

For readers we create issues,
for your business we create
opportunities



**Looking for
customers interested
in an apartment,
house and garden?**

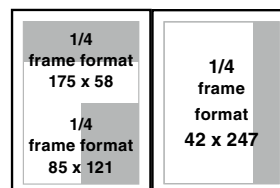
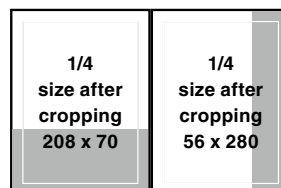
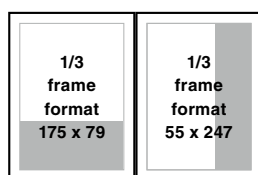
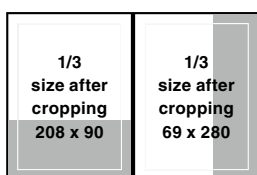
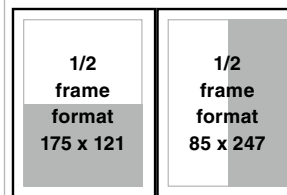
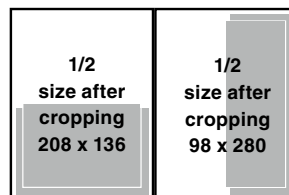
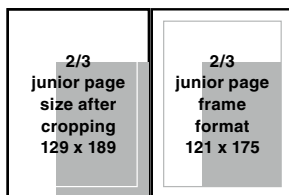
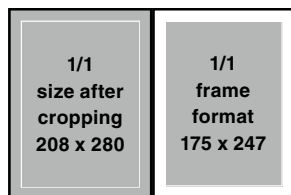
BYDLENÍ

House and garden magazine brings practical information on furnishing houses and flats, inspiring visits or transformations of interiors in the Czech republic and abroad. It follows news and trends in the field of furniture, accessories and domestic appliances. It also deals with constructions and garden, publishes expert advices, tests appliances.



**ONLY
original
Bydlení on
the Czech
market**



FORMATS (in mm)

TECHNICAL INFORMATION

Published: since 1979
 Print type: offset
 Periodicity: monthly
 Volume: 124 pages
 Editor-in-chief: Lucie Spoustová
 Publisher: Business Media CZ s. r. o.

Products pages – Advertorial

- processed editor
 - 1/1 page – 3–4 images with descriptions + price + contact
 - 2/1 page – 6–7 images with descriptions + + whole picture + price + contact

EDITORIAL PLAN FOR 2023

Issue	For processing	Order Deadline
BYDLENÍ 2/24	3. 1.	10. 1.
BYDLENÍ 3/24	5. 2.	12. 2.
BYDLENÍ 4/24	5. 3.	12. 3.
BYDLENÍ 5/24	5. 4.	12. 4.
BYDLENÍ 6/24	9. 5.	14. 5.
BYDLENÍ 7–8/24	4. 6.	11. 6.
BYDLENÍ 9/24	6. 8.	13. 8.
BYDLENÍ 10/24	6. 9.	13. 9.
BYDLENÍ 11/24	8. 10.	15. 10.
BYDLENÍ 12/24–1/25	5. 11.	12. 11.



We are also present on Internet and social networks.
 You can follow us on www.modernibyt.cz, Instagram or Facebook.



Other formats of advertisements after agreement. Technical requirements and dates for submission of advertisement materials can be found also on www.bmczech.cz in the **SERVIS – ADVERTISING** section

TECHNICAL REQUIREMENTS FOR ADVERTISING

PDF ACCORDING TO THE STANDARD PDF/X-1A OR PDF VERSION 1.3. (ACROBAT 4.0 COMPATIBILITY)

The document shall be created by converting the postscript file with Adobe Distiller, by printing to PDF, by exporting (e.g. from Adobe InDesign, Illustrator), however, on condition that the standard PDF/X-1a or version 1.3 is met. It shall also contain (if the advertisement in an actual size is concerned) at least 5mm of trimming, trim marks at least 4 mm from the actual size. The PDF file can not include objects in an RGB colour space and direct colours, embedded ICC profiles, OPI information.

OTHER SIZES ARE SUBJECT TO AN AGREEMENT.

For the control of colours, please supply, if possible, a colour table created according to ISO 12647-2:2013 (FOGRA51). In the case of non-compliance with ISO 12647-2:2013 we can not guarantee required colours. If you fail to supply the colour table we can not guarantee required colours and we do not assume responsibility for mistakes arising in processing the advertisement. We recommend you to use profiles of the print standard ISO 12647-2:2013 (PSO Coated v3 FOGRA51) for a colour conversion of used bitmap files from various colour spaces to the CMYK colour space. This standard shall be used for periodicals, for certified colour test printing and for printing. If you use other ICC profiles or other methods of conversion to CMYK we can not guarantee required colours.

DTP-Studio, Business Media CZ, phone: +420 734 442 736, e-mail: dtp@bmczech.cz

ADVERTISEMENT PRICE LIST (prices are given in CZK without VAT)

format	price
4 th cover page	157 000 CZK
3 rd cover page	107 000 CZK
2 nd cover page	132 000 CZK
1 st two-page spread	152 000 CZK
2 nd two-page spread	142 000 CZK
two-page spread inside	132 000 CZK
1 page	95 000 CZK
2/3 page – Junior PAGE	81 000 CZK
1/2 page	67 000 CZK
1/3 page	51 000 CZK
1/4 page	41 000 CZK

Products pages – Advertorial

two-page	132 000 CZK
1 page	95 000 CZK

Insert advertising

prices are set individually and contractually

EDITORIAL PLAN

Issue	expedition date
BYDLENÍ 2/24	1. 2.
BYDLENÍ 3/24	1. 3.
BYDLENÍ 4/24	2. 4.
BYDLENÍ 5/24	2. 5.
BYDLENÍ 6/24	3. 6.
BYDLENÍ 7–8/24	1. 7.
BYDLENÍ 9/24	2. 9.
BYDLENÍ 10/24	1. 10.
BYDLENÍ 11/24	1. 11.
BYDLENÍ 12/24–1/25	2. 12.

Discount

repeat	discount in %
3x	5
6x	10
9x	12,5
for payment in advance	2
additional charge for a specific position	15

PAYMENT, CANCELLATION CHARGES

Maturity of tax documents is 14 days from the date of their issue; in the event of exceeding the term of maturity the publishing house will charge interest on late payment amounting to 0,3 % of the price for every day of default. In case of advertisement cancellation before the deadline of advertising the client pays no cancellation fee, after the deadline he will pay 100 % of the price. Cancellation has to be effected in writing. Complaints of defects in published ads, if any, have to be filed in writing not later than 10 days after the advertisement expedition.

i The general trading terms of the publishers Business Media CZ s. r. o., may be read in full at www.bmczech.cz in the section OFFER – MEDIADATA (NABÍDKA – MEDIADATA).

ORDER AND INFORMATION

Business department Business Media CZ s. r. o., Nádražní 762/32, 150 00 Prague 5-Smíchov, e-mail: info@bmczech.cz

ACCOUNT MANAGER
Hana Andělová
mobile: +420 603 248 157
hana.andeova@bmczech.cz

ACCOUNT MANAGER
Kateřina Keslová
mobile: +420 773 773 325
katerina.keslova@bmczech.cz

More business opportunities



MODERN FLAT

A prestige magazine which sees housing and interior design in broader context as a part of the modern lifestyle. It always follows current trends, interesting things from home and abroad, provides inspiration in the form of unique photographic reportages on distinctive interiors, publishes views of experts, architects, designers and interesting people involved in the sector.

WORD OF BATHROOMS
Special issue of the Modern flat magazine is published quarterly and deals in depth with building, furnishing and using of bathrooms. It follows trends, new technologies, possibilities for renovations, news on our market and expert opinions. The magazine is supplemented by inspiring realizations which the readers should not miss. Products are published with complete information including prices and contacts for the suppliers.



WORD OF KITCHENS

Special issue of the Modern flat magazine is published quarterly and deals in depth with building, furnishing and using of kitchens. It brings trends from the sector, news and modern technological solutions, monitors its opportunities for kitchen refurbishments, publishes photographs of inspiring realizations, provides space to experts. It offers its readers complete service including prices of the products and contacts for the suppliers.