



[asb-portal.cz](http://asb-portal.cz)

construction • home living • gardening • architecture



JAGA

# ONLINE 2025



[homebydleni.cz](http://homebydleni.cz)



[receptyprimanapadu.cz](http://receptyprimanapadu.cz)



# ATTRACTIVE WEBSITE FOR HOME LIVING

Modern and progressive home living portal featuring close to 4,500 articles and 35,000 inspirational images. Stories about homes and gardens, local and international travel destinations, and plenty of examples and inspirations can all be found here.

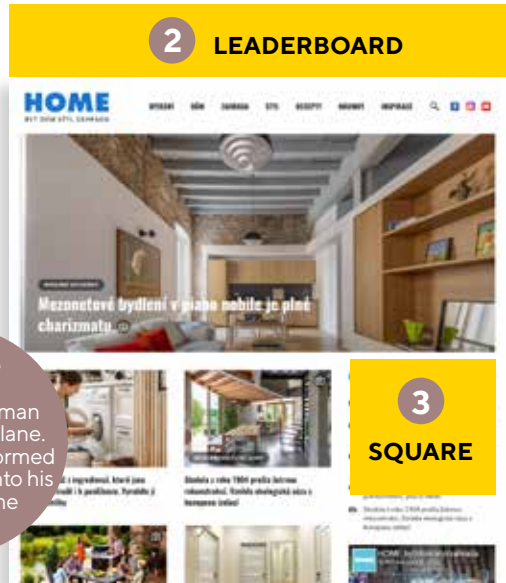
**225,000**  
monthly unique visitors

**19,700**  
social media fans

**5,200**  
newsletter subscribers

Top Article of 2024:  
A 73-year-old man lives in an airplane. How he transformed a Boeing 727 into his dream home

Source: Google Analytics May - July 2024, other data July 2024

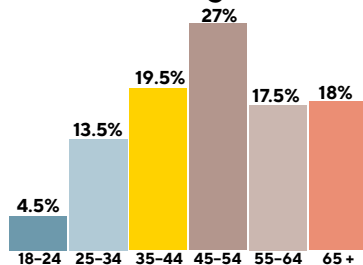


## Men and Women



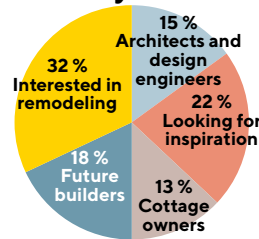
Source: Google Analytics Jan - July 2023

## Age



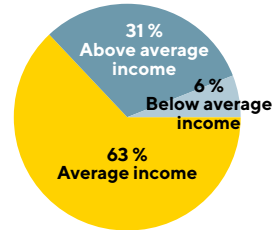
Source: Google Analytics Jan - July 2023

## Who reads homebydelni.cz

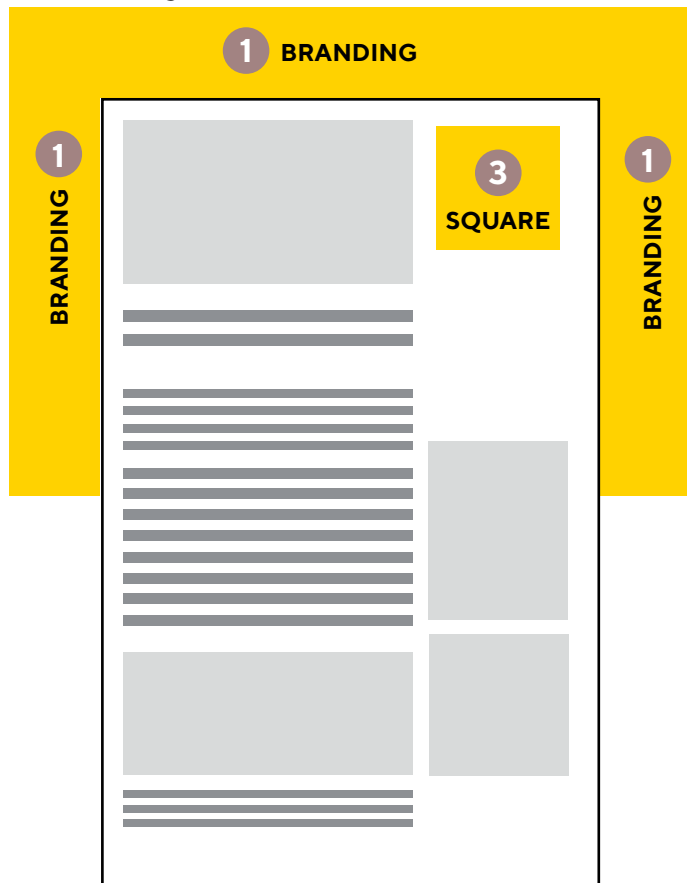


Source: 4,134 respondents to a survey of homebydelni.cz visitors.

## How much readers earn



## Advertising formats and rates



## Why advertise on homebydelni.cz

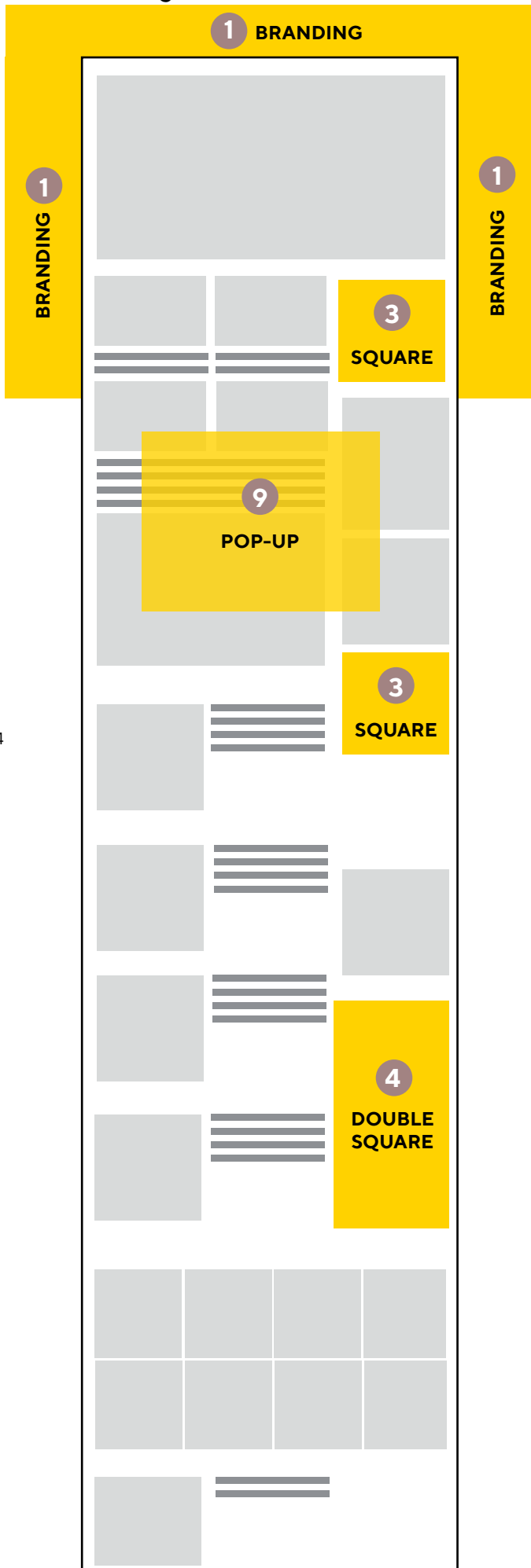
- 01 Modern website compatible with mobile devices.
- 02 Content updated daily, which along with an extensive archive of past articles, photos and collaborations with major companies, is driving the continuous growth of homebydelni.cz
- 03 59.5% of website visitors responding to a survey are surfing the internet for information about home living.\*
- 04 Advertising effectively targets portal visitors.
- 05 The brand resonates on social media.
- 06 Postings quickly go viral on Facebook.

\* Source: 4,134 respondents to a survey of homebydelni.cz visitors.

## SQUARE in photo gallery



Advertising formats and rates



Advertising formats – sold for a specific period of time

Format	Placement	Dimensions	Production Price	Per Week Price
1 BRANDING	homepage, sections, and articles	1100 × 200 + 2x 160 × 600 mobile: 320 × 100	CZK 5,500	CZK 26,000
2 LEADERBOARD	homepage, sections, and articles	1100 × 200 mobile: 320 × 100	CZK 5,500	CZK 13,000
3 SQUARE	homepage, sections, articles, and gallery	300 × 300	CZK 5,500	CZK 17,000
4 DOUBLE SQUARE	homepage, sections, and articles	300 × 600	CZK 5,500	CZK 13,000
5 BOX-IN	articles and gallery	300 × 300	CZK 5,500	CZK 13,000
6 BOX-IN EXTRA	articles and gallery	desktop: 580 × 400 mobile: 300 × 600	CZK 5,500	CZK 17,000
7 INTERSCROLLER	in the articles after the first a paragraph of text	desktop: 600 × 900 mobile: 400 × 600	CZK 5,500	CZK 25,000
8 SKYSCRAPER	homepage, sections, and articles	160 × 600	CZK 5,500	CZK 9,000
9 POP-UP	all pages, above the content, one-time per day for each visitor	800 × 600 (reduced proportionally to fit mobiles)	CZK 5,500	CZK 17,000
10 OUTSTREAM VIDEO	articles, above the content in the lower part of the page, one-time per day for each visitor	MP4 codec H.264/AAC, aspect ratio 16:9, 640 x 360, bit rate 1,000 kbps, max. 30 MB up to 30 seconds in length	CZK 5,500	CZK 17,000

Banner is displayed in both desktop and mobile mode.

Advertising formats – as articles

Format	Placement	Specifications	Price
11 PR ARTICLE ** Price includes hyperlinking three words (or phrases) to the advertiser's website.	on the homepage, in sections according to the article's theme	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 2-3 links, logo (125 landscape) can be incorporated in the article	CZK 25,000 per publication
FEATURED PR ARTICLE	to be highlighted for 24 hours on the homepage and in the section	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 3 hyperlinks, logo (125 × 125) can be incorporated in the article, max. 3 tags with click-throughs	CZK 1,700 extra for placement
PR ARTICLE WITH TAGGED IMAGES ***	on the homepage and in sections where the advertiser wishes to focus	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 3 hyperlinks, logo (125 × 125) can be incorporated in the article, max. 3 tags with click-throughs	CZK 30,000 per publication

NATIVE PR ARTICLE ** Price includes hyperlinking three words (or phrases) to the advertiser's website.	on the homepage, in sections according to the article's theme	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 2-3 links, logo (125 landscape) can be incorporated in the article	CZK 32,000 per publication CZK 10,000 for production
NEWSFEED **** Price includes hyperlinking the source of information to the advertiser's website.	on the homepage, in the newsfeed and in sections where the advertiser wishes to focus	900 characters (incl. spaces), 2-3 images, 1 hyperlink, logo (125 landscape) can be incorporated in the newsfeed	CZK 15,000 per publication
CORPORATE VIDEO	advertiser's video presentation published in the advertorial or for the news column	embedded link (YouTube, Vimeo)	published in a PR article CZK 20,000 published in the newsfeed CZK 10,000
VIDEO PRESENTATION	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentation of company products, technologies, reference objects)		
PARTNER Portal sections: Home Living, Homes, Gardening, Style	Section partners receive: - 1,064 × 400 pixels as a still image with click-throughs in selected sections and their subsections; - PR article; - News (option of publishing a press release or corporate news during the year; - LOWER BOX-IN banner.		CZK 55,000 per month

\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed two extensive corrections of a PR article (e.g. changes in the text and graphics) in the break. PR articles become a permanent feature of each section of the portal.

\*\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed two extensive corrections of a PR article (e.g. changes in the text and graphics) in the break. PR articles become a permanent feature of each department of the e-magazine.

\*\*\*\* Information will appear in the newsfeed if it has not been previously published on homebydleni.cz. News appears on the homepage and in sections as standard articles. The editors reserve the right to make grammatical, stylistic and formal changes in the text that has been supplied and also to adjust the scope. General information about the manufacturer and its range of products are neither published nor presented in the newsfeed. All fed news is retained in the portal's archive.

E-magazine ad formats

Format	Placement	Specifications	Price
12 PR ARTICLE, NEWSFEED in e-magazines ****	Link to the PR Article (or the newsfeed) on homebydleni.cz and positioned at the beginning of the e-magazine.		CZK 25,000
13 BANNER AD LINK + PR ARTICLE	Banner link with click-through link positioned at the beginning of the e-magazine. E-magazine includes a link to the PR article.	jpg, png, gif	CZK 31,000

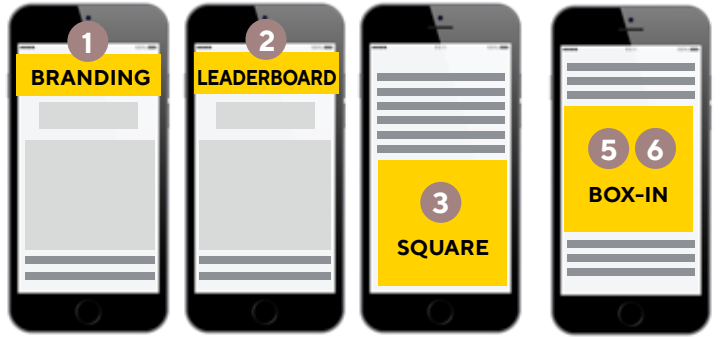
\*\*\*\* The e-magazine appears once a week at 5,000 addresses. Prices are exclusive of VAT and indicative.

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

2 LEADERBOARD

A large desktop layout diagram showing various ad placements. At the top, a yellow bar contains the label '2 LEADERBOARD'. On the right side, a vertical yellow bar contains the label '8 SKYSCRAPER'. In the middle-left area, a yellow box contains the label '3 SQUARE'. Below that, a yellow box contains the label '7 INTERSCROLLER'. Inside the interscroller, a yellow box contains the label '5 BOX IN' and another yellow box contains the label '6 BOX IN EXTRA'. On the right side, a yellow box contains the label '4 DOUBLE SQUARE'. At the bottom, a yellow box contains the label '10 OUSTREAM VIDEO'.

Mobile formats



E-magazine ad formats



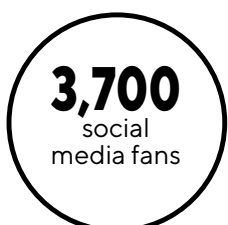
A desktop layout diagram for a 'PR ARTICLE WITH TAGGED IMAGES'. It features a large image at the top left, a yellow circle highlighting a person in the image, and a yellow box labeled '12 PR ARTICLE WITH TAGGED IMAGES' below the image. The layout includes various text blocks and images.

A desktop layout diagram for a 'PR ARTICLE'. It features a large image at the top left, a yellow box labeled '11 PR ARTICLE' below the image, and various text blocks and images throughout the layout.



# POPULAR INTERNET HOBBY PORTAL

An attractive portal primarily focusing on hobbies and leisure while stressing homes, home living and gardens. Besides showcasing attractive ideas from professionals, specialists and especially readers, the site also includes sections dedicated to home accessories and decor, do-it-yourself projects, weekend cottage ideas, pets, cooking and health.

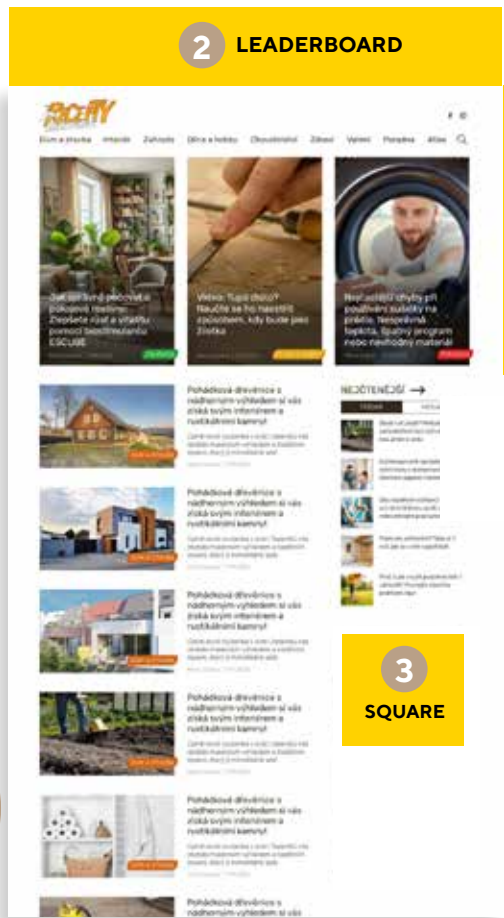


Source: Google Analytics May – July 2024, other data July 2024

## Target group

receptyprimanapadu.cz targets readers who actively spend their leisure time improving their homes, in their gardens or home workshops, or at their weekend cottages. There is also a section dedicated to readers who collect things, raise or breed animals, and enjoy cooking.

Top Article of 2024:  
Do the smart thing to get rid of martens. Let their natural enemies drive them away.



8 SKYSCRAPER

3 SQUARE

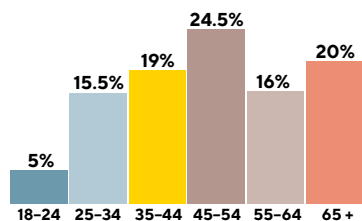
8

## Men and Women

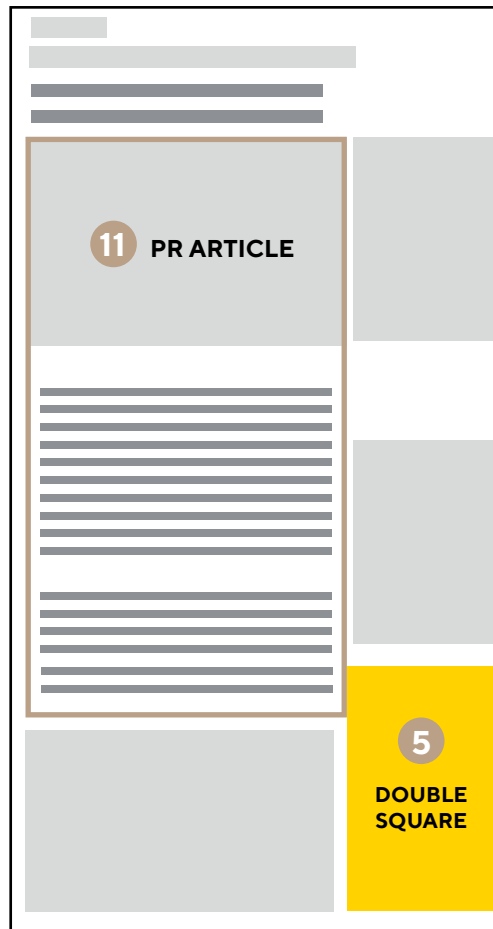


Source: Google Analytics Jan - July 2023

## Age of Readers



Source: Google Analytics Jan - July 2023



## Why advertise on receptyprimanapadu.cz?

- 01 Recepty prima nápadů (Great How-to Ideas) is both a tradition and a well-known brand that has long been popular among readers in the Czech Republic.
- 02 Advertising effectively targets visitors to the website.
- 03 Content updated daily, which along with an extensive archive of past articles, photos and collaborations with major companies, drives continuous growth in the number of visitors.
- 04 64% of respondents to a survey are looking to remodel or improve their homes.

9

Advertising formats and rates

**12 PR ARTICLE WITH TAGGED IMAGES**

Advertising formats – sold for a specific period of time

Format	Placement	Dimensions	Production Price	Per Week Price
1 BRANDING	homepage, sections, and articles	1200 × 200 + 2x 160 × 600 mobil: 320 × 100	CZK 5,500	CZK 26,000
2 LEADERBOARD	homepage, sections, and articles	1200 × 200 mobil: 320 × 100	CZK 5,500	CZK 13,000
3 SQUARE	homepage, sections, and articles	300 × 300	CZK 5,500	CZK 17,000
4 DOUBLE SQUARE	homepage, sections, and articles	300 × 600	CZK 5,500	CZK 13,000
5 BOX-IN	articles	300 × 300	CZK 5,500	CZK 13,000
6 BOX-IN EXTRA	articles	desktop: 580 × 400 mobil: 300 × 600	CZK 5,500	CZK 17,000
7 INTERSCROLLER	in the articles after the first a paragraph of text	desktop: 600 × 900 mobil: 400 × 600	CZK 5,500	CZK 25,000
8 SKYSCRAPER	homepage, sections, and articles	160 × 600	CZK 5,500	CZK 9,000
9 POP-UP	all pages, above the content, one-time per day for each visitor	800 × 600 (reduced proportionally to fit mobiles)	CZK 5,500	CZK 17,000
10 OUTSTREAM VIDEO	articles, above the content in the lower part of the page, one-time per day for each visitor	MP4 codec H.264/AAC, aspect ratio 16:9, 640x360 bit rate 1,000 kbps, max. 30 MB up to 30 seconds in length	CZK 5,500	CZK 17,000

Banner is displayed in both desktop and mobile mode.

Advertising formats – as articles

Format	Placement	Specifications	Price
10 PR ARTICLE **	on the homepage, in sections according to the article's theme	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 2-3 links, logo (125 landscape) can be incorporated in the article	CZK 25,000 per publication
FEATURED PR ARTICLE	to be highlighted for 24 hours on the homepage and in the section	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 3 hyperlinks, logo (125 × 125) can be incorporated in the article, max. 3 tags with click-throughs	CZK 1,700 extra for placement
11 PR ARTICLE WITH TAGGED IMAGES ***	on the homepage and in sections where the advertiser wishes to focus	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 3 hyperlinks, logo (125 × 125) can be incorporated in the article, max. 3 tags with click-throughs	CZK 30,000 per publication

NATIVE PR ARTICLE **	on the homepage, in sections according to the article's theme	3,600 characters (incl. spaces), 5-8 images (min. 1,200 × 800), max. 2-3 links, logo (125 landscape) can be incorporated in the article	CZK 32,000 per publication CZK 10,000 for production
NEWSFEED ****	on the homepage, in the newsfeed and in sections where the advertiser wishes to focus	900 characters (incl. spaces), 2-3 images, 1 hyperlink, logo (125 landscape) can be incorporated in the newsfeed	CZK 15,000 per publication
13 CORPORATE VIDEO	advertiser's video presentation published in the advertorial or the newsfeed	embedded link (YouTube, Vimeo)	published in a PR article CZK 20,000 published in the newsfeed CZK 10,000
VIDEO PRESENTATION	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentation of company products, technologies, reference objects)		
14 PARTNER	Portal sections: Home and Construction, Interior Decorating, Hobby Workshops, Pets, Health, Cooking	Section partners receive: - still image according to the design manual with a click-through in selected sections and their subsections; - PR article; - News (option of publishing a press release or corporate news during the year; - LOWER BOX-IN banner.	CZK 55,000 per month

\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed two extensive corrections of a PR article (e.g. changes in the text and graphics) in the break. PR articles become a permanent feature of each section of the portal.  
 \*\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed two extensive corrections of a PR article (e.g. changes in the text and graphics) in the break. PR articles become a permanent feature of each department of the e-magazine.  
 \*\*\*\* Information will appear in the newsfeed if it has not been previously published on homebydeni.cz. News appears on the homepage and in sections as standard articles. The editors reserve the right to make grammatical, stylistic and formal changes in the text that has been supplied and also to adjust the scope. General information about the manufacturer and its range of products are neither published nor presented in the newsfeed. All fed news is retained in the portal's archive.

E-magazine ad formats

Format	Placement	Specifications	Price
15 PR ARTICLE, NEWSFEED INE-MAGAZINES ****	Link to the PR Article (or the newsfeed) on receptyprimanapadu.cz and positioned at the beginning of the e-magazine.		CZK 25,000
16 BANNER AD LINK + PR ARTICLE	Banner link with click-through link positioned at the beginning of the e-magazine. E-magazine includes a link to the PR article.	jpg, png, gif	CZK 31,000

\*\*\*\* The e-magazine appears once a week at 6,800 addresses. Prices are exclusive of VAT and indicative. Advertisers are responsible for the format and content of the advertisements they order and are liable for any damages caused to the publisher or third parties due to the information provided in the advertising or in connection with the advertisements. Advertisers further declare that unquestionable consent has been obtained from third parties for the publication of any photographs and other textual and pictorial materials.

2 LEADERBOARD

Mobile formats



E-magazine ad formats



12

2 LEADERBOARD

14 SECTION PARTNER

13

# WEBSITE FOR ARCHITECTURE AND CIVIL ENGINEERING

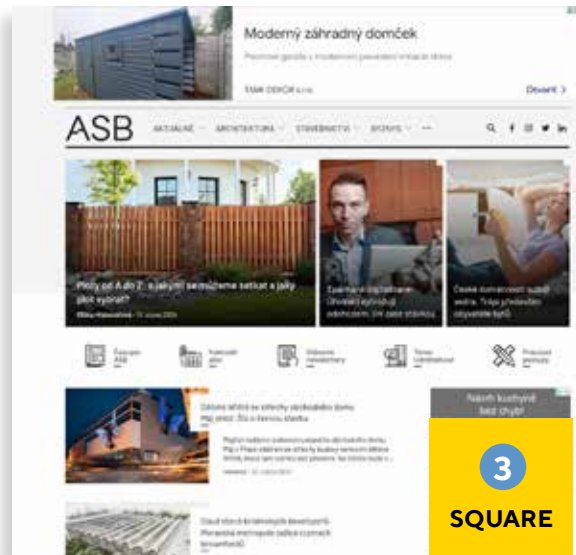
**44,000**  
monthly unique visitors

**6,000**  
social media fans

**4,400**  
e-magazine subscribers

**Top Article of 2024:**  
Relief for Brno? ASB knows when a highly anticipated major ring road around the city is going to be opened for drivers

Source: Google Analytics May – July 2024, other data July 2024

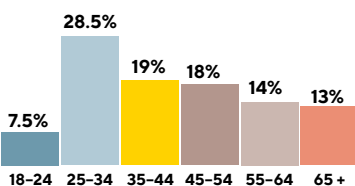


## Men and Women



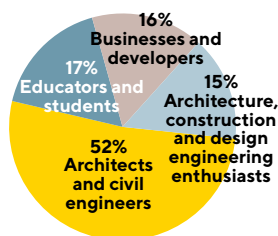
Source: Google Analytics Jan. – July 2023

## Age



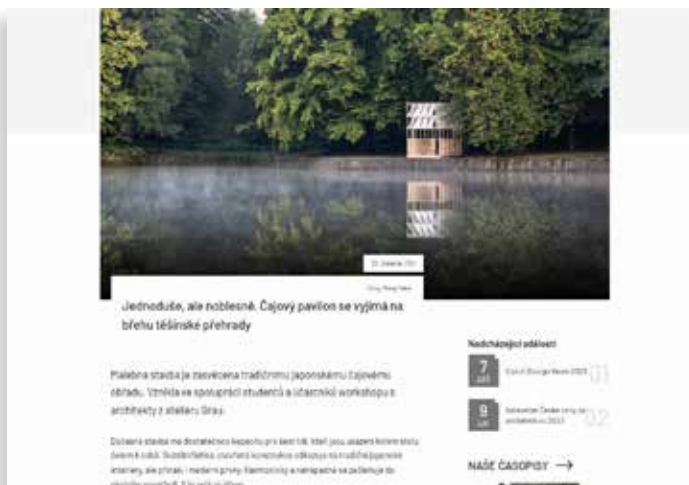
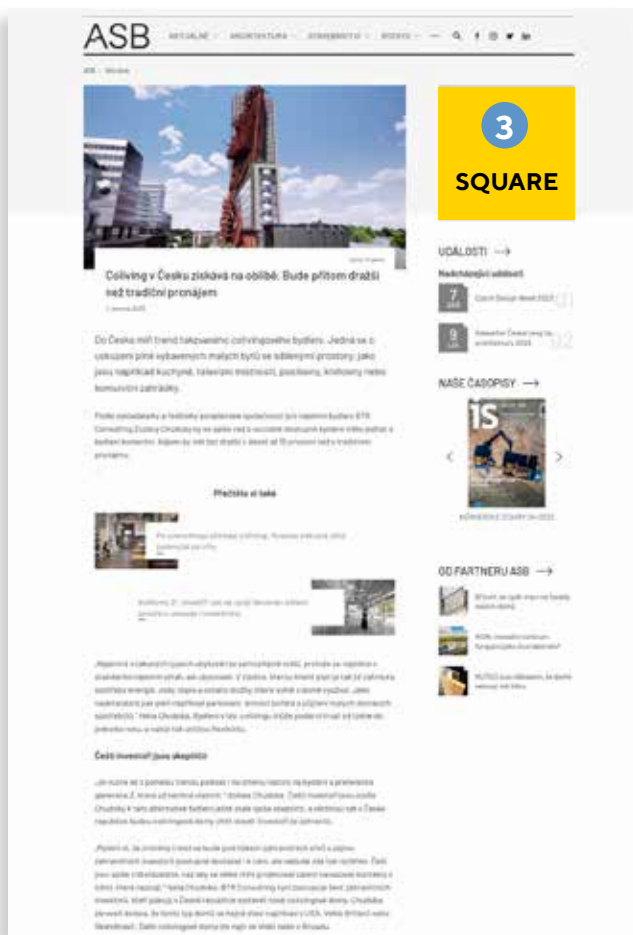
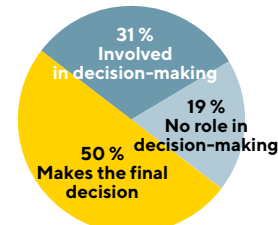
Source: Google Analytics Jan. – July 2023

## Who reads asb-portal.cz



Source: 4,301 respondents to a survey of asb-portal.cz visitors.

## Readers deciding on purchases or investments



## Why advertise on asb-portal.cz?

- 81% asb-portal.cz readers either decide or are involved in decision-making on whether to purchase construction materials and the tools, machinery, and equipment used in construction.
- 3,200 active subscribers are emailed an overview of the sector each week and a further 1,200 managers and other professionals subscribe to specialized construction, HVAC and civil engineering newsletters.
- More than 12,000 architectures about architecture, civil engineering and construction.
- Addresses a specific B2B target group composed of architecture, civil engineering and construction professionals and businesses, developers, university educators and students, architecture, design engineering and construction enthusiasts, and current engineering, construction and architecture projects in the Czech Republic.



### Advertising formats and rates

**1 BRANDING**  
LEADERBOARD + 2 x SKYSCRAPER

**2 LEADERBOARD**

**3 SQUARE**

**4 DOUBLE SQUARE**

**5 UPPER BOX-IN**

**6 EXTRA BOX-IN**

**7 INTERSCROLLER**

**9 SPONSORED TEXT LINK**

**10 POP-UP**

**11 OUTSTREAM VIDEO**

16

### Advertising formats and rates

Format	Placement	Dimensions (pixels)	Cost per 1000 views (CPT)	Package price and guaranteed number of views
<b>1 BRANDING</b>	homepage, sections, articles	1,130 x 200 + 160 x 600 mobile: 320 x 100	-	CZK 14,000 per week 20,000 views per week guaranteed
<b>2 LEADERBOARD</b>	homepage, sections, articles	1,130 x 200 mobile: 320 x 100	CZK 620	CZK 6,500 per week 20,000 views per week guaranteed
<b>3 SQUARE</b>	homepage, sections, articles	300 x 300	CZK 620	CZK 6,500 per week 20,000 views per week guaranteed
<b>4 DOUBLE SQUARE</b>	homepage, sections, articles	300 x 600	CZK 580	CZK 5,000 per week 10,000 views per week guaranteed
<b>5 UPPER BOX-IN</b>	homepage, sections, articles and gallery	300 x 300	CZK 640	CZK 10,000 per week 30,000 views per week guaranteed
<b>6 BOX-IN EXTRA</b>	homepage, sections, articles and gallery	desktop: 580 x 400 mobile: 300 x 600	CZK 680	CZK 12,000 per week 30,000 views per week guaranteed
<b>7 INTERSCROLLER</b>	after the first paragraph of articles	desktop: 600 x 900 mobile: 400 x 600	CZK 720	CZK 14,000 per week 30,000 views per week guaranteed
<b>8 SKYSCRAPER</b>	homepage, sections, articles	120 x 600 160 x 600	CZK 530	CZK 4,500 per week 10,000 views per week guaranteed

Delivery of all packages  50% desktop  50% mobile. Banner is displayed in both desktop and mobile mode   
Maximum data size of creatives is 250 MB.

<b>9 SPONSORED TEXT LINK</b>	homepage, sections, articles	max. 80 characters logo 100 x 100	-	CZK 3,000 per week
<b>10 POP-UP</b>	all pages, above the content, one-time per day for each visitor	800 x 600 (reduced proportionally to fit mobiles)	CZK 680	CZK 3,000 per week 5,000 views per week guaranteed
<b>11 OUTSTREAM VIDEO</b>	all pages, above the content	MP4 codec H.264/AAC, aspect ratio 16:9, 640 x 360, bit rate 1,000 kbps, max. 30 MB up to 30 seconds in length	-	CZK 6,500 per week

### Ad formats for articles

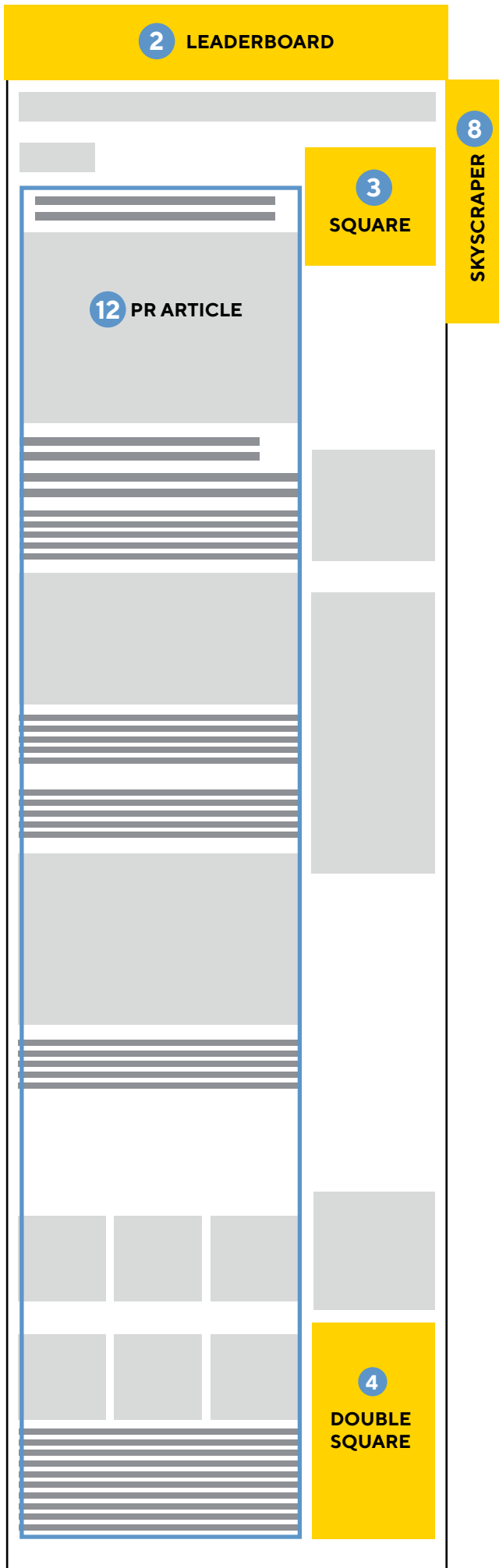
Format	Placement	Dimensions	Price
<b>12 PR ARTICLE**</b> Price includes hyperlinking three words (or phrases) to the advertiser's website.	on the homepage, in sections, and where the advertiser wishes to focus, "From Partners"	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	CZK 25,000 per publication
<b>13 PR ARTICLE WITH TAGGED IMAGES***</b>	to be highlighted on the homepage, for 24 hours in the section's intro box and in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article, maximum 3 tags with click-throughs	CZK 30,000 per publication
<b>PR ARTICLE IN SECTION'S INTRO BOX</b>	to be highlighted on the homepage, in sections where the advertiser wishes to focus and in the "From Partners" box	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article, maximum 3 tags with click-throughs	CZK 1,700 extra for placement
<b>NATIVE PR ARTICLE**</b> Price includes hyperlinking three words (or phrases) to the advertiser's website.	on the homepage, in sections where the advertiser wishes to focus and in "From Partners"	3,600 characters (including spaces), 5-8 images (min. 1,200 x 800), max. 3 hyperlinks, logo (125 x 125) can be incorporated in the article	CZK 32,000 per publication CZK 10,000 for production
<b>NEWSFEED***</b> Price includes hyperlinking the source of information to the advertiser's website.	only in sections where the advertiser wishes to focus and not on the homepage	900 characters (including spaces), 2-3 images (min. 1,200 x 800), 1 hyperlink, logo (125 x 125) can be incorporated in the news column	CZK 16,000 per publication

\*\* To be marked as a PR article. The price of the article does not include translation of the delivered text into another language. Advertisers are allowed 2 extensive corrections of a PR article (e.g. changes in the text and graphics). PR articles appear as standard articles on the homepage and in sections. They will not be permanently incorporated into every professional section of the portal. They are not part of the ASB e-magazine.

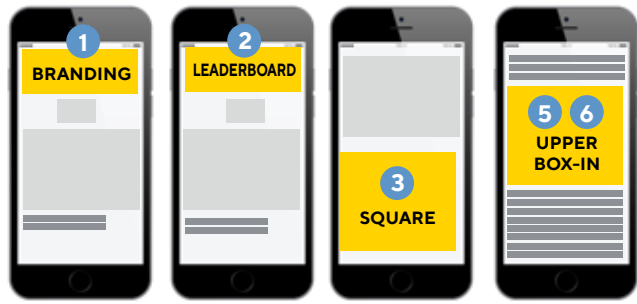
\*\*\* Information will appear in the newsfeed if it has not been previously published on asb-portal.cz. News appears on the homepage and in sections as standard articles and in sections where the advertiser wishes to focus. The editors reserve the right to make grammatical, stylistic and formal changes in the text that has been supplied and also to adjust the scope. General information about the manufacturer and its range of products and services are neither published nor presented in the newsfeed. All fed news is retained in the portal's archive.  
Cost of producing banners is CZK 5,000.

17

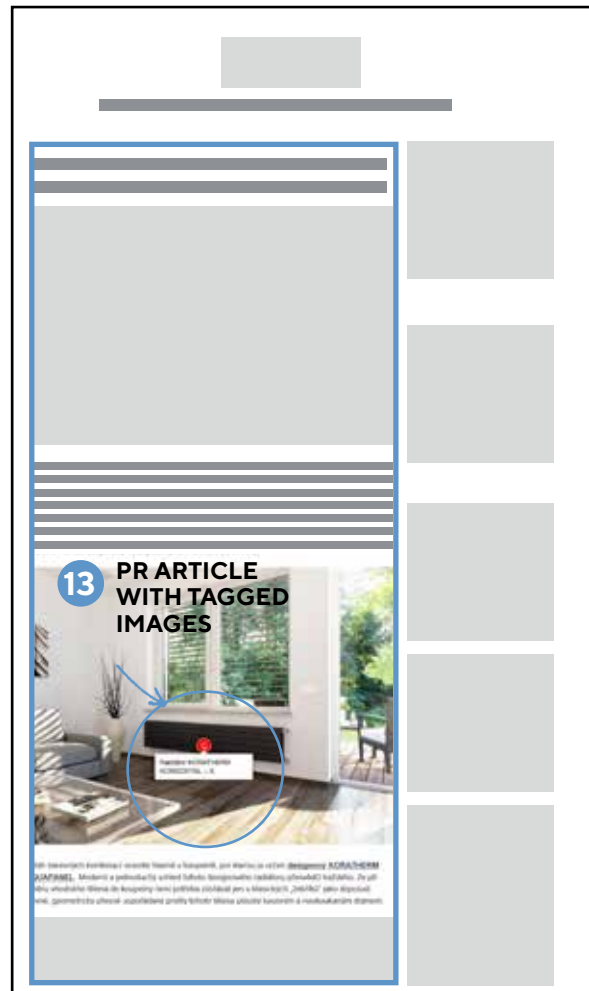
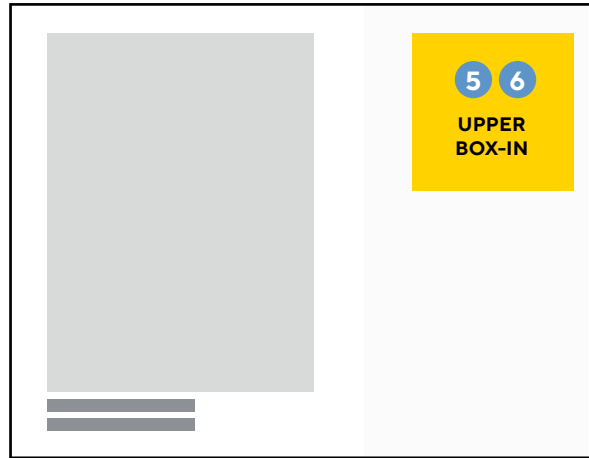
18



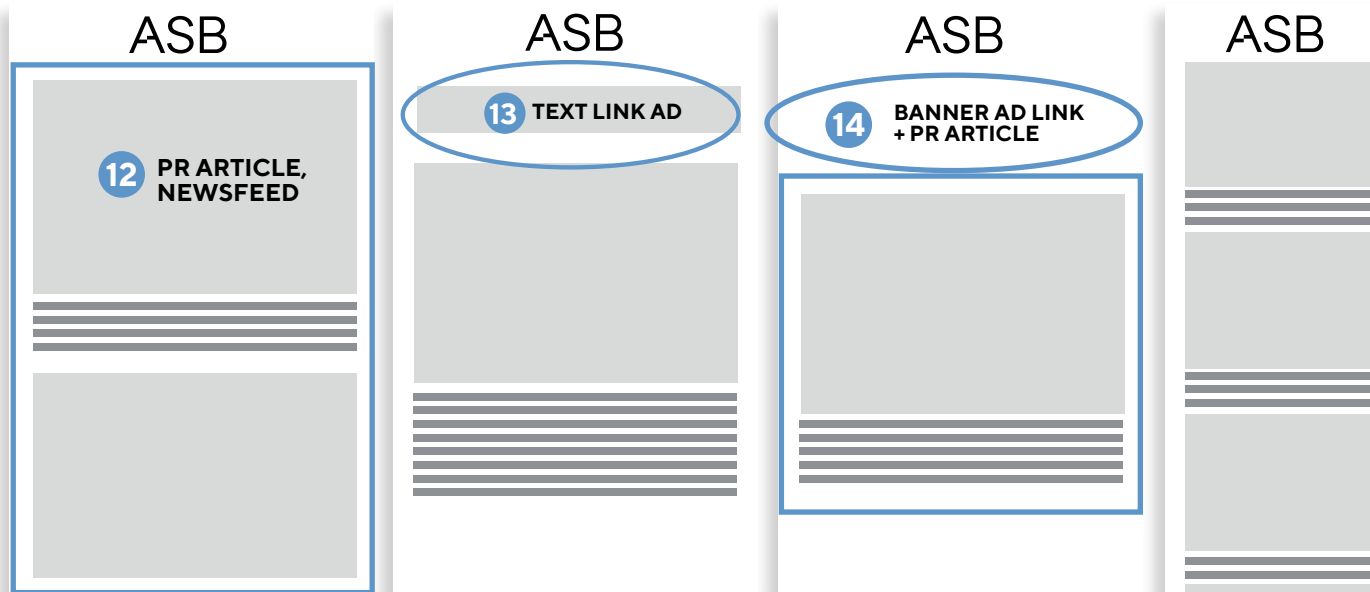
### Mobile formats



### Upper BOX-IN in photo gallery



19



**ASB e-magazine ad formats \*\*\*\*\* and TZB/Inženýrské stavby/Realizace staveb (HVAC/Civil Engineering/Construction) e-magazines \*\*\*\*\***

Format	Placement	Specifications	Price
<b>14 PR ARTICLE, NEWSFEED</b>	Link to the PR Article (or the newsfeed) on asb.portal.cz positioned at the beginning of the e-magazine.	-	CZK 25,000
<b>15 TEXT LINK</b>	Text link with logo and click-through link positioned at the beginning of the e-magazine above the listed articles.	logo (100 x 100) + text (max. 200 characters including spaces)	CZK 25,000
<b>16 BANNER AD LINK + PR ARTICLE</b>	Banner link (600 x 130) with click-through link positioned at the beginning of the e-magazine above the listed articles. E-magazine also includes a link to the PR article.	jpg, png, gif	CZK 31,000

\*\*\*\*\* The ASB e-magazine appears once a week at 3,400 addresses.  
 \*\*\*\*\* Realizace staveb (Construction) appears at 500 addresses and TZB (HVAC) appears at 400 addresses. These e-magazines appear once a month.



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

**Specific ad formats**

Format	Placement	Specifications	Price
<b>17 SECTION PARTNER</b> Portal sections: Architecture, Construction, Civil Engineering, HVAC, Business	Section partners receive: • logo displayed on its own page with hyperlink page in the selected section; • logo displayed on its own page with hyperlink in the selected subsection (e.g. Architecture and Designs, Project Implementation, Buildings and Construction, Architects, Contemporary Architecture, Interior Decorating, Contests) • logo displayed on its own page with hyperlink next to each editorial in the relevant section; • logo displayed with hyperlink on its own page in all subsections (e.g. Architecture and Designs, Project Implementation, Buildings and Construction, Architects, Contemporary Architecture, Interior Decorating, Contests); • PR article placed in a section where the partner wishes to focus (e.g. Architecture, Civil Engineering, Construction, HVAC); • PR article ** • News *** (option of publishing a press release or corporate news during the year).		CZK 38,000 for 1 month CZK 91,000 for 3 months CZK 158,000 for 6 months CZK 278,000 for 12 months  <i>Limited format! - max. four partners per section!</i>
<b>18 E-CATALOGUE/E-MAGAZINE</b> Catalogues, magazines, leaflets, and price lists can be published in a PR article or the website's newsfeed in order to maximize marketing impact. Interactive elements such as hyperlinks and videos are individually priced.	publication of a company magazine, catalogue, price list, leaflet or brochure with the option of electronic browsing (full-text search, active advertising)	data size: max. 250 MB PDF file with 150 dpi resolution	in a PR article: CZK 26,250  in the newsfeed CZK 15,000
<b>CORPORATE VIDEO</b>	Advertiser's video presentation published in an advertorial or in the news column	format: FLV, embedded link (YouTube, Vimeo)	in a PR article: CZK 29,000 in the newsfeed CZK 29,000
<b>PRODUCTION OF A VIDEO PRESENTATION</b>	Depending on complexity, recording length and how the video is going to be used (operating procedures, interviews, presentation of company products, technologies, reference objects)		

## CZECH CHAMBER OF ARCHITECTS



Our cooperation with ASB Magazine has developed, I believe, from satisfaction by both sides. Round-table discussions set up by the Czech Chamber of Architects to discuss topics have kept our members and other readers up to date. One of the missions of the Czech Chamber of Architects is to promote our trade and quality architecture among the wider public. In the past two years, ASB Magazine has significantly raised the quality of its content and also how it writes about major topics in the field, and this aids both design engineers and their clients meet and exceed the demands of the environment around us.

The announcement of a new chief editor brought a new spirit and fresh face to the magazine and the entire production team has endeavored to produce high-quality and timely articles and, in a good sense, a construction and architecture magazine we are reading with interest from the first page to the last. We praise both our media partnership and its organization from the Czech Republic Prize for Architecture. The magazine is getting better all the time and this is bringing high expectations for us working together in these areas into the future.

We believe our cooperation with ASB Magazine is terrific and will continue to be so.

Ing. arch. Jan Kasl  
Chairman, Czech Chamber of Architects

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Ing. arch. Jan Kasl

22



**Petr Lustig**  
Owner, ccbl, s.r.o

The Jaga publishing house has been working with us since 2015, such as for a client of ours and Europe's largest manufacturer of electrical heating systems, the Fenix Group, where Jaga and we have run campaigns for both end customers and professionals in the Czech Republic and

Slovakia. The great advantage for us is that the circulation of every magazine published by Jaga is audited, so we know how many customers our campaign is going to reach. What we appreciate very much about Jaga is the professional approach both marketing director Markéta Šimoničková and the editorial staff has taken when they prepare our PR materials.



**Kateřina Klimšová**  
Marketing Manager, Viega, s.r.o.

Jaga Media's portfolio contains a wide range of attractive magazines and portals relevant for us, where we would like to make our products more visible. Although this classical cooperation would be more than enough, Jaga Media gives us much more – a professional and simultaneously individual approach along with always a job splendidly well done. Besides all that, there is the exceptional feeling of them seeing Viega as a partner and always doing their best for us. As a result, Jaga gives Viega the added benefit of letting us get much closer to our customers.



**David Kolář, Marketing Director,**  
**Mgr. Robert Duben, On-line**  
**Marketing and Public Relations**  
**Hornbach**

Hornbach was looking for a partner to communicate its project manuals, express the emotions in its marketing campaigns and most of all to introduce appealing and noteworthy products.

This Jaga has been able to accomplish for us, as a publishing house whose broad portfolio of titles opened the way for Hornbach to win a larger number of satisfied customers. The excellent work Jaga has done for us should be highlighted together with them adapting to our individual needs and their professionalism with a personal touch. We can say that our brand hammer certainly hit the nail on the head when Hornbach started working with Jaga.



**Kristína Gabíková**  
Marketing/CSR Specialist Czech Republic  
Cemex Czech Republic, s.r.o.

The main objective Jaga media, s.r.o. sought to achieve in its marketing campaign for Cemex was to inform both professionals and the general public about our portfolio of existing and recently launched products. Jaga's wide range of titles enabled Cemex to accomplish what the company had set out to do and successfully reach a diverse group of readers. We can rate the JAGA team quite positively in how they have worked together with us. They were flexible, quite supportive and another great benefit from the team was how they keep track of deadlines for us, so no media release deadline is ever missed. When we started working with Jaga, there were some concerns about filling all the space Cemex had purchased and, most of all, whether there would be enough capacity to prepare all the texts that had been agreed between Cemex and Jaga. Nonetheless, the editorial team was very helpful and in the end everything went smoothly.

23





**Aleš Slivka**

**Authorized Agent, PREFA Aluminiumprodukte, s.r.o.**

PREFA has been working with Jaga Media and their magazines for several years and their magazines are considered by us to be among the best in the Czech Republic for readers who work in architecture and design engineering. The quality of the magazines can be seen in the wide-ranging backgrounds of the people subscribing to them, so we know that our information is reaching the right readers – those with a burning interest in architecture. ASB’s website and portal is also used by us for our presentations and PREFA communicates important information through the newsletter Jaga Media regularly sends out. Finally, we take advantage here at PREFA of the opportunity for round-table discussions with architects and heritage conservationists, which Jaga has always organized with a high degree of professionalism.



**Petr Přichystal**

**Marketing Manager, LOMAX & Co, s.r.o.**

We are quite satisfied partnering with JAGA Media because the publishing house allows us to communicate with a selected target group. Our marketing campaigns in JAGA Media magazines have enabled us to present news, showcase our products and strengthen the presence of LOMAX products in both B2C and B2B. The team works quite well together, reminders to deliver advertising materials to them come plenty of time in advance and, when we have questions, there is always a specialist on call ready to answer them. Never have we been worried about a failure in cooperation.



**Ing. Jiří Vaněk**

**Marketing Manager, Fatra, a.s.**

The magazine titles we can choose for our advertising can be considered quite high quality, both in terms of their content and in the depth and breadth of the writing.

Jaga provides a high level of service to their advertising clients and we have been able to build a quite solid brand in selected segments. Over the past several years, Fatra’s collaboration with Jaga has blossomed and there has always been a lot of effort to find the right, optimal solution that leaves both Fatra and Jaga satisfied, so there has always been the desire to keep working together. Even though there are only a few members from the Jaga team with whom we actually come into close contact, their willingness to do the best for us and to help us through a campaign has been quite valuable and very important to us. We at Fatra certainly appreciate the synergy Jaga gives us.



**Milan Klepsa**

**VEKA AG**

We have been satisfied with the quality of the magazines Jaga publishes, which in our opinion brings us a lot of publicity. I believe that the campaigns have helped increase the visibility of our range of SPECTRAL products and they have certainly brought awareness of how top of the line they are. There has always been good communication with Ms. Valtovou and with her colleagues at Jaga Media when it was needed. VEKA has worked together with Jaga for several years now and there have never been any concerns from my part about it.



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

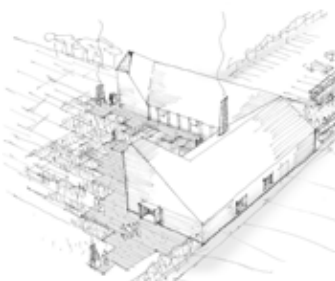
JAGA is a key media partner whose interests in home living, construction, and architecture jive with Xella’s. Through their strong media portfolio and the publishing house’s other endeavors,

JAGA helps our communication strategy succeed in markets both in Slovakia and the Czech Republic. The long-term collaboration between JAGA and Xella is grounded on reliability, industry experience and a professional approach. I appreciate the quality of JAGA’s editorial work, their high reach among both professional and general audiences and the desire to keep moving forward.



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

The cooperation between VELUX and JAGA 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 advertising clients. I wish JAGA all the best.



# General Terms and Conditions

1. JAGA MEDIA, s. r. o. ("Operator"), Pražská 1279/18, 102 00 Prague 10, Reg. No. 270 76 695 is authorized to provide advertising services.
2. Any self-employed natural person or legal entity, direct customer or intermediary that uses the advertising services offered on the Operator's portals ("Advertiser") may order an advertising campaign from the Operator.
3. These General Terms and Conditions for the Provision of Advertising Services ("Terms and Conditions") are an integral part of all contracts for the provision of advertising services and the terms and conditions set forth herein may be amended only by written agreement between the Advertiser and the Operator.
4. All contracts and orders for advertising services are required to include, in particular, the following data:
  - a) Names of the Operator and the Advertiser including the Advertiser's registered seat and postal address, if different, and the applicable registration numbers, income tax identification numbers and VAT identification numbers of the Operator and the Advertiser;
  - b) Name of the advertising campaign and the Advertiser's client organizing it, if not the Advertiser itself;
  - c) Specified advertising formats, their dimensions and the number of pageviews or advertisements for publication, depending on which data are applicable for the specific type of advertising format;
  - d) Period of time for publication of the advertising campaign;
  - e) Stipulated discount, rebate, or agency commission and the amount thereof;
  - f) Specification of other services if they were agreed;
  - g) Date of the concluded contract or order;
  - h) Confirmation of the contract or order by the persons authorized to act on behalf of the Advertiser and the Operator.
5. The Operator reserves for the Advertiser the media space duly concluded in the contract and publish the Advertiser's advertising elements thereon. Advertising elements are visual, textual, aural, or audiovisual information directly or indirectly promoting the Advertiser's goods or services. All advertising elements are required to comply with the rules set out in the technical specifications.
6. The Advertiser shall deliver all graphic, technical, and textual advertisement elements at the Advertiser's own expense no later than three (3) workdays prior to the date when the advertising campaign is scheduled to commence.
7. Unless the Operator and the Advertiser agree otherwise beforehand, the Operator shall be entitled to postpone the date when the advertising campaign is scheduled to commence until the contractually agreed number of pageviews or advertisements in the proper format for publication has been fulfilled.
8. The Advertiser is responsible for the advertisement's content and declares that none of the advertising elements violate legislation governing unfair competition, copyright and other intellectual property rights, consumer protection, and advertising, as well as other generally binding legislation and the Code of Advertising Practice issued Rada pro Reklamu (Advertising Council), the initiative of advertising agencies, media, and advertisers in the Czech Republic. The Advertiser furthermore declares the advertising elements intended for publication as an advertisement, which fulfill the conceptual features thereof, (i) to have been produced by people employed with the Advertiser and that the Advertiser is entitled to exercise the employees' property rights in their behalf; or (ii) to have acquired the right to dispose of the advertising elements by virtue of a contract concluded with either the author or another person authorized to exercise the property rights thereto, whereas either of them, as the case may be, has consented to sublicensing the publication of the advertising elements. Should the Advertiser have acquired the right to dispose of the advertising elements as provided in (ii) above, consent to the use thereof under a contract for the provision of advertising services shall be deemed a sublicense.
9. The Advertiser has the right to request the advertising elements to be extensively proofread twice in order to make corrective changes, for example in the text and graphics. Had the Advertiser delivered to the Operator advertising elements already prepared for publication, the Operator shall not be responsible for any advertising errors caused by the use thereof.
10. The Advertiser is entitled to full use of the advertising elements created and supplied by the Operator only for the purpose of advertising on the Operator's domains. The Operator shall only be entitled to use the advertising elements for any other means, in particular to disseminate or to make them available to the public, or for public transmission, by virtue of a separate license or sublicense agreed between the Advertiser and the Operator.
11. The Operator shall be entitled to charge the Advertiser for the cancellation of an advertising campaign:
  - a) 30% of the price of the advertisement were the campaign cancelled more than thirty (30) days prior to the launch thereof;
  - b) 50% of the price of the advertisement were the campaign cancelled between fifteen (15) and thirty (30) days prior to the launch thereof;
  - c) 75% of the price of the advertisement were the campaign cancelled between eight (8) and fourteen (14) days prior to the launch thereof;
  - d) 100% of the price of the advertisement were the campaign cancelled seven (7) days or less prior to the launch thereof, or at any time during it.
12. The Operator shall issue invoices with all the requisites of a proper tax document within fifteen (15) days from either the end of the advertising campaign or the end of the calendar month, unless otherwise agreed in the contract for the provision of advertising services.
13. The Advertiser shall be obliged to settle payment to settle any invoices issued by the Operator within fourteen (14) days from the date of issuance. The Operator's bank details shall be stated on the invoice.
14. Were the Advertiser to default on the remittance for any invoice, the Operator shall be entitled to charge late interest of 0.05% for each day begun in default and a penalty of 10 % p.a. on the outstanding amount, and the Operator shall be simultaneously entitled to not accept an order placed for another advertisement until the payment for the invoice in question has been remitted.
15. The Advertiser bears the cost of any bank fees and exchange rate differences associated with the payment of the invoice.
16. The Advertiser is permitted to email duly confirmed contracts or orders.
17. The Advertiser may file a complaint within fourteen (14) days from the end of the advertising campaign should any error in the advertisement be detected during the campaign. Neither the display of the advertisement exclusively in the time interval within which the advertisement system specified in the contract automatically displays it, nor any fluctuation in portal traffic had the scope of the advertisement stipulated in the contract not been fulfilled, shall be construed as an error in the advertisement.
18. The Operator 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.
19. Contracts and orders agreed between the Advertiser and the Operator include prices for banner advertisements published on the Operator's website. The Operator reserves the right to change and update its prices unilaterally.

26

## CONTACTS

### BILLING AND MAILING ADDRESSES

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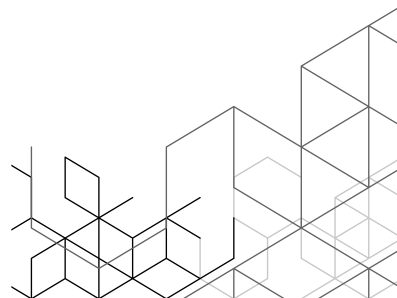
Markéta Šimoničková, +420 775 284 686,  
marketa.simonickova@jagamedia.cz

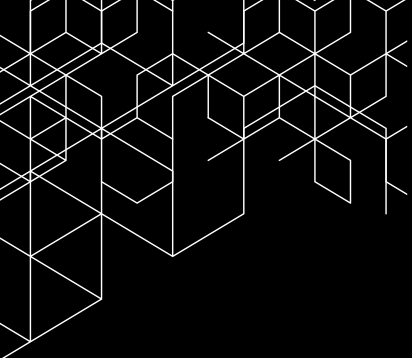
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27





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IN CONSTRUCTION, HOME LIVING,  
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AND DEVELOPMENT...

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[receptyprimanapadu.cz](http://receptyprimanapadu.cz)

[asb-portal.cz](http://asb-portal.cz)

