

THE EUROSTAV MAGAZINE

■ **The Eurostav magazine** is a specialized review magazine in the area of building industry and architecture which has been published in Slovak media market for 17 years. High level of expertise as up-to-date topics are guaranteed by editorial board composed of 9 members.

■ In 17 years of its existence, the magazine has gained a forefront among magazines of similar specialty and it is considered to be an influential media in this field. One of the reason is that it is the main partner of the most prestigious media events (competitions, exhibitions) in the area of building industry and architecture.

■ The magazine is not freely circulating, but it is delivered directly to subscribers (designers, architects, civil engineers, managers, investors, producers of construction materials, teachers and students of faculties of architecture) in 6000 printings.

■ The price for annual subscription for the year 2012 is 23 Euros and the price of one issue costs 2.60 Euros.

Magazine of Innovation on Construction Market

■ **Magazine of Innovation on Construction Market** has been published since 2009. Primarily it is focused on architects, civil engineers, designers, contractors, building entrepreneurs, investors but also on teachers and university students. The aim of the magazine is to focus on concrete information about innovations and news on construction market. We are going to survey innovations in all segments of construction market.

■ **Magazine of Innovation** is published in 6000 issues. Subscribers of Eurostav magazine for the year 2012 will receive the Innovation magazine within the May issue.

■ An extent of the magazine is approximately 50 pages and it is in full colour and of A4 format. Classifieds pricelist is identical with Eurostav magazine (see page 4 of the brochure).



MEDIAINFO 2012



TOPIC FOCUS OF THE MAGAZINE ISSUE FOR THE YEAR 2012

EUROSTAV 1-2/2012

- Editorial deadline:
23. 1. 2012
- Advertisement deadline:
30. 1. 2012
- For printing:
10. 2. 2012
- Distribution:
17. 2. 2012

■ **The main topic: Living in town and village**

Thematic fields: building an renovation of housing stock, insulation, energy effective housing concepts, materials and technologies for facades, balconies, terraces, roofs, windows, doors solution, fumigation and ventilation, TZB distribution, engineering networks, networks reconstructions, alternative sources of energy for fumigation and water heating, parking and garaging, lighting, humanization of living environment, removing barriers, landscaping, ornamental gardens, playgrounds, fine architecture, technologies and materials for apartment superstructure solutions, elevators...

■ **Special edition: ecological materials for construction**

EUROSTAV 3/2012

- Editorial deadline:
2. 3. 2012
- Advertisement deadline:
9. 3. 2012
- For printing:
20. 3. 2012
- Distribution:
27. 3. 2012

■ **The main topic: Intelligent buildings**

Thematic fields: technology of environment, facades of intelligent and high buildings, foundation engineering of high buildings, cleaning of facades of high buildings, materials and technologies used for construction of intelligent and high buildings, air-conditioning, heating and air handling, elevators, escalators and turnstiles, security and intelligent systems, lighting and landscaping, intelligent management systems, parking and garaging, illumination and communication connection, security systems...

■ **Special edition: Fumigation, ventilation and air-conditioning CONECO – RACIOENERGIA – CLIMATHERM 2012**

EUROSTAV 4/2012

- Editorial deadline:
30. 3. 2012
- Advertisement deadline:
5. 4. 2012
- For printing:
17. 4. 2012
- Distribution:
24. 4. 2012

■ **The main topic: Building facades**

Thematic fields: transparent, metal, plastic and wooden facades constructions, finishes of external cladding, double facades, ventilated facades, thermal insulation, atypical material and technology facades solutions, energy-saving and interactive facades solutions, door and window filling, insulating glasses, shading elements, roller blinds, awnings, lighting and illuminations, colour solution of facades, facades and surfaces cleaning...

■ **Special edition: Thermal insulation**

EUROSTAV 5/2012

- Editorial deadline:
27. 4. 2012
- Advertisement deadline:
4. 5. 2012
- For printing:
15. 5. 2012
- Distribution:
22. 5. 2012

■ **The main topic: Sustainability in architecture and construction**

Thematic fields: sustainable architecture concepts, material for sustainable construction, energetic certification, wooden construction, door and window construction holes for energetically effective and zero energy houses, solar and photovoltaic systems, heat pumps...

■ **Special edition: Renewable energy resources**

MAGAZINE OF INNOVATION ON CONSTRUCTION MARKET

- Editorial deadline:
27. 4. 2012
- Advertisement deadline:
4. 5. 2012
- For printing:
15. 5. 2012
- Distribution:
22. 5. 2012

■ Presentation of news and advanced technologies and materials of building industry and architecture which were introduced to Slovak and European construction market by producers and sellers in the end of the year 2009 and the beginning of 2011. They need to inform especially architects, designers, contractors, all professionals, investors, but also students and teachers of high schools and universities. The magazine is intended for everyone who wants to keep pace with advanced technologies and be informed about architecture and building industry.

■ **Subscribers of the EUROSTAV Magazine will receive a copy of the magazine 5/2012 issue for free!**

EUROSTAV 6/2012

The main topic: Building industry in the year 2011

Thematic fields: analysis of building industry for the year 2010, comparison of results with other European countries, analysis of housing, managing the market of construction materials, trends in development in the next years in Slovakia and Europe, analysis and trends in development of real estate market, the possibilities of increasing building production quality...

Special edition: TOP 100

TOP 100, list of the most successful companies on the Slovak building market in the year 2011 divided to business of building manufacturing, manufacturing of building materials and engineering-design companies

- Editorial deadline: **25. 5. 2012**
- Advertisement deadline: **5. 6. 2012**
- For printing: **19. 6. 2012**
- Distribution: **26. 6. 2012**

EUROSTAV 7-8/2012

The main topic: Transport, Special and Engineering Construction

Thematic fields: structures for roads, bridges, highways, tunnels, railroads, special construction, road surface information transport systems, parking and garage systems, road surface sanitation, tunnelling technologies, sanitation and repairing bridges technologies, railroads reconstruction technologies, highways and bridges construction formworks, special construction technologies, engineering network construction technologies, piping systems...

Special edition: Transport, construction and special machinery and equipment

- Editorial deadline: **20. 7. 2012**
- Advertisement deadline: **27. 7. 2012**
- For printing: **7. 8. 2012**
- Distribution: **14. 8. 2012**

EUROSTAV 9/2012

The main topic: Energy efficient buildings

Thematic fields: renewable energy resources, technologies for constructing a raw constructions, facades, roofs of energy effective buildings, energy saving windows, facades, constructions on wooden basis, energy-saving heating with low emission boilers for biomass, fireplaces, heat pumps, recuperation, air-conditioning and ventilation, solar and photovoltaic systems, geothermal energy use, biomasses of wind energy in construction...

Special edition: Architecture and construction software, renewable energy resources

- Editorial deadline: **24. 8. 2012**
- Advertisement deadline: **31. 8. 2012**
- For printing: **11. 9. 2012**
- Distribution: **18. 9. 2012**

EUROSTAV 10/2012

The main topic: Buildings reconstructions and renovations

Thematic fields: technologies and redevelopments for drying of dehumidifying of basements and masonry, undercutting basement, isolation and thermal insulation of buildings, building chemistry, reconstruction of historic facades, roof framers, windows, doors, modernization of distribution systems, interior surfaces solution in historic buildings, facades and room reconstructions, arts and crafts and plastering, lighting and illumination, reconstruction of historic stained glass, effective solutions of heating and air-conditioning in historic objects...

Special edition: Materials and technologies for building renovations

- Editorial deadline: **21. 9. 2012**
- Advertisement deadline: **28. 9. 2012**
- For printing: **9. 10. 2012**
- Distribution: **16. 10. 2012**

EUROSTAV 11/2012

The main topic: Building of the year 2012

The show of all architecture and construction works, which has joined the competition. Interviews with organizers of competition, chairman of the board, members of the board, enquiry of the involved public, statements of authors of registered works-architects, investors, contractors...

- Editorial deadline: **26. 10. 2012**
- Advertisement deadline: **2. 11. 2012**
- For printing: **13. 11. 2012**
- Distribution: **20. 11. 2012**

EUROSTAV 12/2012

The main topic: Conventional and unconventional construction structures

Thematic fields: Metal, wood and concrete utilization in construction structures, masonry and new progressive technologies for building construction, prefabricated units, metal and wooden facade structures, concrete production new technologies, concrete additives, concrete transport, ground engineering, concrete, metal and wooden structures sanitation, concrete, metal and wooden surface protection, tie beams, wooden roof support structure, formwork and sheeting systems...

Special edition: Wood, steel, concrete

- Editorial deadline: **23. 11. 2012**
- Advertisement deadline: **30. 11. 2012**
- For printing: **11. 12. 2012**
- Distribution: **18. 12. 2012**

Journal EUROSTAV is a media partner for the following events:



EUROSTAV magazine is the main media partner of architecture competition organized by the Slovak Chamber of Architects
CE • ZA • AR

CENA ARCH

EUROSTAV magazine is the main media partner of Eurostav architecture competition,
THE ARCH PRIZE



EUROSTAV magazine is the general media partner of the competition
BUILDING OF THE YEAR
and one of the sponsors
of this competition at the same time

CONECO

RACIOENERGIA

climatherm

CONECOINVEST

EUROSTAV is a media partner of the biggest construction fair CONECO.

ADVERTISING RATES

STANDARD ADVERTISING

■ double page	2 790 €
■ 2. and 3. cover page	2 265 €
■ 4. cover page	2 450 €
■ 1. inside page	2 100 €
■ common page	1 670 €
■ 1/2 page	1 050 €
■ 1/3 page	625 €
■ logo (max 1 250 mm ² , i.e. max width 55 mm)	210 €

Extra charge for special location of the advertisement **10 % of the advertising rate.**

Rates apply for completely provided artwork.

ADVERTISING ARTICLES

- The rates are set individually for each advertising article based on an agreement and are subject to the location and the format following the rates provided in the pricelist.

INSERTED ADVERTISING

■ Prospect up to 1 x A4 according to weight	0,35 – 0,50 € per piece
■ CD	0,35 € per piece
■ Location on a particular page and greater weight	from 0,52 € per piece

DISCOUNTS (RABATS)

■ 3 x (number of repeats per year)	5 %
■ 5 x (number of repeats per year)	7 %
■ 8 x (number of repeats per year)	10 %
■ 10 x (number of repeats per year)	15 %
■ Agency commission (maximum)	15 %

CANCELLATION FEES

- Cancellation of purchase order must be provided in writing at least 30 days before the editorial deadline. When cancelling the purchase order 14 days prior to the editorial deadline – the cancellation fee is 50% from the purchase order. After this date are no cancellation acceptable and the cancellation fee is fully refundable.

Prices do not include VAT.

FOR 2012

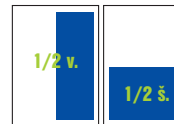
TRIMMED PAGE SIZE - FORMATS



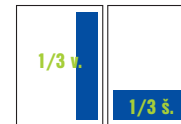
420 x 297 mm
(+5 mm for trimming)
Mirror: 399 x 261 mm



210 x 297 mm
(+5 mm for trimming)
Mirror: 185 x 261 mm



h. 91 x 261 mm
w. 185 x 129 mm



h. 60 x 261 mm
w. 185 x 85 mm

DETAILS FOR PRINT

- .PDF (output – press quality, CMYK, merged transparency, fonts integrated)
- .TIFF, .EPS (output – CMYK, min. 300 dpi, without OPI information and profiles)
- .AI, .EPS (output – CMYK, text in curves, in case of cdr – export as eps)

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