5%

of readers own a garden.



1.5%

have other arrangements.



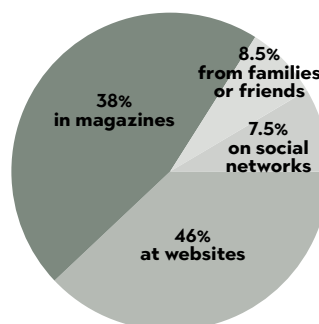
26.5%

of readers own a residential unit with a balcony.



15.5%

of readers own a cottage or cabin with a garden around it.



Where they look for gardening tips

- 38% in magazines.
- 46% at websites.
- 7.5% at websites.
- 8.5% within their families or among friends



Best advertising combination!
Časopis Záhřada + web zahrada.sk
 527,000 readers each month!



ISSUE DEADLINES	ISSUE DATE	GARDEN HOBBIES	RECREATIONAL GARDENING	BUILDING AND RECONSTRUCTION	LIVESTOCK FARMING
ZÁHRADA 7/2023 ORDERS: 18. 8. 2023 MATERIALS: Editorial assistance: 8. 8. 2023 Advertorials: 18. 8. 2023 Advertising: 23. 8. 2023	6. 9. 2023	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing • Garden lighting	• Raising livestock • Diseases and pests
ZÁHRADA 8/2023 ORDERS: 22. 9. 2023 MATERIALS: Editorial assistance: 13. 9. 2023 Advertorials: 22. 9. 2023 Advertising: 27. 9. 2023	10. 10. 2023	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests
ZÁHRADA 9/2023 ORDERS: 27. 10. 2023 MATERIALS: Editorial assistance: 18. 10. 2023 Advertorials: 27. 10. 2023 Advertising: 2. 11. 2023	14. 11. 2023	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests
ZÁHRADA 10/2023 ORDERS: 29. 11. 2023 MATERIALS: Editorial assistance: 20. 11. 2023 Advertorials: 29. 11. 2023 Advertising: 4. 12. 2023	15. 12. 2023	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests
ZÁHRADA 1/2024 ORDERS: 9. 1. 2024 MATERIALS: Editorial assistance: 29. 12. 2023 Advertorials: 10. 1. 2024 Advertising: 12. 1. 2024	25. 1. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests
ZÁHRADA 2/2024 ORDERS: 15. 2. 2024 PODKLADY: redakčná spolupráca 5. 2. 2024 Advertorials: 15. 2. 2024 Advertising: 19. 2. 2024	1. 3. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests

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ZÁHRADA 3/2024 ORDERS: 20. 3. 2024 MATERIALS: Editorial assistance: 11. 3. 2024 Advertorials: 21. 3. 2024 Advertising: 25. 3. 2024	8. 4. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Záhradný architekt • Údržba trávnik • Terasy a altánky, bazény • Spevnené plochy, chodníky • Oplotenie • Dlažby a obklady v záhrade	• Raising livestock • Diseases and pests
ZÁHRADA 4/2024 ORDERS: 25. 4. 2024 MATERIALS: Editorial assistance: 16. 4. 2024 Advertorials: 26. 4. 2024 Advertising: 30. 4. 2024	13. 5. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing • Pools	• Raising livestock • Diseases and pests
ZÁHRADA 5/2024 ORDERS: 30. 5. 2024 MATERIALS: Editorial assistance: 21. 5. 2024 Advertorials: 31. 5. 2024 Advertising: 4. 6. 2024	17. 6. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing • Pools	• Raising livestock • Diseases and pests
ZÁHRADA 6/2024 ORDERS: 11. 7. 2024 MATERIALS: Editorial assistance: 2. 7. 2024 Advertorials: 12. 7. 2024 Advertising: 16. 7. 2024	29. 7. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests TRADE FAIR AGROCOMPLEX 2024
ZÁHRADA 7/2024 ORDERS: 21. 8. 2024 MATERIALS: Editorial assistance: 12. 8. 2024 Advertorials: 22. 8. 2024 Advertising: 23. 8. 2024	6. 9. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing • Garden lighting	• Raising livestock • Diseases and pests
ZÁHRADA 8/2024 ORDERS: 24. 9. 2024 MATERIALS: Editorial assistance: 13. 9. 2024 Advertorials: 25. 9. 2024 Advertising: 27. 9. 2024	10. 10. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests
ZÁHRADA 9/2024 ORDERS: 28. 10. 2024 MATERIALS: Editorial assistance: 17. 10. 2024 Advertorials: 29. 10. 2024 Advertising: 31. 10. 2024	13. 11. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests
ZÁHRADA 10/2024 ORDERS: 28. 11. 2024 MATERIALS: Editorial assistance: 19. 11. 2024 Advertorials: 29. 11. 2024 Advertising: 3. 12. 2024	16. 12. 2024	• Gardening ideas • Painting • Tools and equipment • Materials and products	• Decorative and home gardening • Monthly advice • Shopping lists • Diseases and pests	• Landscaping • Lawn maintenance • Patios, gazebos and pools • Pavements and reinforced surfaces • Fencing	• Raising livestock • Diseases and pests

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Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 5,700
	2/1 spread in page layout	400	267	–	
	1/1 spread	210	297	3	€ 3,300
	1/1 spread in page layout	193	267	–	
	1/2 spread width	193	129	–	€ 1,900
	1/2 spread height	95	267	–	
	1/3 spread width	193	84	–	€ 1,350
	1/3 spread height	62	267	–	
LEADER	2nd cover page	210	297	3	€ 3,900
	1st magazine page	210	297	3	€ 3,900
	Other pages before the editorial	210	297	3	€ 3,700
	1/3 height by the editorial	62	267	–	€ 2,350
	3rd cover page	210	297	3	€ 3,650
	4th cover page	210	297	3	€ 4,600
PR	2/1 PR	5,000 characters, 2-5 pictures, logo			€ 5,700
	1/1 PR	4,000 characters, 2-4 pictures, logo			€ 3,300
	1/2 PR width	2,000 characters, 1-2 pictures, logo			€ 1,900
	1/2 PR height				
	2/3 PR width	2,000 characters, 1-2 pictures, logo			€ 2,300
	2/3 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	450 characters, 1 picture			€ 1,200
	Purchasing tips (1 product)	450 characters, 1 picture, price and contact			€ 1,200
	Product placement	250 characters, 1 picture			€ 900
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,800
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Non-standard formats

Column branding
€ 2,500
Materials: logo

Product placement
€ 900
Materials: product photo, name and description; price and packing size; web contact

Editorial page branding
€ 1,200
Materials: 450 characters including spaces; 1 product photo; price; web contact

* News and information is published in the editorial section only if it has not appeared before in Záhřada. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.
** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.
Prices are also determined by the number of inserted attachments and current postage and handling fees.
EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only.
CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Full or partial-page advertisements

1/1 spread
210 x 297 mm
€ 3,300

2/3 PR width
€ 2,300
2,000 characters
1-2 photos
logo

2/3 PR height
€ 2,300
2,000 characters
1-2 photos
logo

1/1 PR
€ 3,300
4,000 characters
2-4 photos
1 logo

1/2 width
193 x 129 mm
€ 1,900

1/2 height
95 x 267 mm
€ 1,900

1/3 width
193 x 84 mm
€ 1,350

1/3 height
62 x 267 mm
€ 1,250

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Záhřada

Kalendár

2025

Rok záhradkára

Aktuálne práce, zaujímavosti
a praktické rady do záhrady

Branding
€ 4,000
for your logo
on the cover
and for all
52 weeks

365
dní

v okrasnej
i úžitkovej
záhrade

Obsahuje aj
LUNÁRNY
KALENDÁR
pre záhradkárov

8 582000 008429

5.50 €

General information

Circulation: 22,000 copies
Target group: Gardeners that love what they do
Characteristics: 297 x 160 mm format, 60 pages
full color print, spiral binding
Price: € 5.50

Distribution

- Newsstands and press shops
- DIY stores
- Sold online at www.jagastore.sk

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December 2023

52 / 52

25. Pondelok

Prvý sviatok vianočný

26. Utorok

Druhý sviatok vianočný, Štefan

27. Streda

Filoména

28. Štvrtok

Ivana Ivona

29. Piatok

Milada Nátan

30. Sobota

Dávid

31. Nedeľa

Silvester

Rozmnožovanie ananásu

Počas zimy a vianočných sviatkov patrí ananás k vyhľadávanému ovociu. Dobrá dostupnosť zdravých a chutných ananásových plodov môže byť príležitosťou aj na vypestovanie vlatnej rastliny. Plod ananásu, používaný aj na získanie listovej ružice, však radšej nekupujeme vonku na trhovisku, ale radšej si ho zaobstaráme v predajni. Pri kúpe vonku totiž hrozí, že plod bude namrznutý a listová ružica poškodená chladom. Získanie mladšej rastliny z listovej ružice je jednoduché. Odrezok zakoreniť v pohári s vodou alebo v substráte, ktorý je určený na rozmnožovanie rastlín. V tom prípade koniec zaschnutého odrezku namočíme do práškoveho stimulátora. Podporíme tak zakorenenie a tvorbu zdravých a silných korení. Rýchlejšie sa zakorení vo svetlom a teplom prostredí, ideálna teplota počas zakoreňovania je 25 až 28 °C. Substrát dobre zavlážime a nádobu prekryjeme priehľadným igelitovým vreckom. Vnútri sa vytvorí priaznivé mikroklima na zakorenenie. Substrát by mal byť stále mierne vlhký, nie premáčaný. Zakorenenie trvá asi jeden až dva mesiace.

Column footer

86 x 30 mm

€ 1,000

price for an ad on four weeks

Záhřada

Branding
€ 4,000
for your logo
on the cover
and on all
52 weeks

www.zahrada.sk

ISSUE DEADLINES		ISSUE DATE
ZÁHRADA 2025 CALENDAR		7. 10. 2024
ORDERS:	17. 9. 2024	
MATERIALS: Editorial assistance:	5. 9. 2024	
Advertorials:	17. 9. 2024	
Advertising:	24. 9. 2024	

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Why advertise in ASB

- 01 Most widely read magazine for architecture and civil engineering in Slovakia
- 02 Highest market affinity among the target group of architects, developers, and contractors.
- 03 91% of ASB readers either decide on purchases of construction site material and technologies or are involved in the decision-making process.
- 04 Because ASB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.
- 05 The entire print-run is effectively distributed to its target audience.

General information

Circulation:	6,000
Frequency:	eight times per year + three special issues
Number of pages:	112 – 160
Price:	€ 3.90
	31th year

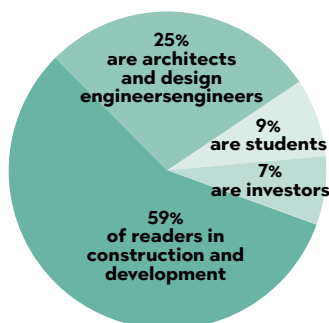
Distribution

- Subscriptions
- Direct mailings to target groups
- Sold at selected print media stands and shops
- Sold at home and building industry trade shows

32

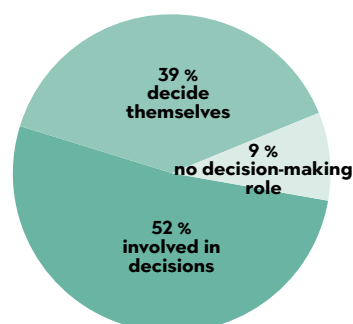
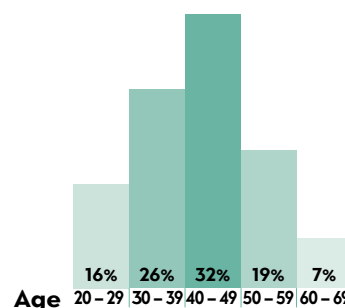
Who reads ASB

A typical reader is a man with either a university or secondary school education, although university-educated women read it, too. The vast majority of readers either manage construction and development companies or are architects. The men and women who read ASB are of working age and use the information they find inside for their professional careers, with up to 91% of readers either deciding or involved in decision-making on the purchase of construction materials and technologies!



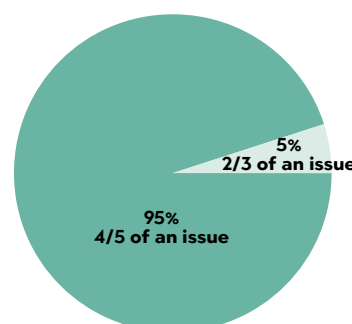
- 59% of readers manage construction and development companies.
- 25% of readers are architects and design engineers.
- 9% of readers are studying civil engineering at universities.
- 7% of readers are developers or investing in development.

Among men and women



Purchasing decisions

- 52% of readers are involved in purchasing decisions.
- 39% of readers decide on purchases.
- 9% of readers are not involved in purchasing decisions.



Intriguing content

- 95% of readers look at four-fifths of every issue.
- 5% of readers look at two-thirds of every issue.

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Source: Survey of 853 respondents answering questions in a reader opinion poll.

ISSUE DEADLINES	ISSUE DATE	TOPICS	INTERIORS	FINANCING	TRADE FAIRS AND EVENTS
ASB 10/2023 #242 ORDERS: 12. 10. 2023 MATERIALS: Editorial assistance: 3. 10. 2023 Advertorials: 12. 10. 2023 Advertising: 17. 10. 2023	31. 10. 2023	<ul style="list-style-type: none"> • Construction and suppliers • Energy-efficient buildings • Insulation 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 	<ul style="list-style-type: none"> • Financing development projects and construction 	
ASB 11 – 12/2023 GREEN #243 ORDERS: 13. 11. 2023 MATERIALS: Editorial assistance: 2. 11. 2023 Advertorials: 13. 11. 2023 Advertising: 16. 11. 2023	30. 11. 2023	<ul style="list-style-type: none"> • Climate change and the impact on architectural designs and construction • Energy-efficient buildings: what is a zero house? • Environmentally-friendly materials for the third millennium 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 		
ASB 1 – 2/2024 #244 ORDERS: 30. 1. 2024 MATERIALS: Editorial assistance: 19. 1. 2024 Advertorials: 31. 1. 2024 Advertising: 5. 2. 2024	16. 2. 2024	<ul style="list-style-type: none"> • Newly-constructed buildings • Tourist buildings and hotels • Sanitation ware and fittings 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 	<ul style="list-style-type: none"> • Financing development projects and construction 	FURNITURE AND LIVING 2024 <ul style="list-style-type: none"> • MIPIM 2024
ASB Special Issue 1/2024 ORDERS: 19. 2. 2024 MATERIALS: Editorial assistance: 8. 2. 2024 Advertorials: 20. 2. 2024 Advertising: 23. 2. 2024	7. 3. 2024	ASB TOP 50 Architectural Studios in Slovakia	Overview of Slovakia's major architectural studios		
ASB 3/2024 #245 ORDERS: 4. 3. 2024 MATERIALS: Editorial assistance: 29. 2. 2024 Advertorials: 8. 3. 2024 Advertising: 14. 3. 2024	26. 3. 2024	<ul style="list-style-type: none"> • Offices and logistics • Administrative buildings • Glass and glass facades 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 	<ul style="list-style-type: none"> • Financing development projects and construction 	CONECO RACIOENERGIA 2024
ASB 4/2024 #246 ORDERS: 3. 4. 2024 MATERIALS: Editorial assistance: 25. 3. 2024 Advertorials: 4. 4. 2024 Advertising: 9. 4. 2024	22. 4. 2024	<ul style="list-style-type: none"> • Available housing • Residential buildings and construction • Windows, doors 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 	<ul style="list-style-type: none"> • Financing development projects and construction 	

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ASB 5/2024 #247 ORDERS: 7. 5. 2024 MATERIALS: Editorial assistance: 26. 4. 2024 Advertorials: 9. 5. 2024 Advertising: 14. 5. 2024	27. 5. 2024	<ul style="list-style-type: none"> • Development • Civic construction • Floors and pavement 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 	<ul style="list-style-type: none"> • Financing development projects and construction 	DEVELOPMENT SUMMIT 2024
ASB Special Issue 2/2024 ORDERS: 24. 5. 2024 MATERIALS: Editorial assistance: 15. 5. 2024 Advertorials: 27. 5. 2024 Advertising: 30. 5. 2024	12. 6. 2024	TOP 50 Buildings in Slovakia	Overview of the largest and most attractive buildings that have been constructed in Slovakia.		
ASB 6 – 7/2024 #248 ORDERS: 3. 6. 2024 MATERIALS: Editorial assistance: 23. 5. 2024 Advertorials: 4. 6. 2024 Advertising: 7. 6. 2024	20. 6. 2024	<ul style="list-style-type: none"> • Urban development and planning • Urban buildings and construction • Roofing 	<ul style="list-style-type: none"> • Development projects in preparation 	<ul style="list-style-type: none"> • Financing development projects and construction 	
ASB Special Issue 3/2024 ORDERS: 11. 9. 2024 MATERIALS: Editorial assistance: 2. 9. 2024 Advertorials: 12. 9. 2024 Advertising: 17. 9. 2024	30. 9. 2024	Almanac of the TOP 1,350 construction companies in Slovakia	<ul style="list-style-type: none"> • Overview of the 1,350 most successful companies and how they are performing • New, yet unpublished categories and rankings • Development projects in preparation • Macroeconomic analysis and forecasts 		
ASB 8 – 9/2024 #249 ORDERS: 3. 9. 2024 MATERIALS: Editorial assistance: 25. 8. 2024 Advertorials: 4. 9. 2024 Advertising: 9. 9. 2024	22. 9. 2024	<ul style="list-style-type: none"> • Architects • Sustainability in architecture • Facades 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 	<ul style="list-style-type: none"> • Financing development projects and construction 	ASB GALA 2024
ASB 10/2024 #250 ORDERS: 14. 10. 2024 MATERIALS: Editorial assistance: 3. 10. 2024 Advertorials: 15. 10. 2024 Advertising: 18. 10. 2024	31. 10. 2024	TOP 50 Developers in Slovakia	Overview of Slovakia's major developers		
ASB 11 – 12/2024 GREEN #251 ORDERS: 12. 11. 2024 MATERIALS: Editorial assistance: 1. 11. 2024 Advertorials: 13. 11. 2024 Advertising: 18. 11. 2024	29. 11. 2024	<ul style="list-style-type: none"> • Climate change and the impact on architectural designs and construction • Energy-efficient buildings: what is a zero house? • Environmentally-friendly materials for the third millennium 	<ul style="list-style-type: none"> • Interiors, designs and furniture • Attention to detail 		

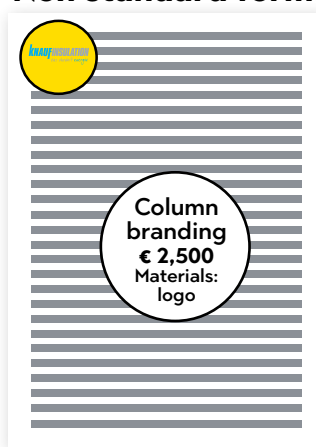
35

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in page layout	435	266	—	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in page layout	197	266	—	
	1/2 spread width in page layout	197	127	—	€ 2,100
	1/2 spread height	230	150	3	
	1/2 spread length in page layout	92,5	266	—	€ 1,550
	1/3 spread width	197	80	—	
	1/3 spread height	57	266	—	
LEADER	Headline label	70	300	3	€ 4,350
	Z-gate	454	300	3	€ 7,800
	2nd cover page	230	300	3	€ 4,550
	1st magazine page	230	300	3	€ 4,550
	Other pages before the editorial	230	300	3	€ 4,300
	1/3 height by the editorial	57	265,7	—	€ 2,600
	3rd cover page	230	300	3	€ 4,350
	4th cover page	230	300	3	€ 5,800
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			€ 6,500
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			€ 3,700
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			€ 2,600
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
	1/2 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	650 characters, 1 picture			€ 1,400
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Non-standard formats



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** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges. Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE:

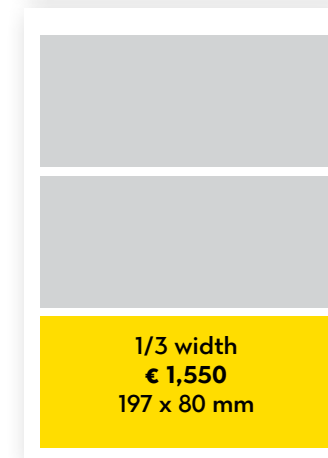
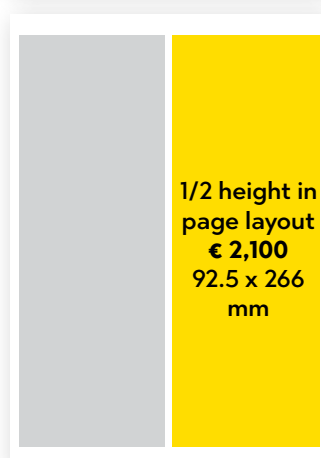
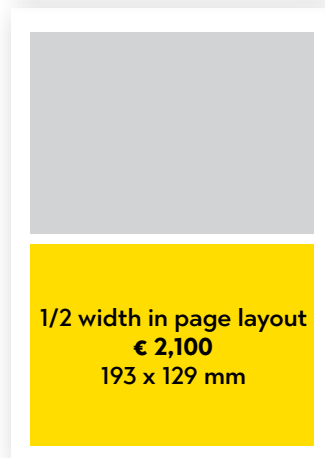
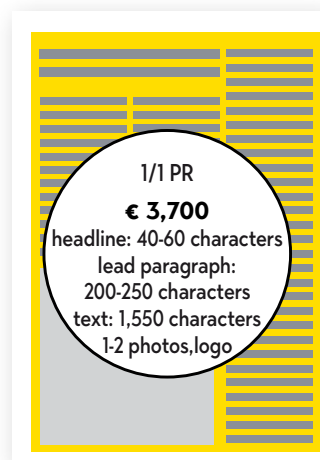
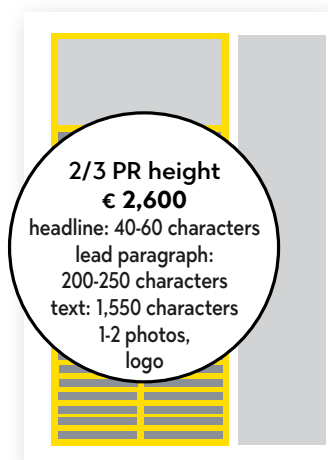
10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only

cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

CANCELLATION FEES:
50% of the price if



Full or partial-page advertisements





Why advertise in ASB Green

- 01 Provides a comprehensive vision of sustainable architecture.
- 02 Highest market affinity among the target group of architects, developers, and contractors.
- 03 91% of ASB readers either decide on purchases of construction site material and technologies or are involved in the decision-making process.
- 04 Because ASB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.
- 05 The entire print-run is effectively distributed to its target audience.

General information

Circulation: 6,000
 Number of pages: 136 - 160
 Price: € 3.90

Distribution

- Subscriptions
- Direct mailings to target groups
- Sold at selected print media stands and shops
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

Issue Themes

ISSUE DEADLINES	ISSUE DATE	TOPICS
ASB 11 – 12/2023 GREEN #243 ORDERS: 13. 11. 2023 MATERIALS: 2. 11. 2023 Editorial assistance: 13. 11. 2023 Advertorials: 16. 11. 2023 Advertising:	30. 11. 2023	<ul style="list-style-type: none"> • Climate change and the impact on architectural designs and construction • Energy-efficient buildings: what is a zero house? • Environmentally-friendly materials for the third millennium
ASB 11 – 12/2024 GREEN #251 ORDERS: 12. 11. 2024 MATERIALS: 1. 11. 2024 Editorial assistance: 13. 11. 2024 Advertorials: 18. 11. 2024 Advertising:	29. 11. 2024	<ul style="list-style-type: none"> • Climate change and the impact on architectural designs and construction • Energy-efficient buildings: what is a zero house? • Environmentally-friendly materials for the third millennium

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** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges. Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement
 DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
 100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in page layout	197	266	–	
	1/2 spread width in page layout	197	127	–	
	1/2 spread height	230	150	3	€ 2,100
	1/2 spread length in page layout	92,5	266	–	
	1/3 spread width	197	80	–	
	1/3 spread height	57	266	–	€ 1,550
	Headline label	70	300	3	€ 4,350
LEADER	Z-gate	454	300	3	€ 7,800
	2nd cover page	230	300	3	€ 4,550
	1st magazine page	230	300	3	€ 4,550
	Other pages before the editorial	230	300	3	€ 4,300
	1/3 height by the editorial	57	265,7	–	€ 2,600
	3rd cover page	230	300	3	€ 4,350
	4th cover page	230	300	3	€ 5,800
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			€ 6,500
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			€ 3,700
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			€ 2,600
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
OTHER	1/2 PR height				
	Editorial section* (news and information not previously published in the magazine)	650 characters, 1 picture			€ 1,400
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
 General Terms and Conditions can be found on page 70.

Why advertise in ASB TOP 50 Architectural Studios in Slovakia

- 01 Reaches 111,000 readers per month combined with advertising on asb.sk.
- 02 Most widely read architecture and construction magazine in Slovakia.
- 03 91% of ASB readers decide or are involved in decision-making on purchases of construction site material and technologies.
- 04 Because ASB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.

What readers see in ASB TOP 50 Architectural Studios in Slovakia

Fifty contemporary architectural studios in Slovakia selected by ASB that have contributed significantly to high-quality architecture.

General information

Number of pages: 160
Circulation: 6 000
Price: € 8.90
Target group: Staff employed at engineering, design and implementation companies, developers and people that professionally use information from the ASB 50 Architectural Studios in Slovakia.

Distribution

- Subscriptions
- Direct mailings to target groups
- Sold at home and building industry trade shows
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk



Formatting and advertising rates

ISSUE DEADLINES	ISSUE DATE	TOPICS
ASB Special Issue 1/2024 ORDERS: 19. 2. 2024 MATERIALS: Editorial assistance: 8. 2. 2024 Advertorials: 20. 2. 2024 Advertising: 23. 3. 2024	7. 3. 2024	ASB TOP 50 Architectural Studios in Slovakia Overview of Slovakia's major architectural studios

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Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.

100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.



	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in page layout	435	266	—	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in page layout	197	266	—	
	1/2 spread width in page layout	197	127	—	€ 2,100
	1/2 spread height	230	150	3	
	1/2 spread length in page layout	92,5	266	—	€ 1,550
	1/3 spread width	197	80	—	
	1/3 spread height	57	266	—	€ 4,350
	Headline label	70	300	3	
LEADER	Z-gate	454	300	3	€ 7,800
	2nd cover page	230	300	3	€ 4,550
	1st magazine page	230	300	3	€ 4,550
	Other pages before the editorial	230	300	3	€ 4,300
	1/3 height by the editorial	57	265,7	—	€ 2,600
PR	3rd cover page	230	300	3	€ 4,350
	4th cover page	230	300	3	€ 5,800
	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			€ 6,500
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			€ 3,700
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			€ 2,600
OTHER	2/3 PR height	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
	1/2 PR height	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
	Editorial section*	(news and information not previously published in the magazine)			€ 1,400
	Branding columns	logo			€ 2,500
OTHER	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Why advertise in ASB TOP 50 Developers in Slovakia

- 01 Provides a comprehensive vision of sustainable architecture.
- 02 Highest market affinity among the target group of architects, developers, and contractors.
- 03 91% of ASB readers either decide on purchases of construction site material and technologies or are involved in the decision-making process.
- 04 Because ASB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.
- 05 The entire print-run is effectively distributed to its target audience.

General information

Circulation: 6,000
Number of pages: 136 - 160
Price: € 3.90

Distribution

- Subscriptions
- Direct mailings to target groups
- Sold at selected print media stands and shops
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk



OKTOBER 2024
ROČNÍK 3
8,90 €
JAGA

ASB

ARCHITEKTÚRA
STAVEBNÍCTVO
BIZNIS

TOP 50
DEVELOPEROV
SLOVENSKA



ISSUE DEADLINES		ISSUE DATE	TOPICS
ASB 10/2024 #250		31. 10. 2024	ASB TOP 50 Developers in Slovakia Overview of Slovakia's major developers
ORDERS:	14. 10. 2024		
MATERIALS:			
Editorial assistance:	3. 10. 2024		
Advertorials:	15. 10. 2024		
Advertising:	18. 10. 2024		

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Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

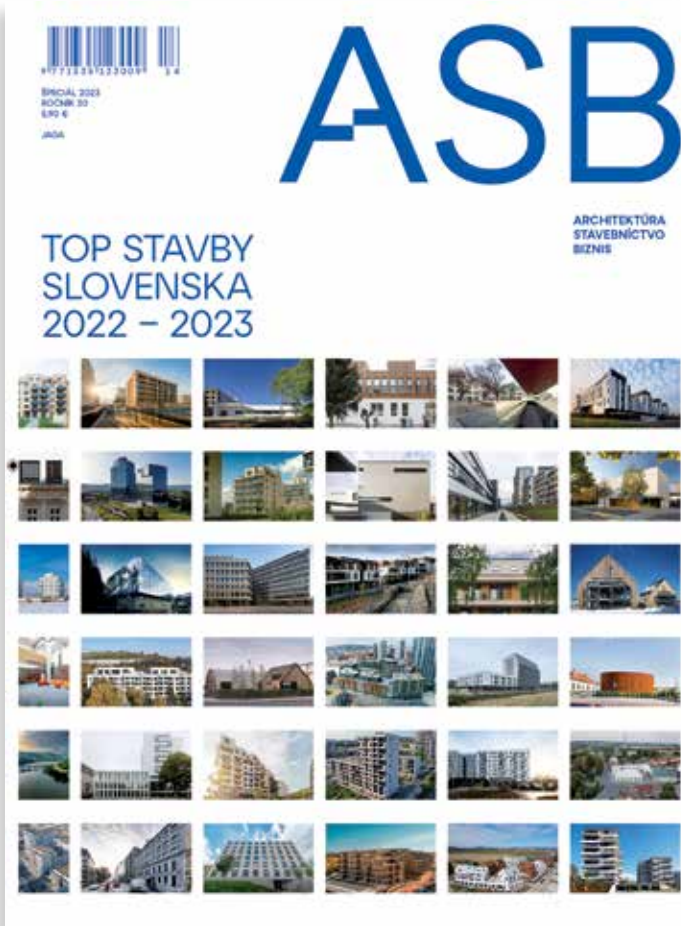
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.

100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in page layout	197	266	–	
	1/2 spread width in page layout	197	127	–	€ 2,100
	1/2 spread height	230	150	3	
	1/2 spread length in page layout	92,5	266	–	
	1/3 spread width	197	80	–	€ 1,550
	1/3 spread height	57	266	–	
LEADER	Headline label	70	300	3	€ 4,350
	Z-gate	454	300	3	€ 7,800
	2nd cover page	230	300	3	€ 4,550
	1st magazine page	230	300	3	€ 4,550
	Other pages before the editorial	230	300	3	€ 4,300
	1/3 height by the editorial	57	265,7	–	€ 2,600
	3rd cover page	230	300	3	€ 4,350
	4th cover page	230	300	3	€ 5,800
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			€ 6,500
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			€ 3,700
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			€ 2,600
	2/3 PR height				€ 2,100
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			
OTHER	1/2 PR height				€ 1,400
	Editorial section* (news and information not previously published in the magazine)	650 characters, 1 picture			
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.



Why advertise in ASB Top 50 Buildings

- 01 Reaches 111,000 readers per month combined with advertising on asb.sk.
- 02 Most widely read magazine on architecture and construction business in Slovakia.
- 03 91% of ASB readers decide or are involved in decision-making on purchases of construction site material and technologies.
- 04 Because ASB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.

What readers see in ASB Top 50 Buildings

TOP 50 Slovak buildings by how much has been invested in the construction of these office, administrative and residential buildings, retail centers, sports facilities and civil engineering works, which were approved for occupancy or use between 1 May 2023 and 30 April 2024.

General information

Number of pages: 160
Circulation: 6,000 copies
Price: € 5.90
Target group: Staff employed at engineering, design and implementation companies, developers and people that professionally use information from ASB TOP 50 Buildings.

Distribution

- Subscriptions
- Direct mailings to target groups
- Sold at home and building industry trade shows
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

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ISSUE DEADLINES		ISSUE DATE	TOPICS	
ASB Special Issue 2/2024		12. 6. 2024	TOP 50 BUILDINGS	Overview of the largest and most attractive buildings that have been constructed in Slovakia.
ORDERS:	24. 5. 2024			
MATERIALS:				
Editorial assistance:	15. 5. 2024			
Advertorials:	27. 5. 2024			
Advertising:	30. 5. 2024			

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** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.
Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only

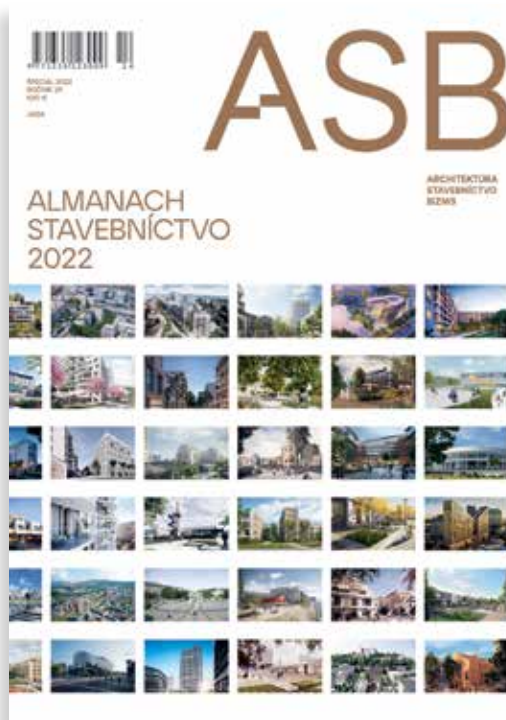
CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.



Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	
	1/1 spread in page layout	197	266	–	€ 3,700
	1/2 spread width in page layout	197	127	–	
	1/2 spread height	230	150	3	
	1/2 spread length in page layout	92,5	266	–	€ 2,100
	1/3 spread width	197	80	–	
1/3 spread height	57	266	–		
LEADER	Headline label	70	300	3	€ 4,350
	Z-gate	454	300	3	€ 7,800
	2nd cover page	230	300	3	€ 4,550
	1st magazine page	230	300	3	€ 4,550
	Other pages before the editorial	230	300	3	€ 4,300
	1/3 height by the editorial	57	265,7	–	€ 2,600
	3rd cover page	230	300	3	€ 4,350
	4th cover page	230	300	3	€ 5,800
PR	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			€ 6,500
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			€ 3,700
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			€ 2,600
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
	1/2 PR height				
OTHER	Editorial section* (news and information not previously published in the magazine)	650 characters, 1 picture			€ 1,400
	Branding columns	logo			€ 2,500
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.



Why advertise in ASB ALMANACS

- 01 Attractive to readers with the release of new, as yet unpublished categories and company rankings.
- 02 Reaches 111,000 readers per month combined with advertising on asb.sk.
- 03 Most widely read magazine on architecture and construction business in Slovakia.
- 04 91% of ASB readers decide or are involved in decision-making on purchases of construction site material and technologies.
- 05 Because ASB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.

General information

Circulation: 7,000 copies

Number of pages: 360

Price: € 9.90

Staff employed at engineering, design or implementation companies, developers and people that professionally use information from ASB ALMANACS

Distribution

- Subscriptions
- Direct mailings to target groups
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

ISSUE DEADLINES	ISSUE DATE	TOPICS
ASB Special Issue 3/2024 ORDERS: 11. 9. 2024 MATERIALS: 30. 9. 2024 Editorial assistance: 2. 9. 2024 Advertorials: 12. 9. 2024 Advertising: 17. 9. 2024	30. 9. 2024	Almanac of the TOP 1,350 construction companies in Slovakia <ul style="list-style-type: none"> • Overview of the 1,350 most successful companies and how they are performing • New, yet unpublished categories and rankings • Development projects in preparation • Macroeconomic analysis and forecasts

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Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in page layout	435	266	–	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in page layout	197	266	–	
	1/2 spread width in page layout	197	127	–	
	1/2 spread height	230	150	3	€ 2,100
	1/2 spread length in page layout	92,5	266	–	
	1/3 spread width	197	80	–	€ 1,550
LEADER	1/3 spread height	57	266	–	
	Headline label	70	300	3	€ 4,350
	Z-gate	454	300	3	€ 7,800
	2nd cover page	230	300	3	€ 4,550
	1st magazine page	230	300	3	€ 4,550
	Other pages before the editorial	230	300	3	€ 4,300
	1/3 height by the editorial	57	265,7	–	€ 2,600
	3rd cover page	230	300	3	€ 4,350
PR	4th cover page	230	300	3	€ 5,800
	2/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 5,600 characters, 4-8 pictures, logo			€ 6,500
	1/1 PR	headline 40-60 characters, lead paragraph 200-250 characters, text 2,800 characters, 2-4 pictures, logo			€ 3,700
	2/3 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,500 characters, 1-2 pictures, logo			€ 2,600
	2/3 PR height				
	1/2 PR width	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
OTHER	1/2 PR height				
	Editorial section* (news and information not previously published in the magazine)	650 characters, 1 picture			€ 1,400
	Branding columns	logo			€ 2,500
	Inserted advertisements***	minimum price € 2,200			
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

What readers see in the ASB ALMANACS

- Rankings of the most successful construction companies by sales.
- Jaga is the only publisher that breaks down companies into 10 specialized categories by company activity and focus.
- Macroeconomic data gathering and analysis of the construction market and forecasts of future developments in the industry.
- Residential and commercial real estate market developments in Slovakia and Europe.
- Upcoming development projects in Slovakia covering residential, office, retail and multipurpose buildings; logistics centers, manufacturing plants, sports facilities and civic amenities.

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** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:

50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.

100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

47



Why advertise in Stavebné materiály

- 01 82% of the readers either decide about purchases or are involved in decision-making.
- 02 65% of respondents read the advertisements and advertorials in construction and civil engineering magazines (Source: GFK survey).
- 03 52% of respondents read the advertisements and advertorials in Stavebné materiály when they are selecting a supplier of materials or services (Source: GFK survey).
- 04 The entire print-run is effectively distributed to its target audience with unsold copies enclosed free of charge with current issues of home and living magazines.
- 05 Because Stavebné materiály readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.

General information

Circulation: 6,000 copies
 Frequency: six times per year
 Number of pages: 56 – 80
 Price: € 2.60
 20th year

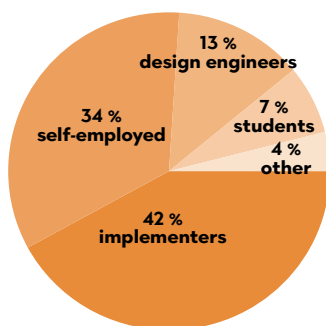
Distribution

- Subscriptions
- Direct mailings to target groups
- Newsstands and press shops
- Sold at newsstands and press shops
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

48

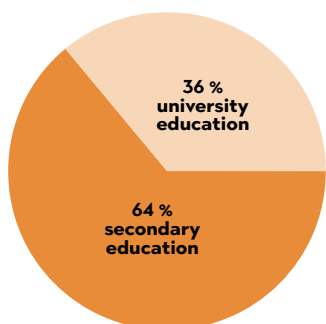
Who reads Stavebné materiály

The vast majority of readers are employed at implementation, engineering or design companies or are self-employed. They are in the working age range of 23-55 years and use the information they read in the magazine for their professional careers. Many are interested in unbiased information about specific products and practical information. The magazine is not only informative but also educational.



Implementation service providers and the self-employed

- 42% of readers are employed by implementation service providers.
- 34% of readers are self-employed in construction and use the information they read in the magazine for their professional careers.
- 13% of readers are employed by engineering design companies
- 7% of readers studying civil engineering at universities.
- 4% are in other professions.



Education

- 64% of readers have a secondary school education and use the information they read in the magazine for their professional career.
- 36% of readers have a university education and work in the construction education.

Read more by men

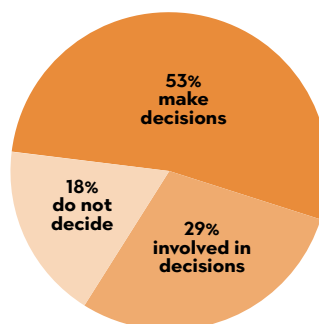
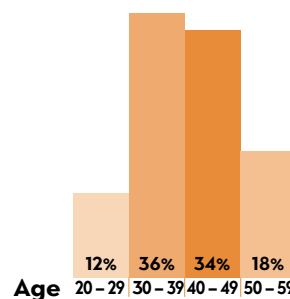
86%

of readers are men interested in construction or civil engineering that either make major decisions or are company executives.



14%

of readers are women who are professionals in construction or civil engineering.



Purchasing decisions

- 53% of readers decide about purchases.
- 29% of readers are involved in purchasing decisions.
- 18% of readers are not involved in purchasing decisions.

49

Source: Survey of 862 respondents answering questions in a reader opinion poll.

ISSUE DEADLINES	ISSUE DATE	TOPIC	BUILDING AND RECONSTRUCTION		OTHER AREAS
Stavebné materiály 5/2023 #136 ORDERS: 21. 9. 2023 MATERIALS: Editorial assistance: 12. 9. 2023 Advertorials: 21. 9. 2023 Advertising: 26. 9. 2023	10. 10. 2023	Renovation and revitalization of buildings	<ul style="list-style-type: none"> Construction failures and faults Reconstruction and renovation Construction chemistry 	<ul style="list-style-type: none"> Reconstruction materials and products Waterproofing Construction engineering 	
Stavebné materiály 6/2023 #137 ORDERS: 20. 10. 2023 MATERIALS: Editorial assistance: 10. 10. 2023 Advertorials: 20. 10. 2023 Advertising: 25. 10. 2023	10. 11. 2023	Production plants and industrial buildings	<ul style="list-style-type: none"> Wood and steel structures Reinforced and pre-stressed concrete structures 	<ul style="list-style-type: none"> Painting and protective coatings Construction engineering 	Construction companies in Slovakia: overview of the best companies in Slovakia and how they are performing
Stavebné materiály 1/2024 #138 ORDERS: 11. 3. 2024 MATERIALS: Editorial assistance: 29. 2. 2024 Advertorials: 12. 3. 2024 Advertising: 15. 3. 2024	28. 3. 2024	Vertical and horizontal construction	<ul style="list-style-type: none"> Enhanced partition acoustics Walls, ceilings, floors Concrete and concrete structures 	<ul style="list-style-type: none"> Masonry materials and prefabricates Protection for vertical and horizontal construction Dry construction 	· CONEKO RACIOENERGIA 2024
Stavebné materiály 2/2024 #139 ORDERS: 29. 4. 2024 MATERIALS: Editorial assistance: 18. 4. 2024 Advertorials: 29. 4. 2024 Advertising: 3. 5. 2024	17. 5. 2024	Building envelopes and filling gaps	<ul style="list-style-type: none"> Enhanced insulation of vertical construction Construction and filling of openings in building envelopes 	<ul style="list-style-type: none"> Windows, doors, and fully-glazed walls Energy-efficient construction Construction engineering 	· International Engineering Fair Nitra 2024
Stavebné materiály 3/2024 #140 ORDERS: 4. 6. 2024 MATERIALS: Editorial assistance: 24. 5. 2024 Advertorials: 4. 6. 2024 Advertising: 10. 6. 2024	21. 6. 2024	Roof structures	<ul style="list-style-type: none"> Materials for eliminating thermal bridges in roof cladding Flat and pitched roofs Roof structures Roof insulation 	<ul style="list-style-type: none"> Metal and wood roofs Roof superstructures Construction engineering Precast concrete products 	· Development summit 2024
Stavebné materiály 4/2024 #141 ORDERS: 22. 8. 2024 MATERIALS: Editorial assistance: 13. 8. 2024 Advertorials: 23. 8. 2024 Advertising: 28. 8. 2024	10. 9. 2024	Surface treatment of construction framework	<ul style="list-style-type: none"> Waterproofing materials for vertical and horizontal construction Plasters and paints Thermal insulation and soundproofing 	<ul style="list-style-type: none"> Exterior and interior tiles and paving Construction engineering Flooring 	
Stavebné materiály 5/2024 #142 ORDERS: 24. 9. 2024 MATERIALS: Editorial assistance: 13. 9. 2024 Advertorials: 24. 9. 2024 Advertising: 30. 9. 2024	11. 10. 2024	Renovation and revitalization of buildings	<ul style="list-style-type: none"> Renovating building envelopes and balconies Construction failures and faults Reconstruction and renovation Construction chemistry 	<ul style="list-style-type: none"> Reconstruction materials and products Waterproofing Construction engineering 	
Stavebné materiály 6/2024 #143 ORDERS: 29. 10. 2024 MATERIALS: Editorial assistance: 18. 10. 2024 Advertorials: 30. 10. 2024 Advertising: 4. 11. 2024	15. 11. 2024	Production plants and industrial buildings	<ul style="list-style-type: none"> Sustainable materials Wood and steel structures 	<ul style="list-style-type: none"> Reinforced concrete and pre-stressed concrete structures Painting and protective coatings Construction engineering 	Construction companies in Slovakia: overview of the best companies in Slovakia and how they are performing

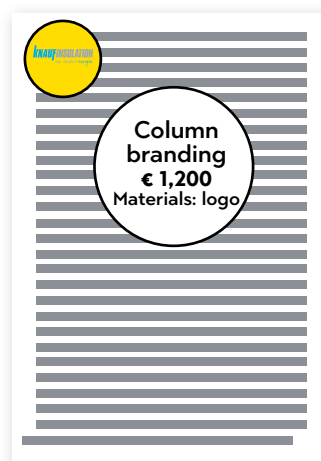
50

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 5,500
	2/1 spread in page layout	390	267	–	
	1/1 spread	210	297	3	€ 3,300
	1/1 spread in page layout	175	267	–	
	1/2 spread width in page layout	175	132	–	€ 1,900
	1/2 spread height	86	267	–	
	1/3 spread width	175	87	–	€ 1,400
	1/3 spread height	56	267	–	
LEADER	1/4 spread*	86	132	–	€ 1,200
	Headline label	70	297	3	€ 3,700
	Z-gate	400	297	3	€ 7,450
	2nd cover page	210	297	3	€ 3,950
	1st magazine page	210	297	3	€ 3,950
	2nd and 3rd magazine page	210	297	3	€ 3,700
	3rd cover page	210	297	3	€ 3,700
	4th cover page	210	297	3	€ 4,650
PR	2/1 PR	8,400 characters, 2-8 pictures, logo			€ 5,500
	1/1 PR	4,200 characters, 2-4 pictures, logo			€ 3,300
	1/3 PR width	2,100 characters, 1-2 pictures, logo			€ 1,900
	1/3 PR height				
	2/3 PR width	3,200 characters, 1-2 pictures, logo			€ 2,300
	2/3 PR height				
	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			€ 1,200
	Product placement	250 characters, 1 picture			€ 700
OTHER	Branding columns	logo			€ 1,200
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Non-standard formats



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Prices are also determined by the number of inserted attachments and current postage and handling fees

EXTRA CHARGE: 10% for requested placement
DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.





Why advertise in Správa budov

- 01 Four issues of Správa budov are sent on a rotating basis during the year to 10,500 heads of homeowner associations, allowing your advertisements in all issues to reach almost all of them in Slovakia.
- 02 The entire print-run is effectively distributed to its target audience with unsold copies enclosed free of charge with current issues of home and living magazines.
- 03 Správa budov also covers investments in construction or reconstruction to augment existing housing stock.
- 04 37% of readers use information from advertisements and advertorial published in Správa budov once or several times (Source: GFK survey).
- 05 Because Správa budov readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.

General information

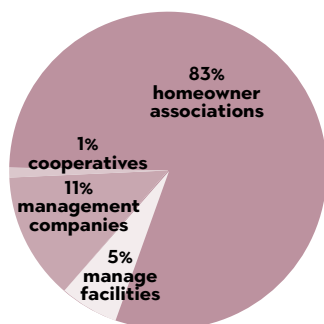
Circulation:	6,000
Frequency:	four times per year
Number of pages:	56 – 80
Price:	€ 2.60
18th year	
Target group:	senior staff of management companies and homeowner associations, facility managers

Distribution

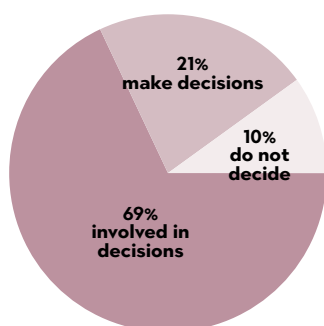
- Subscriptions
- Direct mailings to target groups
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

Who reads Správa budov

Typical readers of Správa budov are men and women of working age, either senior staff of residential block management companies or heads of homeowner associations. They use the information they read in the magazine in their jobs and most appreciate the steps clearly laid out for renovating residential blocks.



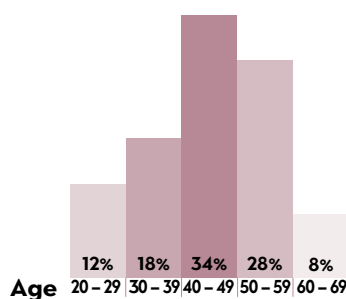
- 83% of the readers are in homeowner associations.
- 11% of the readers are in residential block management companies
- 5% of readers manage facilities management.
- 1% of the readers are in classic cooperatives.



Purchasing decisions

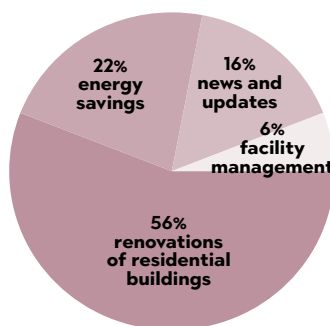
- 21% of readers decide about purchases.
- 69% of readers are involved in purchasing decisions.
- 10% of readers are not involved in purchasing decisions.

Read more by men



What readers look for

- 56% of readers mostly appreciate the clearly presented renovations of residential buildings.
- 22% of readers are mostly interested in information on saving energy.
- 16% of readers are interested in news and updates from administration of residential and commercial properties.
- 6% of readers search for information on how to manage a facility.



ISSUE DEADLINES	ISSUE DATE	TOPIC	SPECIALS	BUILDINGS AND RESIDENTIAL UNITS	OTHER AREAS
Správa budov 4/2023 #68 ORDERS: 7. 11. 2023 MATERIALS: Editorial assistance: 27. 10. 2023 Advertorials: 7. 11. 2023 Advertising: 10. 11. 2023	24. 11. 2023	Energy conservation in buildings	• Renovating facades	• Operating and maintaining buildings • Renovating residential blocks • Producing, distributing and supplying energy • Building equipment and layout	• Facility management • Economics
Správa budov 1/2024 #69 ORDERS: 1. 3. 2024 MATERIALS: Editorial assistance: 21. 2. 2024 Advertorials: 4. 3. 2024 Advertising: 7. 3. 2024	20. 3. 2024	Renovating buildings	• Financing building renovations	• Operating and maintaining buildings • Renovating residential blocks • Producing, distributing and supplying energy • Building equipment and layout	• Facility management • Economics
Správa budov 2/2024 #70 ORDERS: 6. 5. 2024 MATERIALS: Editorial assistance: 25. 4. 2024 Advertorials: 7. 5. 2024 Advertising: 13. 5. 2024	24. 5. 2024	Troubleshooting in residential blocks	• Replacing windows	• Operating and maintaining buildings • Renovating residential blocks • Producing, distributing and supplying energy • Building equipment and layout	• Facility management • Economics
Správa budov 3/2024 #71 ORDERS: 4. 9. 2024 MATERIALS: Editorial assistance: 26. 8. 2024 Advertorials: 5. 9. 2024 Advertising: 10. 9. 2024	23. 9. 2024	Thermal protection of buildings	• Central heating and supplying buildings with energy	• Operating and maintaining buildings • Renovating residential blocks • Producing, distributing and supplying energy • Building equipment and layout	• Facility management • Economics
Správa budov 4/2024 #72 ORDERS: 5. 11. 2024 MATERIALS: Editorial assistance: 25. 10. 2024 Advertorials: 6. 11. 2024 Advertising: 11. 11. 2024	22. 11. 2024	Energy conservation in buildings	• Renovating facades	• Operating and maintaining buildings • Renovating residential blocks • Producing, distributing and supplying energy • Building equipment and layout	• Facility management • Ekonomika

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 4,200
	2/1 spread in page layout	390	267	–	
	1/1 spread	210	297	3	€ 2,400
	1/1 spread in page layout	175	267	–	
	1/2 spread width in page layout	175	132	–	€ 1,300
	1/2 spread height	86	267	–	
	1/3 spread width	175	87	–	€ 950
	1/3 spread height	56	267	–	
	1/4 spread*	86	132	–	€ 800
	Headline label	70	297	3	€ 2,900
LEADER	Z-gate	400	297	3	€ 5,800
	2nd cover page	210	297	3	€ 3,100
	1st magazine page	210	297	3	€ 3,100
	2nd and 3rd magazine page	210	297	3	€ 2,800
	3rd cover page	210	297	3	€ 2,800
PR	4th cover page	210	297	3	€ 3,950
	2/1 PR	8,400 characters, 2-8 pictures, logo			€ 4,200
	1/1 PR	4,200 characters, 2-4 pictures, logo			€ 2,400
	1/3 PR width	2,100 characters, 1-2 pictures, logo			€ 2,300
	1/3 PR height				
OTHER	2/3 PR width	1,500 characters, 1-2 pictures, logo			€ 950
	2/3 PR height				
	2/3 PR šírka	1,700 characters, 1 picture			€ 1,700
	2/3 PR výška				
	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			€ 800
	Product placement	250 characters, 1 picture			€ 700
	Branding columns	logo			€ 1,200
	Inserted advertisements***				minimum price € 2,200
Atypical formats		dimensions and price depend on specifications			

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Non-standard formats

Column branding
€ 1,200
Materials: logo

Product placement
€ 700
Materials: product photo, name and characteristics; price and packing size; web contact

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EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Editorial page
€ 800
Materials: 650 characters including spaces; 1 product photo; price; web contact



Why advertise in TZB HAUSTECHNIK

- 01 Slovakia's only magazine for design engineers. The entire print-run is effectively distributed to target readers.
- 02 Because TZB readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.
- 03 86% of TZB readers decide or are involved in decision-making on purchases of construction site material and technologies.
- 04 78% of readers rate the advertisements and advertorials published in TZB as useful and are using them in their jobs (Source: GFK survey).
- 05 44% of readers have used information from advertisements and advertorials published in TZB one or more times (Source: GFK survey).

General information

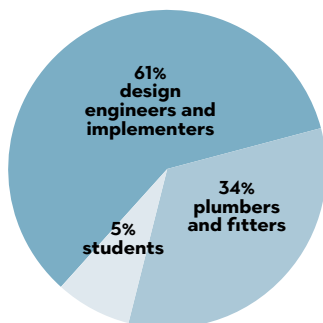
Circulation:	3,500
Frequency:	five times per year
Number of pages:	56 – 80
Price:	€ 2.60
32nd year	

Distribution

- Subscriptions
- Direct mailings to target groups
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

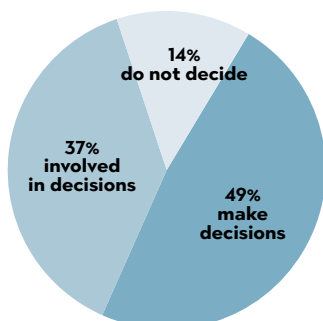
Who reads TZB HAUSTECHNIK

A typical reader is a man in the working age range of 25-55 years with a university or high school education. Women also read the magazine, although to a lesser extent. The majority of readers are employed in companies that engineer layout designs for buildings or work for implementation service providers. They use the information they read in TZB HAUSTECHNIK in their professional careers. This is also reflected in their growing interest in practical and non-commercial information on current products and trends in Slovakia.



Design engineering and implementation service providers

- 61% of readers design building layouts or provide implementation services.
- 34% of the readers are plumbers, fitters, sanitary engineers or involved in the technical side of constructing buildings.
- 5% of readers are students.



Purchasing decisions

- 49% of readers decide about purchases.
- 37% of readers are involved in purchasing decisions.
- 14% of readers are not involved in purchasing decisions. čitateľov o nákupe nerozhoduje.

Read more by men

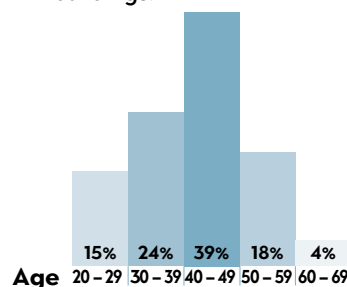
79%

of readers are men involved from financing to engineering and technical layout of buildings.



21%

of readers are women interested in a career in engineering and technical layout of buildings.



What readers look for

- 53% of readers are mostly following news about current products and trends in Slovakia.
- 33% of readers are interested in practical information and professional solutions for technical layout and furnishing of buildings.
- 14% of readers are searching for information about what is currently happening in the field.



ISSUE DEADLINES	ISSUE DATE	SPECIAL TOPICS	OTHER TOPICS	TRADE FAIRS
TZB HAUSTECHNIK 5/2023 ORDERS: 19. 10. 2023 MATERIALS: Editorial assistance: 10. 10. 2023 Advertorials: 19. 10. 2023 Advertising: 24. 10. 2023	7. 11. 2023	Meters, regulators and control technology	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary appliances and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Sanitary systems
TZB HAUSTECHNIK 1/2024 ORDERS: 11. 3. 2024 MATERIALS: Editorial assistance: 29. 2. 2024 Advertorials: 12. 3. 2024 Advertising: 15. 3. 2024	28. 3. 2024	Energy and sustainability	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary appliances and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Fire protection systems
TZB HAUSTECHNIK 2/2024 ORDERS: 17. 4. 2024 MATERIALS: Editorial assistance: 8. 4. 2024 Advertorials: 18. 4. 2024 Advertising: 23. 4. 2024	6. 5. 2024	Quality indoor building environments	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary appliances and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Heat pumps Fire protection systems
TZB HAUSTECHNIK 3/2024 ORDERS: 5. 6. 2024 MATERIALS: Editorial assistance: 27. 5. 2024 Advertorials: 6. 6. 2024 Advertising: 11. 6. 2024	24. 6. 2024	Ventilation, air-conditioning and cooling	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary appliances and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Solar energy in buildings
TZB HAUSTECHNIK 4/2024 ORDERS: 4. 9. 2024 MATERIALS: Editorial assistance: 26. 8. 2024 Advertorials: 5. 9. 2024 Advertising: 10. 9. 2024	23. 9. 2024	Central heating	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary appliances and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Solar energy in buildings Fire protection systems
TZB HAUSTECHNIK 5/2024 ORDERS: 18. 10. 2024 MATERIALS: Editorial assistance: 9. 10. 2024 Advertorials: 21. 10. 2024 Advertising: 24. 10. 2024	6. 11. 2024	Meters, regulators and control technology	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary appliances and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Recuperators Sanitary systems

Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 4,200
	2/1 spread in page layout	390	263	–	
	1/1 spread	210	297	3	€ 2,400
	1/1 spread in page layout	180	263	–	
	1/2 spread width in page layout	180	129	–	€ 1,300
	1/2 spread height	88	263	–	
	1/3 spread width	180	84	–	€ 950
	1/3 spread height	57	263	–	
LEADER	1/4 spread*	88	129	–	€ 800
	Headline label	70	297	3	€ 2,900
	Z-gate	400	297	3	€ 5,800
	2nd cover page	210	297	3	€ 3,100
	1st magazine page	210	297	3	€ 3,100
	2nd and 3rd magazine page	210	297	3	€ 2,800
	3rd cover page	210	297	3	€ 2,800
	4th cover page	210	297	3	€ 3,950
PR	2/1 PR	8,400 characters, 2-8 pictures, logo			€ 4,200
	1/1 PR	4,200 characters, 2-4 pictures, logo			€ 2,400
	1/2 PR width	2,100 characters, 1-2 pictures, logo			€ 1,300
	1/2 PR height				
	1/3 PR width	1,050 characters, 1 picture, logo			€ 950
	1/3 PR height				
	2/3 PR width	1,700 characters, 1 picture, logo			€ 1,700
	2/3 PR height				
OTHER	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			€ 800
	Product placement	250 characters, 1 picture			€ 700
	Branding columns	logo			€ 1,200
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Non-standard formats

Column branding
€ 1,200
Materials: logo

Product placement
€ 700
Materials: product photo, name and characteristics; price and packing size; web contact

Editorial page
€ 800
Materials: 650 characters including spaces; 1 product photo; price; web contact

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EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only

CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.



Prečo inzerovať v Inžinierskych stavbách?

- 01 83% of readers decide or are involved in decision-making on purchases of construction site material and technologies.
- 02 38% of readers use the advertisements and advertorials in Inžinierske stavby when they are selecting a supplier (Source: GFK survey).
- 03 Effective distribution of the entire print-run to target readership.
- 04 Because Inžinierske stavby readers place large orders for technology and materials, there is a return on your investment for every customer your advertising wins.
- 05 Inžinierske stavby is the only highly respected professional magazine for construction and civil engineering, upholding a 72-year-old tradition.
- 06 Links your advertised brand to a trusted magazine.

General information

Circulation:	3,500
Frequency:	six times per year
Number of pages:	56 – 112
Price:	€ 2.60
	72nd year

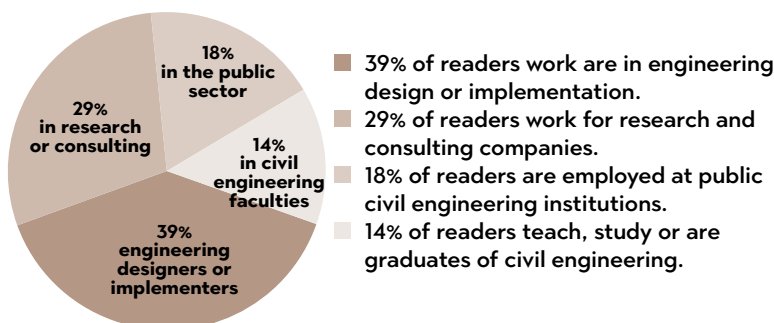
Distribution

- Subscriptions
- Direct mailings to target groups
- Sold online at www.jagastore.sk and www.predplatne.jaga.sk

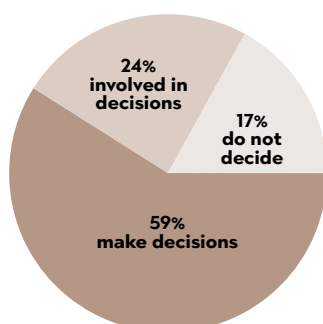
60

Who reads Inžinierske stavby

A typical reader is a man with either a university or secondary school education, although university-educated women read it, too. The vast majority of readers are employed in engineering design or at implementation service providers. Readers of Inžinierske stavby are working age and use the information they read in their profession. Due to the long tradition the magazine has enjoyed, many readers see the magazine as a prerequisite for a rewarding professional career.



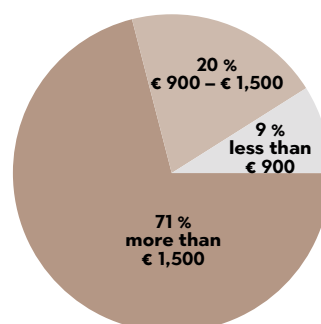
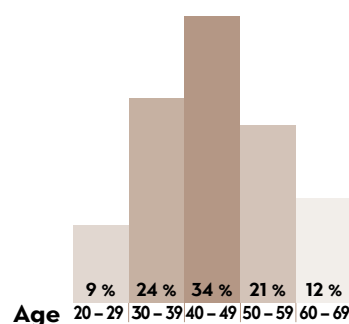
- 39% of readers work are in engineering design or implementation.
- 29% of readers work for research and consulting companies.
- 18% of readers are employed at public civil engineering institutions.
- 14% of readers teach, study or are graduates of civil engineering.



Purchasing decisions

- 59% of readers decide about purchases.
- 24% of readers are involved in purchasing decisions.
- 17% of readers are not involved in purchasing decisions.

Read more by men



What they earn

- 71% of readers have monthly income greater than € 1,500.
- 20% of readers have monthly income between € 900 and € 1,500.
- 9% of readers have monthly income less than € 900.

ISSUE DEADLINES	ISSUE DATE	ANALYSIS	TOPICS	SPECIAL	OTHER
Inžinierske stavby/ Inženýrské stavby 5/2023 #429 ORDERS: 25. 9. 2023 MATERIALS: Editorial assistance: 14. 9. 2023 Advertorials: 25. 9. 2023 Advertising: 28. 9. 2023	13. 10. 2023	<ul style="list-style-type: none"> Highway and road traffic signs Road traffic signs designs, permanent and portable signs, new types of traffic signs and materials, traffic safety features Monitoring Gabčíkovo Dam construction 	<ul style="list-style-type: none"> Constructing tunnels in Slovakia and the Czech Republic Current state and outlook of tunnels, latest tunnel technology, equipment, monitoring, relevant standards 	<ul style="list-style-type: none"> Integrated rail transport Integrating rail passenger transport in urban transport systems 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 6/2023 #430 ORDERS: 24. 10. 2023 MATERIALS: Editorial assistance: 16. 10. 2023 Advertorials: 24. 10. 2023 Advertising: 3. 11. 2023	21. 11. 2023	<ul style="list-style-type: none"> Water management and environmentally friendly engineering Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks Monitoring Gabčíkovo Dam construction 	<ul style="list-style-type: none"> Road maintenance Maintaining, repairing and reconstructing roads, work on road surfaces and bridges, safety devices and traffic signs 	<ul style="list-style-type: none"> Bridge construction Materials, structural systems and technology applied in constructing of bridges, remarkable bridges constructed in Slovakia, the Czech Republic and elsewhere 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 1/2024 #431 ORDERS: 6. 3. 2024 MATERIALS: Editorial assistance: 26. 2. 2024 Advertorials: 7. 3. 2024 Advertising: 12. 3. 2024	25. 3. 2024	<ul style="list-style-type: none"> Traffic infrastructure operation safety Increasing traffic infrastructure safety, new science and research knowledge and trends, new legislation Monitoring Gabčíkovo Dam construction 	<ul style="list-style-type: none"> Rail transport Current state of railways in Slovakia and the Czech Republic, development and support, necessary investments, projects on the drawing board 	<ul style="list-style-type: none"> Technology equipment in traffic infrastructure Technology equipment in different types of traffic infrastructure, relevant European standards, contemporary trends and development of technologies 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering Special construction
Inžinierske stavby/ Inženýrské stavby 2/2024 #432 ORDERS: 23. 4. 2024 MATERIALS: Editorial assistance: 12. 4. 2024 Advertorials: 24. 4. 2024 Advertising: 26. 4. 2024	10. 5. 2024	<ul style="list-style-type: none"> Flood control Keeping utility networks safe from surface water, current flood control in Slovakia and the Czech Republic, monitoring flood control goals and methods, practical issues 	<ul style="list-style-type: none"> Bridges Building bridges in Slovakia and the Czech Republic, current state and outlook, latest bridge construction and reconstruction technology, bridge diagnostics, relevant standards 	<ul style="list-style-type: none"> Civil engineering remediation and waterproofing Remediation of concrete and steel structures, waterproofing and construction chemistry 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering Special construction

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Inžinierske stavby/ Inženýrské stavby 3/2024 #433 ORDERS: 14. 6. 2024 MATERIALS: Editorial assistance: 6. 6. 2024 Advertorials: 18. 6. 2024 Advertising: 21. 6. 2024	4. 7. 2024	<ul style="list-style-type: none"> Investing in transportation in Slovakia and the Czech Republic Proposed investment in transportation in Slovakia and the Czech Republic, goals, issues, solutions, specific projects, future outlook 	<ul style="list-style-type: none"> Roads construction and materials Maintaining, repairing and reconstruction roads, technological procedures, asphalt and cement concrete roads 	<ul style="list-style-type: none"> Concrete and concrete structures Using concrete in civil engineering, current trends, technology, testing, diagnostics, concrete protection and remediation 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 4/2024 #434 ORDERS: 20. 8. 2024 MATERIALS: Editorial assistance: 9. 8. 2024 Advertorials: 21. 8. 2024 Advertising: 23. 8. 2024	6. 9. 2024	<ul style="list-style-type: none"> Regional transport Regional transportation priorities, resolving critical traffic situations 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Foundation of buildings, reconstructing and restoring foundations, geotechnical monitoring 	<ul style="list-style-type: none"> Construction engineering, scaffolding and formwork systems in civil engineering Using construction technology and machinery in civil engineering 	<ul style="list-style-type: none"> Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Special construction Trade Fairs: FOR ARCH Prague 2024, International Engineering Fair Brno 2024
Inžinierske stavby/ Inženýrské stavby 5/2024 #435 ORDERS: 24. 9. 2024 MATERIALS: Editorial assistance: 13. 9. 2024 Advertorials: 25. 9. 2024 Advertising: 30. 9. 2024	11. 10. 2024	<ul style="list-style-type: none"> Highway and road traffic signs Road traffic signs designs, permanent and portable signs, new types of traffic signs and materials, traffic safety features 	<ul style="list-style-type: none"> Constructing tunnels in Slovakia and the Czech Republic Current state and outlook of tunnels, latest tunnel technology, equipment, monitoring, relevant standards 	<ul style="list-style-type: none"> Integrated rail transport Integrating rail passenger transport in urban transport systems 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction
Inžinierske stavby/ Inženýrské stavby 6/2024 #436 ORDERS: 5. 11. 2024 MATERIALS: Editorial assistance: 25. 10. 2024 Advertorials: 6. 11. 2024 Advertising: 11. 11. 2024	22. 11. 2024	<ul style="list-style-type: none"> Water management and environmentally friendly engineering Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks Monitoring Gabčíkovo Dam construction 	<ul style="list-style-type: none"> Road maintenance Maintaining, repairing and reconstructing roads, work on road surfaces and bridges, safety devices and traffic signs 	<ul style="list-style-type: none"> Bridge construction Materials, structural systems and technology applied in constructing of bridges, remarkable bridges constructed in Slovakia, the Czech Republic and elsewhere 	<ul style="list-style-type: none"> Geotechnics and foundation engineering Traffic infrastructure Water management infrastructure Utility networks Technologies and materials Civil engineering and auxiliary structures Special construction



Best advertising combination!
Inžinierske stavby + asb.sk
132,500 readers each month!



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Formatting and advertising rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 4,950
	2/1 spread in page layout	390	263	–	
	1/1 spread	210	297	3	€ 2,850
	1/1 spread in page layout	180	263	–	
	1/2 spread width in page layout	180	129	–	€ 1,600
	1/2 spread height	88	263	–	
	1/3 spread width	180	84	–	€ 1,200
	1/3 spread height	57	263	–	
1/4 spread*	88	129	–	€ 900	
LEADER	Headline label	70	297	3	€ 3,400
	Z-gate	400	297	3	€ 6,500
	2nd cover page	210	297	3	€ 3,700
	1st magazine page	210	297	3	€ 3,700
	2nd and 3rd magazine page	210	297	3	€ 3,300
	3rd cover page	210	297	3	€ 3,300
4th cover page	210	297	3	€ 4,600	
PR	2/1 PR	8,400 characters, 2-8 pictures, logo			€ 4,950
	1/1 PR	4,200 characters, 2-4 pictures, logo			€ 2,850
	1/2 PR width	2,100 characters, 1-2 pictures, logo			€ 1,600
	1/2 PR height				
	1/3 PR width	1,050 characters, 1 picture, logo			€ 1,200
	1/3 PR height				
	2/3 PR width	1,700 characters, 1 picture, logo			€ 2,000
	2/3 PR height				
OTHER	Editorial section** (news and information not previously published in the magazine)	600 characters, 1 picture			€ 1,200
	Product placement	250 characters, 1 picture			€ 700
	Branding columns	logo			€ 1,200
	Inserted advertisements***				minimum price € 2,200
	Atypical formats	dimensions and price depend on specifications			

Non-standard formats

Column branding
€ 1,200
Materials: logo

Product placement
€ 700
Materials: product photo, name and characteristics; price and packing size; web contact

* News and information is published in the editorial section only if it has not appeared before in Inžinierske stavby. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to edit it. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Final price for insertions and pastings will be determined by the size and weight after the sample has been delivered. The price will be affected by the number of inserted supplements and by current postal and handling charges.

Prices are also determined by the number of inserted attachments and current postage and handling fees.

EXTRA CHARGE: 10% for requested placement

DISCOUNTS: 15% agency commission for contract partners only.

CANCELLATION FEES:
50% of the price if cancelled prior to the deadline for an issue as indicated in the editorial calendar.
100% of the price if cancelled after the deadline for an issue as indicated in the editorial calendar.

Editorial page
€ 1,200
Materials: 600 characters including spaces; 1 product photo; price; web contact

Prices are exclusive of VAT. Prices are valid from 1.9.2023 to 31.8.2024
General Terms and Conditions can be found on page 70.

Full or partial-page advertisements

1/1 spread
210 x 297 mm
€ 2,850

2/3 PR width
€ 2,600
1,700 characters
1 photo, logo

2/3 PR height
€ 1,850
2,000 characters
1 photo, logo

1/1 PR
€ 2,850
4,200 characters
2-4 photos, logo

1/2 width
180 x 129 mm
€ 1,600

1/2 height
88 x 263 mm
€ 1,600

1/3 width
180 x 84 mm
€ 1,200

1/3 width
87 x 267 mm
€ 1,200

2024 ASB GALA

18th annual prestigious awards ceremony

ASB GALA is a prominent event that each year hands out awards to personalities and companies operating in architecture and construction. Its mission is to highlight current events in the segment and, in the 17 years since the inaugural event, dozens of people and companies in construction, architecture and development have been honored for their significant contributions to the evolution and quality of civil engineering and all aspects of it in Slovakia.

The climax of the evening is the presentation of the annual awards announced by ASB, the magazine specializing in architecture, construction and business. Categories include ASB Person of the Year, ASB Developer of the Year, and ASB Construction Company of the Year. The many construction companies and related organizations that come each

year to the ASB GALA testify to the level of acclaim this event has received. Another major event at the ASB GALA is the announcement of the Special Award JAGA gives to an individual or team for completion of an exceptional architectural design, construction project or urban development.

2024 ASB GALA

In the autumn of 2024, the 18th edition will be held in Bratislava to recognize with its annual awards those people who have made a significant impact during the past year in construction and development, to illustrate the achievements of leading development groups, to provide construction companies with more visibility and to popularize civil engineering as a significant contributor to Slovakia's economy.

What all partners receive

- Publication of their logo in

advertisements promoting the ASB GALA:

- In professional magazines ASB, Stavebné materiály (Construction Materials), Správa budov (Building Administration and Maintenance), TZB Haustechnik (HVAC Building Services), and Inžinierske stavby (Civil Engineering)
- On the internet at asb.sk, mojdrom.sk, modrastrecha.sk, topky.sk, openiazoch.sk,
- In other promotional materials
- Presentation of the corporate logo during the ASB GALA evening
- Complementary tickets to the ASB awards ceremony

Marketing opportunities
Construction companies operating in Slovakia have the possibility of reaching out to the companies attending the ASB GALA by partnering in the nominations and voting for

awards, themselves attending the ASB GALA in the evening, and staying involved afterwards. All of this can greatly contribute toward meeting marketing objectives and achieving targets. Associating your company's name with this prestigious event promotes a positive perception of your brand and expands the communications tools you can use to make yourself known to professionals in the construction industry.

Partnerships available

Platinum Partner
General Advertising Partners
Special Partners
Chief Advertising Partners
Advertising Partners
Event Partners
Media Partners

If you are interested, contact the Advertising Department at JAGA Publishing House either by phoning +421 2 50 200 225 or emailing obchod@jaga.sk.



The main awards will be judged by almost 100 professionals in the field and supervised by Deloitte.



Winners at the 2022 ASB GALA:

From left: Richard and Juraj Duškovci – ASB Architect and Civil Engineer Award; František, Jaroslav and Pavol Ďurišovi, Destav – ASB Medium-sized Construction Company; Martin Laurinčík and Ján Gusko, Adifex – ASB Construction Company of the Year voted by readers; Peter Dovala, YIT Slovakia – ASB 1st Place Residential Developer of the Year 1; Barbara Zavorská and Illah van Oijen, Punkt – ASB Special Award; Pavel Pelikán, J&T REAL ESTATE – 2nd Place ASB Residential Developer of the Year; Juraj Nevolník, Penta Real Estate – 3rd Place ASB Residential Developer of the Year and ASB Office Developer of the Year; Ján Három and Ivar Ličko, HB Reavis – ASB Retail Developer of the Year; Jozef Adamko, P3 Logistic Parks Slovakia – ASB Industry and Logistics Developer of the Year; Filip Gulán, Corwin – ASB Developer of the Year voted by readers; Miroslav Potoč and Vladimír Tomáš, Skanska SK – ASB Construction Company of the Year.

JAGA CUP 2024

JAGA is currently organizing JAGA 2024, a football tournament whose 24th edition is scheduled for the end of August. This is an event most of all promises a wonderful experience and a chance for construction and development companies to enjoy a pleasant meeting on the playing field. The tournament is open to all companies from these segments and offers a unique opportunity to measure each team's strength in the spirit of fair play.

Articles promoting Jaga Cup 2024 have already appeared in the professional portal www.asb.sk and in the magazines JAGA publishes. The entry fee includes presentation of the participating companies' logos at the tournament and on www.asb.sk.



10TH NATIONAL BIM CONFERENCE

Both inside and outside Slovakia, Building Information Modeling (BIM) is resonating across the construction industry, with new expert groups and committees having been formed to actively engage in BIM and taking steps to systematically implement it. The National BIM Conference provides insight into information modeling's contemporary impact on the design and construction of buildings in Slovakia and is concurrently assisting in identifying barriers and the new challenges BIM is bringing with it. Where have BIM designs moved in Slovakia? What has been the experience with BIM tools? In the autumn of 2024, these and other questions will try to be answered at the upcoming 10th National BIM Conference, to be organized by the BIM Association of Slovakia in cooperation with JAGA. Key speakers from Slovakia and elsewhere around the world will share their experiences in a number of presentations.

The conference seeks an international exchange of experiences, broader awareness of BIM issues among the professional community, and visibility in the designs that BIM technology has processed in Slovakia and also in other countries, drawing attention during the conference to the specifics of BIM design and construction and creating space for professional discussions by corporations and individuals involved in construction and civil engineering.

The National BIM Conference is intended not just for architects and design engineers, but also for developers, other organizations investing in real estate development, and construction contractors. Besides the presentation of awards for BIM contributions, there will be an opportunity at social events during the evening to meet and network with people from the construction segment.



2024 DEVELOPMENT SUMMIT

The environment in which we live, breathe and relax fundamentally impacts each of us, with everyone in their own way contributing toward its development. They are seeking to make their homes better places to live as their communities take care of the neighborhoods, villages and cities make sure everything functions properly, and the national government provides the basic framework.

Developers are an irreplaceable element in all of this. They are building in existing neighborhoods or in new developments, creating space for living, working and relaxation. Space for life and livelihood. They play a responsible role and what they do will be shaping the environment for decades to come. With this in mind, JAGA is organizing the fifth annual

Development Summit in cooperation with the Urban Development Institute (IUR).

The Development Summit brings key developers, representatives from government ministries and cities together to establish a platform for regular, recurring meetings between them for better mutual understanding to assist in drafting clear and enforceable legislation and produce high-quality urban development plans, to inspire public authority experts, construction companies, contractors and also community activists to promote the valuable role developers carry out and to contribute toward improving the environment.

The conference will be held in the spring of 2024.



General Terms and Conditions

1. An invoice will be issued by JAGA (the "Publisher") within three (3) days from the publication of the magazine in which an ordered advertisement appears.
2. Advertisers will receive electronic invoices in PDF format, as outlined in Section 31-36 of the amended Slovakian Accounting Act (No. 431/2002), at the address they specify. The invoice should meet all the requirements of a tax record laid down in Sections 75 and 76 of the amended Slovak Valued Added Tax Act (Act 222/2004).
3. Advertisers are obliged to pay invoices issued by Publisher within fourteen (14) days from the date of issuance. The Publisher's bank details will be stated on the invoice.
4. Were an advertiser to default on the remittance of any invoice, the Publisher will be entitled to charge it late interest of 0.05% for each day begun in default and a penalty of 10% p.a. on the outstanding amount, and the Publisher will simultaneously not accept an order from the advertiser placed for another advertisement in upcoming magazines until the invoice in question has been remitted.
5. Bank fees and any exchange rate differences associated with remittance of an invoice are borne by the advertiser.
6. Advertisers will email or send through the post their written and confirmed contracts to the Publisher by the stipulated deadline.
7. Complaints are accepted within fourteen (14) days from the dispatch of the magazine in which the advertisement has been published.
8. The Publisher reserves the right not to publish an advertisement that would be contrary to ethics or would harm its interests.
9. Advertisers acknowledge that will be charged an additional 10% for the positioning of an advertisement at a specifically desired location.
10. Advertisers acknowledge that one of the cancellation fees below will be charged for a withdrawn order:
 - a) 50% of the price for the advertisement were an order cancelled prior to the deadline given in the editorial calendar
 - b) 100% of the price for the advertisement were an order cancelled after the deadline given in the editorial calendar.
11. The Publisher reserves the right to charge the amount discounted beforehand should an invoice with such a discount not have been remitted by the date when payment is due.
12. Advertisers have the right to request advertising materials be extensively proofread twice in order to make corrective changes, for example in the text and graphics. Had an advertiser delivered to the Publisher advertising materials already prepared for publication, the Publisher will not be responsible for any modification in the language of the advertisement.
13. Should an advertiser fail to deliver advertising materials by the deadline for inclusion in a magazine, the Publisher will use materials that had been previously published in an earlier issue.
14. When an ordered advertisement is published in any of the magazine titles published by JAGA, the Publisher will cover the production costs for the advertisement and it will thereafter become the property of the Publisher. If an advertiser is interested in purchasing an advertisement the Publisher has produced, the price will be set at 10% of the base production cost for the advertisement.
15. Advertisers are responsible for the format and content of any advertisements they order and they are liable for any damage caused to the Publisher or third parties due to the information provided in the advertising or in connection with the advertisements. All advertisers further declare that unquestionable consent has been obtained for the publication of photographs and other textual and pictorial materials from third parties.
16. The Publisher is not responsible for the quality of the published advertisement should either a document other than the materials already provided or no digital print be delivered.

Advertising materials

- PDF 300 dpi resolution, CMYK color.
- PC files: PDF, TIF, EPS, CDR, JPG.
- Media: CD, DVD, email, flash drive, FTP server.

Contacts

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What they're saying about us...



JAGA

"We've had such good cooperation with JAGA for so long a time that I can no longer imagine or even remember not working with them. What they do for us is more than just advertising Valiant in their magazines, designing graphics or writing articles; there is something extra, their ability to connect with people from the industry, and that's where we go to be inspired."

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

"We've been working together with JAGA continuously since 2006. It is a long-term partnership founded on quality, friendly communication, care, reliability and trust. We're always pleased when our customers tell us about seeing Terran in JAGA's media and it lets us know that our joint efforts with Jaga have not gone wasted."

Ing. Tomáš Bábits, Managing Director
Terran

"Our company has been involved with JAGA for more than 20 years and we've been extremely happy with its performance. Our cooperation started mainly with their publication of books about construction, which helped us train new hires, mostly recent graduates. In the years together and also through various social events JAGA has organized, the relationship between Ingsteel and JAGA has grown stronger and thrived as purely working relationships have turned into friendly ones."

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

"There is woefully little quality journalism in Slovakia that seeks objective truth and the true causes of events in the construction and real estate markets without intending to manipulate them. In this respect, Jaga is an exception where true professionalism and independence are every day a natural element of what they do."

Milan MURCKO, CEO
YIT Slovakia

"Over the several years we've turned to JAGA, access and communication always remains at a professional level. They respond flexibly and professionally to our requirements and, each year, talking to each other brings us well laid out media space at an affordable cost in Slovakia's most widely read professional and lifestyle magazines."

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

"Our cooperation with the JAGA publishing house can be summed up relatively subtly as this: JAGA listens, prepares, performs, evaluates and is constantly improving. I know from my own experience that there are few media partners concerned about their clients. I wish JAGA all the best."

Petr Král, CXU Director CEE region
VELUX

"In JAGA, we've found a long-term, reliable partner whose magazines fit different target groups and promote well the quality construction solutions Mapei offers."

Stana Radivojević, Marketing Manager
MAPEI SK, s.r.o.

"JAGA Publishing is a key media partner, whose interests in home living, construction and architecture jive with Xella's. Through their strong media portfolio and other endeavors, JAGA helps our communication strategy succeed in both Slovakia and the Czech Republic. Our long-term cooperation is grounded on reliability, industry experience and a professional approach. I appreciate the quality of JAGA's editorial work, their high interaction with professionals and ordinary people and the desire to keep moving forward."

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