

builder

MEDIAKIT /
2021

for modern building, interior and garden

The **builder** magazine focuses on everything related to housing acquisition, especially in the context of modern technologies and current trends. It introduces interesting projects and procedures in all areas related to contemporary lifestyle and living comfort, in accordance with years of proven knowledge and traditions. In clearly defined sections, it offers an overview of successful projects, materials used in all internal and external building structures of residential buildings, garden architecture and landscaping, conducts a survey of the current situation in the field of construction and interior design of apartments, houses and their outbuildings. It also monitors future prospects in connection with environmental aspects and sustainability, developments in the field of smart home management. It also presents options for financing, ensuring security and adequate privacy through the latest tools and systems.

The **builder** magazine also reflects important, thematically relevant exhibitions and fairs, held within our republic and throughout Europe, the content of which is intentionally followed up. It also shows the current development of this segment in the form of a presentation of competitions not only for renowned and young architects, but also for students of relevant fields. In the thematic section, it deals with news, innovations and interesting facts of this segment.

The **builder** magazine is intended for everyone who is interested in quality, new or reconstructed residential buildings, whether from the point of view of current or future investors, property owners and builders. It also does not forget those who like to take part in improving their household with their own hands. It brings general information about the unlimited possibilities of architecture and construction activities. It aims to be a broad platform for meeting professionals in a range of related professions in this branch, a point of contact for architects, construction companies and manufacturers of materials with potential customers, an inspiration to raise the standard of lifestyle associated with housing.



- / the most interesting contemporary projects and news
- / innovations in the areas of style, materials and technologies
- / complete service dedicated to trade fairs – information, presentations, evaluations
- / know-how directly from leading experts
- / intended for investors, property owners, architects, builders, do-it-yourselfers and anyone who is interested in improving the comfort of living and garden



- / reconstruction of residential buildings
- / monitoring the current situation concerning construction, as well as interior equipment of apartments, houses and their outbuildings
- / intelligent home management and security systems



specifikace

periodicity	5 times a year: February-March; April-May; June-July-August; September-October; November-December-January;
printed cargo	25 000 pcs
number of pages design	at least 84 + 4 envelope 250 g chalk gloss, dripOff surface treatment, inner block 90 g Fine Gallery, gloss, binding V2
price per issue distribution	75 CZK sales network throughout the Czech Republic, VIP distribution, trade fairs, exhibitions and other professional events, subscribers

advertising prices

front cover	to the publisher's layout	150 000 CZK
2nd page of the cover	220 x 285 mm	90 000 CZK
3rd page of the cover	220 x 285 mm	80 000 CZK
back cover	220 x 285 mm	100 000 CZK
double page spread	440 x 285 mm	120 000 CZK
full page	220 x 285 mm	70 000 CZK
1/2 page for editorial	105 x 285 mm	45 000 CZK
1/2 page for content	105 x 285 mm	45 000 CZK
1/2 page horizontal	220 x 137 mm	40 000 CZK
1/2 page vertical	105 x 285 mm	40 000 CZK
1/3 page horizontal	220 x 92 mm	25 000 CZK
1/3 page vertical	70 x 285 mm	25 000 CZK
product tip, news		15 000 CZK

Prices do not include VAT

www.ibuilder.cz

1/1
trim size
220 x 285 mm
live area
185 x 250 mm

1/2
trim size
220 x 137 mm
live area
185 x 123 mm

1/2
trim size
105 x 285 mm
live area
85 x 250 mm

1/3
trim size
220 x 92 mm
live area
185 x 82 mm

1/3
trim size
70 x 285 mm
live area
58 x 250 mm

For **trim size** it is necessary to add a **5 mm bleed** beyond the trim size. We accept finished advertising exclusively as a print PDF with embedded fonts.

We accept documents for the production of advertising in JPG, TIFF, EPS, AI, PDF formats with an image resolution of at least **300 dpi**.

contact us:

www.ibuilder.cz

general questions info@ibuilder.cz

advertisement Ondřej Šlechtický, tel.: +420 774 876 792, slechticky@ibuilder.cz

Bc. Jakub Rozsypal, tel.: +420 737 846 189, rozsypal@ibuilder.cz

Lucie Brůčková, tel.: +420 725 547 256, bruckova@ibuilder.cz

editor-in-chief PhDr. Alena Müllerová, almull@email.cz

publisher Goodtown Media s.r.o., Lípová 1287, Dobříš, 263 01, CIN 09506594 VATIN CZ09506594