

1,546,200

readers each month



B2C

magazines

425,200 readers each month



84,300 readers
(MML-TGI)



69,700 readers
(MML-TGI)



177,200 readers
(MML-TGI)



72,000 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

1,089,000 visitors each month



250,000 visitors to
mojdom.sk
(audited by AIM
monitor)



355,000 visitors to
urobsisam.sk
(audited by AIM
monitor)



350,000 visitors to
zahrada.sk
(Google Analytics)



134,000 visitors to
asb.sk
(Google Analytics)

Contents

GENERAL INTEREST MAGAZINES

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

PROFESSIONAL MAGAZINES

- 34 ASB – architektúra, stavebníctvo, biznis (ASB – Architecture, Construction, Business)
- 40 ASB špeciály: TOP Developeri • ASB Green (ASB Special Editions: TOP Developers • ASB Green)
- 42 ASB špeciály: TOP 50 Architektonických ateliérov na Slovensku • TOP Stavby (ASB Special Editions: Top Architecture Studios in Slovakia • Top Buildings)
- 44 ASB špeciál Almanach (ASB Almanacs)
- 46 Stavebné materiály (Construction Materials)
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- 56 TZB Haustechnik (HVAC Building Services)
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EVENTS

- 66 ASB Gala 2025
- 68 Jaga Cup, BIM Conference
- 69 Development Summit

Contacts

If you are interested in media presentation at JAGA, 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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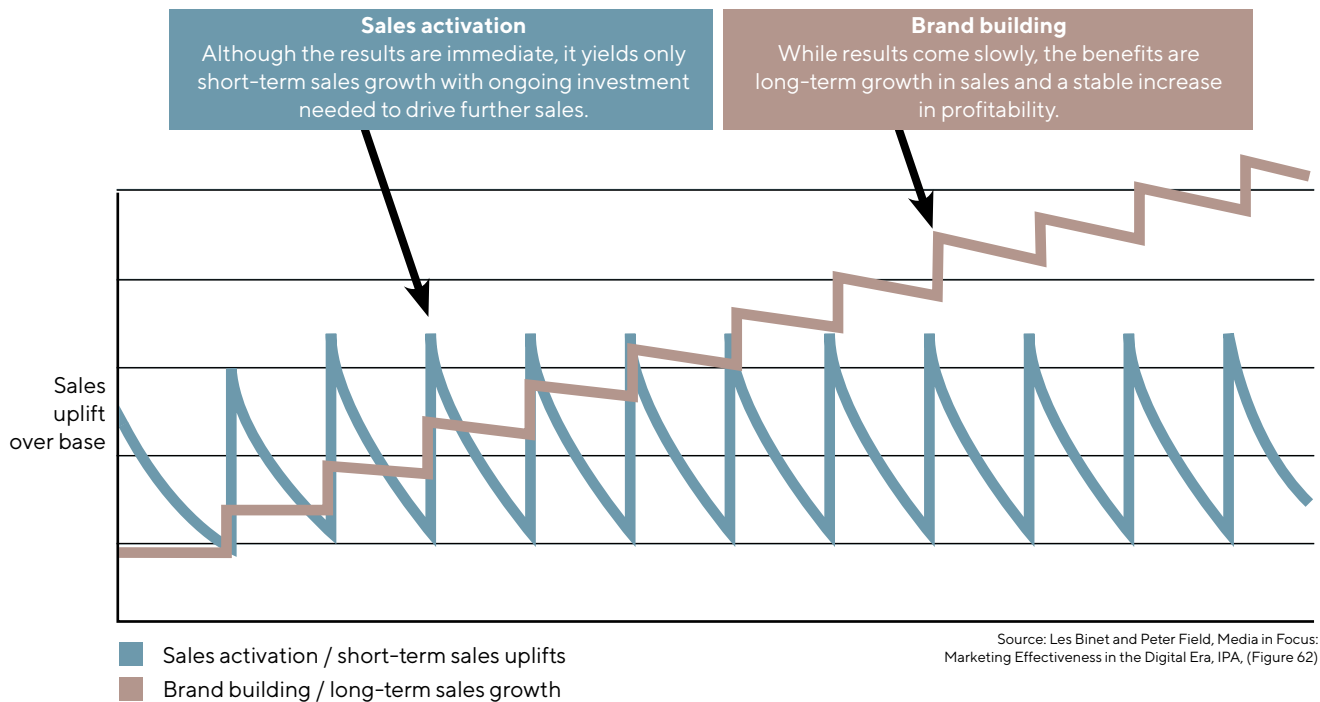
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History

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

Brand building versus sales activation

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



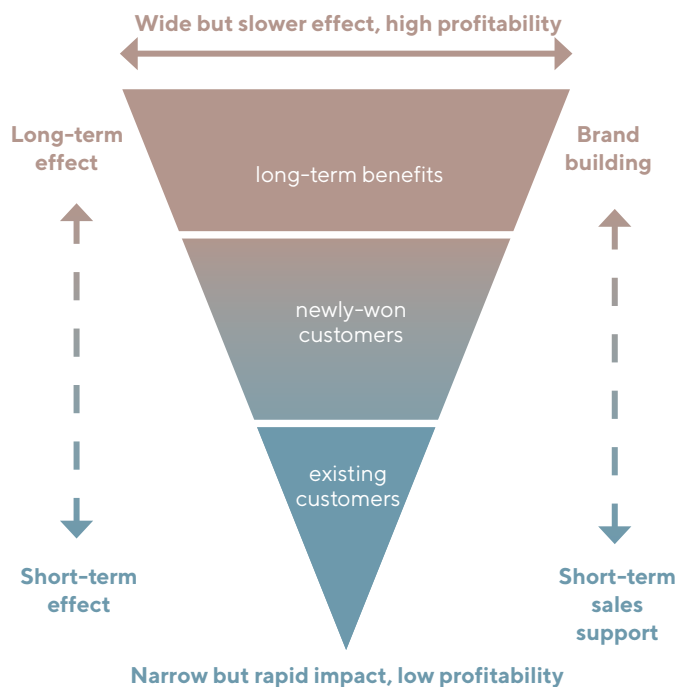
Advertising and promotion in online and print magazines are the two best ways to build long-term brand awareness and ensure stable sales growth.

4

What difference can be seen in results between brand building and sales activation?

Brand Building	Sales Activation
Creates mental brand equity	Exploits mental brand equity
Influences future sales	Generates sales now
Broad reach	Tightly targeted
Long-term impact	Short-term effect (only while the campaign lasts)
Emotional priming	Persuasive messages

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



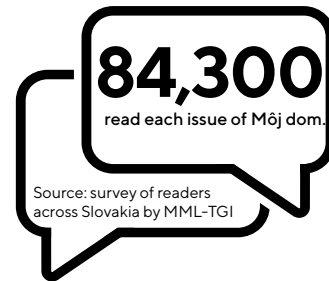
Source: Les Binet and Peter Field, Media in Focus: Marketing Effectiveness in the Digital Era, IPA, (Figure 02)

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Why advertise in Môj dom

- 01 43,000 people interested in remodeling their homes or reading articles about home living can see your ad 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 living magazines.
- 03 Every reader browses or reads Môj dom three to four times (Source: GFK survey).
- 04 Advertising in Môj dom is a strong incentive driving purchasing decisions (Source: GFK survey)



General information

Readership: 83,300 per month
 Circulation: 22,000
 Frequency: eight issues a year + three special issues
 Number of pages: 128-212
 Price: €1.99
 26th year

Distribution

- Subscriptions
- Newsstands and print shops
- Retail chains and service stations such as Tesco, Billa, Kaufland, Terno, COOP, Metro, OMV, Shell, Slovnaft, Lukoil
- Sold online at jagastore.sk and predplatne.jaga.sk

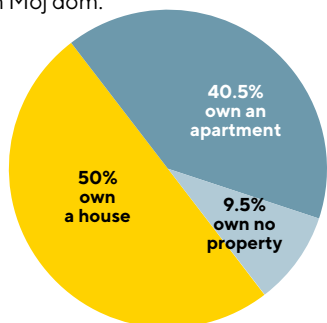
6

Who reads Môj dom

Readers of Môj dom are typically women and men of working age between 30 and 49. They have either completed secondary school or earned a university degree, are family wage-earners, raising children, own their own homes and tend to a garden. They are looking to decorate, beautify, and enhance the inside of their homes to make them 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, ads in Môj dom play a major role in their decision-making when they are choosing products or firms and more than half of the entire readership have turned to one of the contractors, they had read about in Môj dom.

Property owners

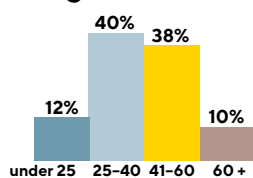
- 50% of readers own a house
- 40.5% of readers own their apartments
- 9.5% of readers own no property



Topics of interest for Môj dom readers

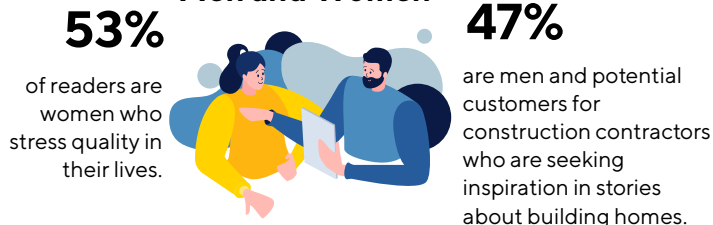
- Visits to houses and apartments, inspirational projects
- Makeovers inside
- Interior decorating
- Garden care and inspirations
- Practical home topics
- Home reconstruction and maintenance

Age of readers



Source: 1,352 respondents to a reader survey.

Men and Women



Remodeling, building and furnishing a home



41.5%

of readers are thinking of purchasing building, or reconstructing their homes.

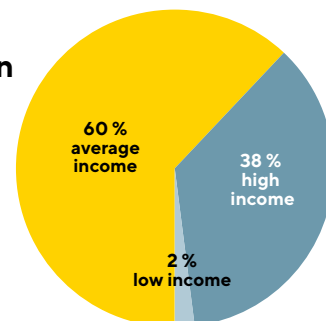


48%

are looking in the magazine for inspiration.

How much readers earn

- 60% are middle class and median income
- 38% are upper class and high income
- 2% have low incomes



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ISSUE DEADLINES	ISSUE DATE	HOME	FURNISHINGS	CONSTRUCTION	GARDEN	
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 roof • Waterproofing • Fireplace heating • Low-energy houses • Floor coverings • Garages 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winterizing 	
Môj dom 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	Broad overview of innovative building materials, technologies and construction techniques		Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none"> • Structural work • Roofing • Heating • Hard landscaping • Windows and skylights • Facades 	
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 homes 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winterizing 	
Môj dom 12/2024 – 1/2025 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: Consumer electronics: TVs and related equipment • Testing 	<ul style="list-style-type: none"> • Central heating • Low-energy homes 	<ul style="list-style-type: none"> • Tools • Monthly advice • Winterizing 	
Môj dom 2 – 3/2025 ORDERS: 10. 2. 2025 MATERIALS: Editorial assistance: 30. 1. 2025 Advertorials: 11. 2. 2025 Advertising: 18. 2. 2025	3. 3. 2025	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Smart homes and low-energy homes 	<ul style="list-style-type: none"> • Shell construction • Central heating • Low-energy homes 	<ul style="list-style-type: none"> • Tools • Monthly advice 	
Môj dom 4/2025 ORDERS: 18. 3. 2025 MATERIALS: Editorial assistance: 7. 3. 2025 Advertorials: 19. 3. 2025 Advertising: 26. 3. 2025	8. 4. 2025	<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 	
Môj dom Special Issue 1/2025 New construction materials ORDERS: 2. 4. 2025 MATERIALS: Editorial assistance: 24. 3. 2025 Advertorials: 3. 4. 2025 Advertising: 11. 4. 2025	25. 4. 2025 Special issue on sale for 3 months.	Broad overview of innovative building materials, technologies and construction techniques		Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none"> • Structural work • Roofing • Heating • Hard landscaping • Windows and skylights • Facades • Timber construction 	
Môj dom 5/2024 ORDERS: 15. 4. 2025 MATERIALS: Editorial assistance: 3. 4. 2025 Advertorials: 16. 4. 2025 Advertising: 23. 4. 2025	7. 5. 2025	<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 	
Môj dom 6/2025 ORDERS: 19. 5. 2025 MATERIALS: Editorial assistance: 7. 5. 2025 Advertorials: 20. 5. 2025 Advertising: 27. 5. 2025	9. 6. 2025	<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 	
Môj dom Special Issue 2/2025 Building a low-energy home ORDERS: 26. 5. 2025 MATERIALS: Editorial assistance: 15. 5. 2025 Advertorials: 27. 5. 2025 Advertising: 3. 6. 2025	16. 6. 2025 Special issue on sale for 3 months	Major guide to building a low-energy home		<ul style="list-style-type: none"> • Planning and budgeting home projects • 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"> • Flooring and tiles • Home security • Saunas
Môj dom 7 – 8/2025 ORDERS: 17. 6. 2025 MATERIALS: Editorial assistance: 6. 6. 2025 Advertorials: 18. 6. 2025 Advertising: 25. 6. 2025	8. 7. 2025	<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 9/2025 ORDERS: 15. 8. 2025 MATERIALS: Editorial assistance: 6. 8. 2025 Advertorials: 18. 8. 2025 Advertising: 25. 8. 2025	9. 9. 2025	<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 – 11/2025 ORDERS: 16. 9. 2025 MATERIALS: Editorial assistance: 5. 9. 2025 Advertorials: 17. 9. 2025 Advertising: 24. 9. 2025	7. 10. 2025	<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 	
Môj dom Special Issue 3/2025 New construction materials ORDERS: 26. 9. 2025 MATERIALS: Editorial assistance: 17. 9. 2025 Advertorials: 26. 9. 2025 Advertising: 6.10. 2025	17. 10. 2025 Special issue on sale for 3 months	Broad overview of innovative building materials, technologies and construction techniques		Overview of building materials and prices. Home designs from different architectural studios.	<ul style="list-style-type: none"> • Structural work • Roofing • Heating • Hard landscaping • Windows and skylights • Facades • Timber construction 	
Môj dom 12/2025 – 1/2026 ORDERS: 29.10. 2025 MATERIALS: Editorial assistance: 20.10. 2025 Advertorials: 30.10. 2025 Advertising: 6.11. 2025	22. 11. 2025	<ul style="list-style-type: none"> • Kitchen • Furniture • Home financing 	<ul style="list-style-type: none"> • Home appliances: Consumer 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 	

Formats and ad rates

	Format	Dimensions in mm			Price	
		Width	Height	Bleed		
ADVERTISING	2/1 spread	430	280	3	€ 6,750	
	2/1 spread in type area	416	246	-		
	1/1 spread	215	280	3		€ 3,900
	1/1 spread in type area	190	246	-		
	1/2 spread width	190	118	-		
		1/2 spread height	93	246		-
	1/3 spread width	190	77	-	€ 1,500	
	1/3 spread height	60	246	-		
LEADER	Cover flap	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	
	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	
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	
	1/2 PR height					
	2/3 PR width	2,000 characters, 1-2 pictures, logo			€ 2,650	
OTHER	2/3 PR height	2,000 characters, 1-2 pictures, logo			€ 2,650	
	Editorial section*	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 are published in the editorial section only if either or both have 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 adjust the scope. 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 board according to the magazine's layout. The column is intended to present products together with their price.

*** Final price for inserting and affixing will be determined by

the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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 section branding
€ 1,500
Materials: 450 characters including spaces; 1 product photo; price; web contact

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

Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

Full-page and display advertising

1/1 spread
215 x 280 mm
€ 3,900

2/3 PR width
€ 2,650
Materials: 2,000 characters, 1-2 photos, logo

2/3 PR height
€ 2,650
Materials: 2,000 characters, 1-2 photos, logo

1/1 PR
€ 3,900
Materials: 2,500 characters, 2-4 photos, 1 logo

1/2 height
93 x 246 mm
€ 2,100

1/2 width
190 x 118 mm
€ 2,100

1/3 width
190 x 77 mm
€ 1,500

1/3 height
60 x 246 mm
€ 1,500



General information

Circulation: 22,000
 Target group: people looking to build or remodel a home
 Format: 215 x 280 mm, approx. 150 pages, full-color printing, soft binding
 Price: € 1.99

Distribution

- Newsstands and print shops
- Building material shops
- jagastore.sk

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Formats and ad rates

ISSUE DEADLINES	ISSUE DATE	TOPICS
Můj dom Special Issue 1/2025 New construction materials ORDERS: 2. 4. 2025 MATERIALS: 2. 4. 2025 Editorial assistance: 24. 3. 2025 Advertorials: 3. 4. 2025 Advertising: 11. 4. 2025	25. 4. 2025 Special issue on sale for 3 months	Broad overview of house designs from different architectural studios with background on new materials for constructing homes. <ul style="list-style-type: none"> • Structural work • Roofing • Heating • Shell construction • Windows and skylights • Facades • Broad overview of innovative building materials, technologies and construction techniques
Můj dom Special Issue 2/2025 Building a low-energy home ORDERS: 26. 5. 2025 MATERIALS: 26. 5. 2025 Editorial assistance: 15. 5. 2025 Advertorials: 27. 5. 2025 Advertising: 3. 6. 2025	16. 6. 2025 Special issue on sale for 3 months	Materials and technologies for energy-efficient construction. With household appliances and fixtures designed to operate efficiently. <ul style="list-style-type: none"> • Bathrooms • Energy-saving appliances • Lighting • Shell construction (masonry and roofing materials) • Facades and exterior wall insulation • Windows and doors • Central heating and ventilation • Conserving water • Saving energy
Můj dom Special Issue 3/2025 New construction materials ORDERS: 26. 9. 2025 MATERIALS: 26. 9. 2025 Editorial assistance: 17. 9. 2025 Advertorials: 26. 9. 2025 Advertising: 6. 10. 2025	17. 10. 2025 Special issue on sale for 3 months	Broad overview of house designs from different architectural studios with background on new materials for constructing homes. <ul style="list-style-type: none"> • Structural work • Roofing • Heating • Shell construction • Windows and skylights • Facades • Pools • Broad overview of innovative building materials, technologies and construction techniques

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	430	280	3	€ 6,750
	2/1 spread in type area	416	246	-	-
	1/1 spread	215	280	3	€ 3,900
	1/1 spread in type area	190	246	-	-
	1/2 spread width	190	118	-	€ 2,100
	1/2 spread height	93	246	-	-
	1/3 spread width	190	77	-	-
	1/3 spread height	60	246	-	€ 1,500
	Cover flap	107	280	3	€ 4,350
	Z-gate	421	280	3	€ 8,600
LEADER	2nd cover page	215	280	3	€ 4,750
	1st magazine page	215	280	3	€ 4,750
	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
PR	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
	1/2 PR width	1,250 characters, 1-2 pictures, logo			€ 2,100
	1/2 PR height	2,000 characters, 1-2 pictures, logo			€ 2,650
OTHER	2/3 PR width	450 characters, 1 picture			€ 1,500
	2/3 PR height	2/1 purchasing tips**			€ 1,650
	Editorial section*	1/1 purchasing tips**			€ 900
	Product placement	1/2 purchasing tips**			€ 550
	Branding columns	250 characters, 1 picture			€ 900
	Inserted advertisements***	logo			€ 2,500
	Atypical formats	minimum price			€ 2,800
		dimensions and price depend on specifications			
		* News and information are published in the editorial section only if either or both have not appeared before in Můj dom. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the scope. 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 board according to the magazine's layout. The column is intended to present products together with their price.			
	*** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.				

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.

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Why advertise in Zelené Bývanie

- 01 Readers are looking to remodel or build their homes with modern, affordable technology.
- 02 Zelené Bývanie (Green Living) caters specifically to the target group of homeowners wishing to affordably reconstruct and furnish their homes 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 living magazines.
- 04 Every reader browses or reads Zelené Bývanie three to four times (Source: GFK survey).
- 05 Advertising in Zelené Bývanie is a strong incentive driving purchasing decisions (Source: GFK survey)

General information

Readership: 69,700 per month
 Circulation: 25,000
 Frequency: four times a year
 Number of pages: 100
 Price: €2.99
 17th year



Distribution

- Subscriptions
- Newsstands and print shops
- Retail chains and service stations such as Tesco, Billa, Kaufland, Terno, COOP, Metro, OMV, Shell, Slovnaft, Lukoil
- Sold online at jagastore.sk and predplatne.jaga.sk

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Who reads Zelené Bývanie

Zelené Bývanie is aimed at readers looking to remodel or build their homes with environmentally friendly and non-toxic materials. The magazine contains information for them about how to save money when they are doing home construction and how to live in their homes afterward, telling readers of the technologies they can use for central heating and air-conditioning. Part of Zelené Bývanie is devoted to Green Renovation and the assistance programs that have sprung across Europe as it is rolled out.

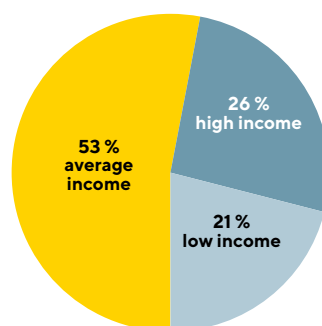
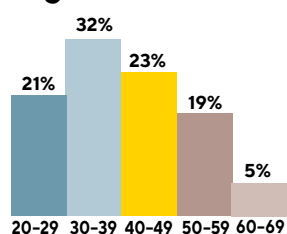
Men and Women

58% are women interested in living affordably in an environmentally friendly manner.



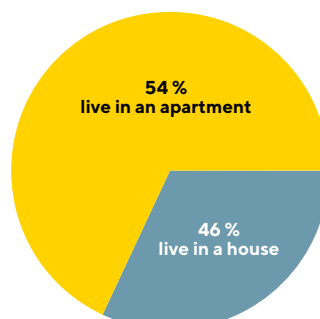
42% are men engaged in remodeling their homes both inside and outside.

Age of readers



How much readers earn

- 53% are middle class and median income
- 26% are upper class and high income
- 21% have low incomes



Where readers live

- 54% live in an apartment
- 46% live in a house

Source: Survey of 632 respondents from an online reader questionnaire on zelenoobnova.sk about how they would imagine a magazine on environmentally sustainable living should look like.

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ISSUE DEADLINES	ISSUE DATE	CONSTRUCTION AND HVAC	HOME	FURNISHINGS	GARDEN
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"> Passive houses Series: floor and wall heating Expert advice Timber houses Series: Fireplace heating Reconstructing weekend cottages Building weekend cottages 	<ul style="list-style-type: none"> Kitchen Furniture Hobby painting Flooring Healthy lifestyles Bathrooms 	<ul style="list-style-type: none"> Energy-saving appliances: kitchen ventilator hoods, hobs and ovens Appliance testing 	<ul style="list-style-type: none"> Organic gardening
Zelené Bývanie 1/2025 ORDERS: 5.3.2025 MATERIALS: Editorial assistance: 23.2.2025 Advertorials: 6.3.2025 Advertising: 12.3.2025	25. 3. 2025	<ul style="list-style-type: none"> Passive houses Series: central heating Expert advice Reconstructing weekend cottages Building weekend cottages 	<ul style="list-style-type: none"> Kitchen Furniture Hobby painting 	<ul style="list-style-type: none"> Energy-saving appliances: cooktops and hot plates Appliance testing 	<ul style="list-style-type: none"> Organic gardening
Zelené Bývanie 2/2025 ORDERS: 27.5.2025 MATERIALS: Editorial assistance: 16.5.2025 Advertorials: 28.5.2025 Advertising: 3.6.2025	16. 6. 2025	<ul style="list-style-type: none"> Smart homes Series: central heating Expert advice Thermal insulation Timber houses Series: heat pumps Expert advice Air-conditioning Reconstructing weekend cottages Building weekend cottages 	<ul style="list-style-type: none"> Bathrooms Furniture Hobby painting Healthy lifestyles Flooring 	<ul style="list-style-type: none"> Energy-saving appliances: refrigerators, freezers, and dishwashers Appliance testing 	<ul style="list-style-type: none"> Organic gardening: hard landscaping
Zelené Bývanie 3/2025 ORDERS: 26.8.2025 MATERIALS: Editorial assistance: 14.8.2025 Advertorials: 27.8.2025 Advertising: 3.9.2025	16. 9. 2025	<ul style="list-style-type: none"> Energy-saving homes Series: heat pumps Expert advice Insulation Reconstructing weekend cottages Building weekend cottages 	<ul style="list-style-type: none"> Bathroom Furniture Hobby painting 	<ul style="list-style-type: none"> Energy-saving appliances: washers and dryers Appliance testing 	<ul style="list-style-type: none"> Organic gardening: hard landscaping
Zelené Bývanie 4/2024 ORDERS: 30.10.2025 MATERIALS: Editorial assistance: 21.10.2025 Advertorials: 2.11.2025 Advertising: 6.11.2025	20. 11. 2025	<ul style="list-style-type: none"> Passive houses Series: floor and wall heating Expert advice Timber houses Series: fireplace heating Reconstructing weekend cottages Building weekend cottages 	<ul style="list-style-type: none"> Kitchen Furniture Hobby painting Flooring Healthy lifestyles Bathrooms 	<ul style="list-style-type: none"> Energy-saving appliances: kitchen ventilator hoods, hobs and ovens Appliance testing 	<ul style="list-style-type: none"> Organic gardening

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	275	3	€ 5,700
	2/1 spread in type area	380	243	-	
	1/1 spread	210	275	3	€ 3,300
	1/1 spread in type area	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
PR	4th cover page	210	275	3	€ 4,600
	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				
	2/3 PR width	2,200 characters, 1-2 pictures, logo			€ 2,300
	2/3 PR height				
OTHER	Editorial section*	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					

Non-standard formats

The image shows four examples of non-standard ad formats:

- Column branding:** A vertical ad with a yellow circle logo at the top, a central white circle containing the text 'Column branding € 2,500 Materials: logo', and a yellow bar at the bottom.
- Product placement:** A vertical ad with a white circle containing the text 'Product placement € 900 Materials: 250 characters; product photo, name and description; price and size; web contact' and a yellow bar at the bottom.
- Editorial section branding:** A vertical ad with a white circle containing the text 'Editorial section branding € 1,200 Materials: 450 characters including spaces; 1 product photo; price; web contact' and a yellow bar at the bottom.
- 1/1 spread Purchasing tips:** A horizontal ad with a white circle containing the text '1/1 spread Purchasing tips € 900 Materials: product photo, name and description; price and size; web contact' and a yellow bar at the bottom.

Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

* News and information are published in the editorial section only if either or both have not appeared before in Zelené Bývanie. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. 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 board according to the magazine's layout. The column is intended to present products together with their price.
 *** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number

of inserted supplements along with current postal and handling charges will affect the price.

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.

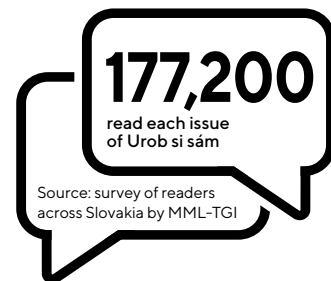


Why advertise in Urob si sám

- 01 Best-selling and most-read magazine for do-it-yourselfers and anyone looking to remodel their homes.
- 02 Urob si sám (Do It Yourself) is the medium with the highest affinity marketing for its target group - men of working age who own a house and are preparing to remodel it.
- 03 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues.
- 04 Long among the top ten best-selling monthly magazines in Slovakia.
- 05 Advertising in Urob si sám is a strong incentive driving purchasing decisions (Source: GFK survey).

General information

Readership: 177,200
 Circulation: 24,000
 Frequency: 11 issues a year
 + 2 special issues
 Number of pages: 80-96
 Price: €1.60
 45th year



Distribution

- Subscriptions
- Newsstands and print shops
- Retail chains and service stations such as Tesco, Lidl, Billa, Kaufland, Terno, COOP, Metro, OMV, Slovnaft, Lukoil
- Sold online at jagastore.sk and predplatne.jaga.sk

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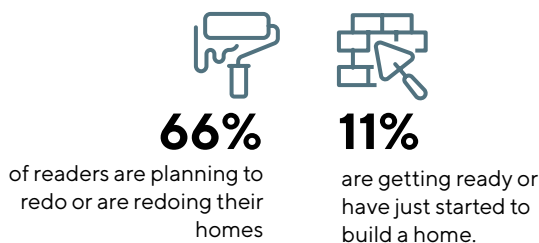
Who reads Urob si sám

Men at an average age of 42 years are typical readers of Urob si sám. They are practical, skillful and spend a lot of time at home. These men use their leisure time to enhance and improve the interior of their homes, yards and gardens. Women of working age who often initiate their own home and garden improvements also read Urob si sám.

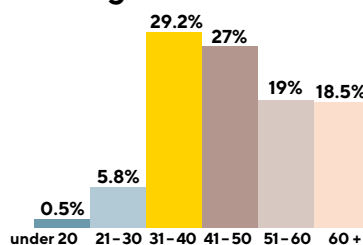
For both men and women



Remodeling or reconstructing



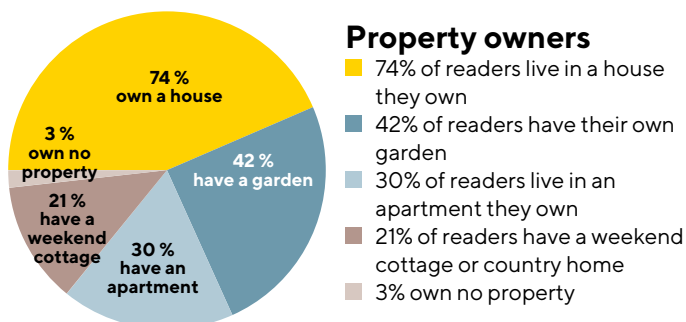
Age of readers



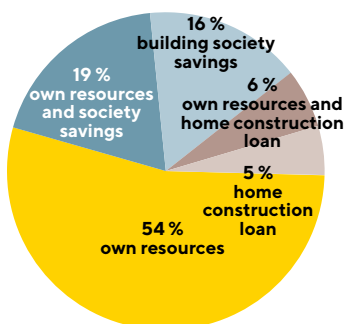
Top topics of interest for readers

- Advice on gardens and garden cottages
- Handy tips and clever hacks
- Practical household advice
- Working with wood, metal and other materials
- Remodeling and home maintenance
- Traditional cooking recipes
- Guides for beginners

Property owners



How construction or remodeling is financed



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

ISSUE DEADLINES	ISSUE DATE	MAIN TOPIC	HOBBIES	HOME AND CONSTRUCTION	REMODELING	GARDEN
Urob si sám 12 – 1/2025 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 covering 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 on shell construction 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice
Urob si sám 2/2025 ORDERS: 31.12. 2025 MATERIALS: Editorial assistance 20.12. 2024 Advertorials 2. 1. 2025 Advertising 7. 1. 2025	20. 1. 2025	<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 on shell construction 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice Greenhouses
Urob si sám 3/2025 ORDERS: 22. 1. 2025 MATERIALS: Editorial assistance 31. 1. 2025 Advertorials 3. 2. 2025 Advertising 5. 2. 2025	18. 2. 2025	<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 on shell construction Constructing a patio 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice
Urob si sám 4/2025 ORDERS: 28. 2. 2025 MATERIALS: Editorial assistance 19. 2. 2025 Advertorials 3. 3. 2025 Advertising 5. 3. 2025	18. 3. 2025	<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 on shell construction 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice Gardening tools Raised flower beds
Urob si sám 5/2025 ORDERS: 31. 3. 2025 MATERIALS: Editorial assistance 20. 3. 2025 Advertorials 1. 4. 2025 Advertising 3. 4. 2025	16. 4. 2025	<ul style="list-style-type: none"> Main theme: roofing Feature: remodeling, balconies and patios, garden gazebos, timber 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 on shell construction Insulating building materials, wall and floor tiles 	<ul style="list-style-type: none"> Renovation Remodeling patios and balconies 	<ul style="list-style-type: none"> Diseases and pests Monthly advice
Urob si sám Special Issue What to build from ORDERS: 16. 4. 2025 MATERIALS: Editorial assistance 10. 4. 2025 Advertorials 22. 4. 2025 Advertising 25. 4. 2025	9. 5. 2025 Special issue on sale for 3 months	Major guide to home construction		<ul style="list-style-type: none"> Planning and budgeting home projects Shell construction Construction materials Thermal insulation and soundproofing 	<ul style="list-style-type: none"> Windows and doors Plaster and screeds Home technical systems Utilizing renewable resources 	<ul style="list-style-type: none"> Floors and tiles Home security Saunas
Urob si sám 6/2025 ORDERS: 16. 4. 2025 MATERIALS: Editorial assistance 10. 4. 2025 Advertorials 22. 4. 2025 Advertising 25. 4. 2025	19. 5. 2025	<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 on shell construction 	<ul style="list-style-type: none"> Remodeling Garden cottages 	<ul style="list-style-type: none"> Diseases and pests Monthly advice Hardscapes Pools
Urob si sám 7/2025 ORDERS: 2. 6. 2025 MATERIALS: Editorial assistance 22. 5. 2025 Advertorials 6. 6. 2025 Advertising 5. 6. 2025	18. 6. 2025	<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 shell construction 	<ul style="list-style-type: none"> Remodeling Gazebos and pergolas 	<ul style="list-style-type: none"> Diseases and pests Monthly advice Hardscapes Pools Composting
Urob si sám 8/2025 Building a low-energy home ORDERS: 1. 7. 2025 MATERIALS: Editorial assistance 20. 6. 2025 Advertorials 2. 7. 2025 Advertising 4. 7. 2025	17. 7. 2025	Major guide to home remodeling		<ul style="list-style-type: none"> Planning and budgeting home projects Shell construction Construction materials Thermal insulation and soundproofing 	<ul style="list-style-type: none"> Windows and doors Plaster and screeds Home technical systems Utilizing renewable resources 	<ul style="list-style-type: none"> Floors and tiles Home security Saunas
Urob si sám 9/2025 ORDERS: 31. 7. 2025 MATERIALS: Editorial assistance 22. 7. 2025 Advertorials 1. 8. 2025 Advertising 5. 8. 2025	18. 8. 2025	<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 on shell construction 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice Hardscapes
Urob si sám 10/2025 ORDERS: 27. 8. 2025 MATERIALS: Editorial assistance 18. 8. 2025 Advertorials 2. 9. 2025 Advertising 4. 9. 2025	18. 9. 2025	<ul style="list-style-type: none"> Main theme: shell construction before winter Feature: waterproofing chimneys, pre-heating season boiler maintenance 	<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 on shell construction House fireplaces and furnaces Lighting 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice
Urob si sám Special Issue Remodeling a house or apartment ORDERS: 10. 9. 2025 MATERIALS: Editorial assistance: 28. 8. 2025 Advertorials: 11. 9. 2025 Advertising: 16. 9. 2025	29. 9. 2025 Special issue on sale for 3 months	Veľký sprievodca rekonštrukciou domu a bytu		<ul style="list-style-type: none"> Planning and budgeting home projects Shell construction Construction materials Thermal insulation and soundproofing 	<ul style="list-style-type: none"> Windows and doors Plaster and screeds Home technical systems Utilizing renewable resources 	<ul style="list-style-type: none"> Floors and tiles Home security Saunas
Urob si sám 11/2025 ORDERS: 30. 9. 2025 MATERIALS: Editorial assistance: 19. 9. 2025 Advertorials: 1.10. 2025 Advertising: 3.10. 2025	16. 10. 2025	<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 on shell construction Floor coverings 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice Winter cleaning
Urob si sám 12/25 – 1/26 ORDERS: 5.11. 2025 MATERIALS: Editorial assistance: 27.10. 2025 Advertorials: 6.11. 2025 Advertising: 10.11. 2025	24. 11. 2025	<ul style="list-style-type: none"> Main theme: floor covering 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 on shell construction 	<ul style="list-style-type: none"> Remodeling 	<ul style="list-style-type: none"> Diseases and pests Monthly advice

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 5,700
	2/1 spread in type area	400	267	-	
	1/1 spread	210	297	3	€ 3,300
	1/1 spread in type area	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	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				
	2/3 PR width	2,200 characters, 1-2 pictures, logo			€ 2,300
	2/3 PR height				
OTHER	Editorial section*	450 characters, 1 picture			€ 1,200
	Good purchase (1 product)	450 characters, 1 photo, 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 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

Non-standard formats

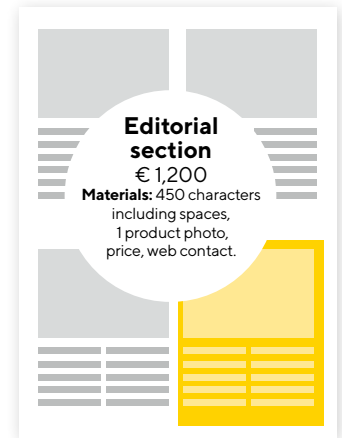


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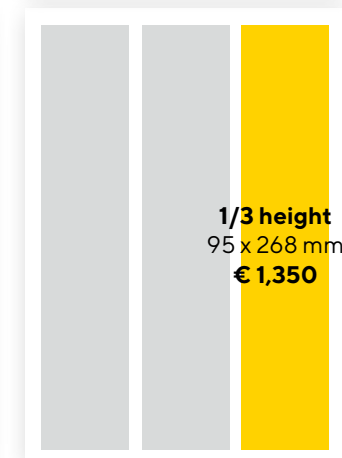
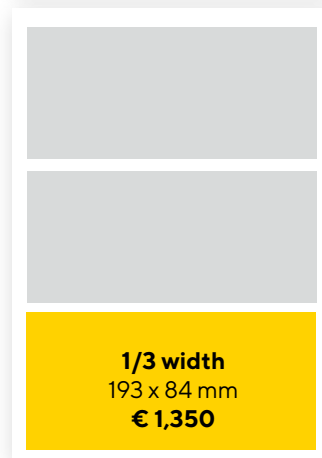
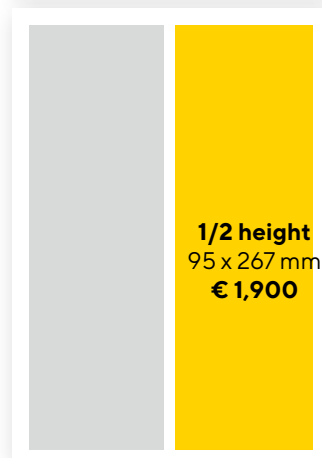
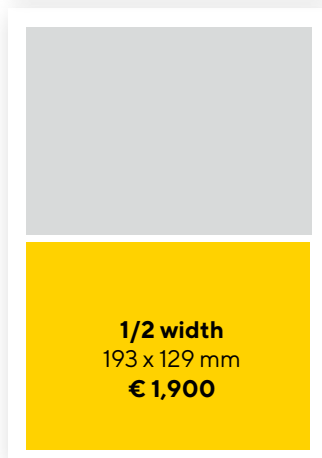
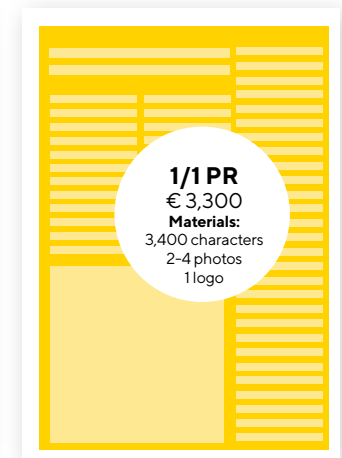
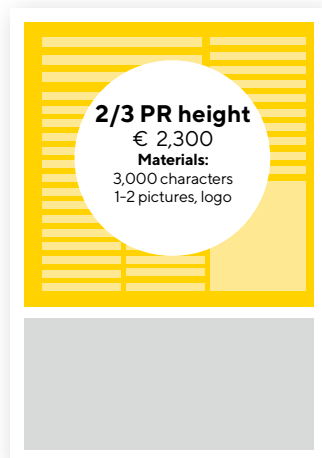
** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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-page and display advertising





Why advertise in Záhrada

- 01 Záhrada (Garden) contains numerous gardening and animal care ideas, telling readers everything they need to know about managing a garden or even a small-scale farm.
- 02 Effective distribution of the entire print-run to target readership with unsold copies enclosed free of charge with current issues.
- 03 The only garden magazine with green thumb tips and hints.
- 04 Ads for household, gardening and home renovation materials and tools receive much interest.

General information

Readership: 72,000
 Circulation: 32,000
 Frequency: ten issues a year
 Number of pages: 64-96
 Price: €1.59
 11th year



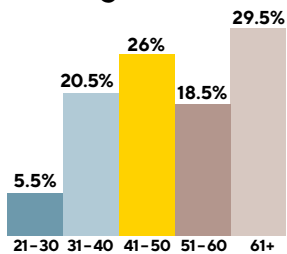
Distribution

- Subscriptions
- Newsstands and print shops
- Retail chains and service stations such as Tesco, Billa, Kaufland, Terno, COOP, Metro, OMV, Shell, Slovnaft, Lukoil
- Sold online at jagastore.sk and predplatne.jaga.sk

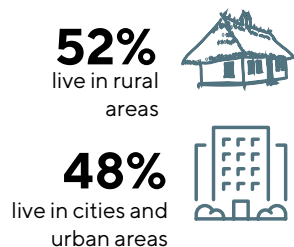
Who reads Záhrada

Although readers are typically women between 30 and 59, men of the same age read it, too. They keep up their own gardens and are practical, skilled and spend a lot of their time at home. These men and women enjoy taking advantage of their leisure time during any season of the year working in the garden and making improvements to the outside of their houses. While readers enjoy gardening, growing plants and either taking care of animals or raising livestock, they like using their own hands 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. Záhrada inspires readers with ideas and encourages them to create both simple and more challenging garden decorations.

Age of readers

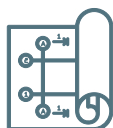


Where they live



Getting ready for improvements

82% are planning a garden makeover.



11% are planning or have already started to renovate a garden patio or balcony.

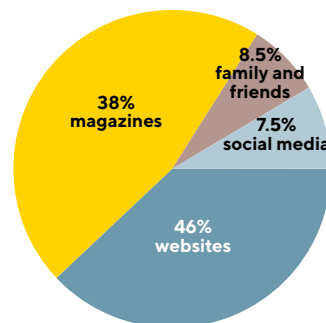
For both men and women



Garden owners



Where they look for gardening tips



- 38% look in magazines
- 46% surf the web
- 7.5% go to social media
- 8.5% turn to family or friends



Best advertising combination!

Záhřada + zahrada.sk

527,000 readers each month!



ISSUE DEADLINES	ISSUE DATE	GARDEN HOBBIES	HOME GARDENING	BUILDING AND REMODELING	ANIMAL CARE
ZÁHRADA 7/2024 ORDERS: 21. 8. 2024 MATERIALS: Editorial assistance 12. 8. 2024 Advertorials 22. 8. 2024 Advertising 23. 8. 2024	6. 9. 2024	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences • Garden lighting 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 1 - 2/2025 ORDERS: 8. 1. 2025 MATERIALS: Editorial assistance 23. 12. 2024 Advertorials 9. 1. 2025 Advertising 13. 1. 2025	24. 1. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 3 - 4/2025 ORDERS: 13. 2. 2025 MATERIALS: Editorial assistance 4. 2. 2025 Advertorials 14. 2. 2025 Advertising 18. 2. 2025	3. 3. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests • Garden tools 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 5/2025 ORDERS: 21. 3. 2025 MATERIALS: Editorial assistance 12. 3. 2025 Advertorials 24. 3. 2025 Advertising 26. 3. 2025	8. 4. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences • Garden paving and tiles 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 6/2025 ORDERS: 15. 4. 2025 MATERIALS: Editorial assistance 4. 4. 2025 Advertorials 23. 4. 2025 Advertising 28. 4. 2025	13. 5. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences • Pools 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 7/2025 ORDERS: 30. 5. 2025 MATERIALS: Editorial assistance 21. 5. 2025 Advertorials 2. 6. 2025 Advertising 4. 6. 2025	17. 6. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences • Pools 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 8 - 9/2025 ORDERS: 11. 7. 2025 MATERIALS: Editorial assistance 2. 7. 2025 Advertorials 14. 7. 2025 Advertising 16. 7. 2025	29. 7. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences • Garden lighting 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests <p>TRADE FAIR AGROCOMPLEX 2025</p>
ZÁHRADA 10/2025 ORDERS: 18. 8. 2025 MATERIALS: Editorial assistance 7. 8. 2025 Advertorials 18. 8. 2025 Advertising 21. 8. 2025	5. 9. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences • Garden lighting 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 11/2025 ORDERS: 25. 9. 2025 MATERIALS: Editorial assistance 16. 9. 2025 Advertorials 26. 9. 2025 Advertising 30. 9. 2025	13. 10. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 12/2025 ORDERS: 29. 10. 2025 MATERIALS: Editorial assistance 20. 10. 2025 Advertorials 30. 10. 2025 Advertising 3. 11. 2025	14. 11. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests
ZÁHRADA 1/2026 ORDERS: 28. 11. 2025 MATERIALS: Editorial assistance 19. 11. 2025 Advertorials 1. 12. 2025 Advertising 3. 12. 2025	16. 12. 2025	<ul style="list-style-type: none"> • Gardening ideas • Exterior painting • Tools and equipment • Materials and products 	<ul style="list-style-type: none"> • Decorative and home gardening • Monthly advice • Garden supply list • Diseases and pests 	<ul style="list-style-type: none"> • Landscaping • Lawn maintenance • Patios, gazebos and pools • Hardscapes • Fences 	<ul style="list-style-type: none"> • Raising livestock • Diseases and pests

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	297	3	€ 5,700
	2/1 spread in type area	400	267	-	
	1/1 spread	210	297	3	€ 3,300
	1/1 spread in type area	193	267	-	
	1/2 spread width	193	129	-	€ 1,900
	1/2 spread height	95	267	-	
LEADER	1/3 spread width	193	84	-	€ 1,350
	1/3 spread height	62	267	-	
	2nd cover page	210	297	3	€ 3,900
	1st magazine page	210	297	3	€ 3,900
PR	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
	2/1 PR	5,000 characters, 2-5 pictures, logo			€ 5,700
	1/1 PR	4,000 characters, 2-4 pictures, logo			€ 3,300
OTHER	1/2 PR width	2,000 characters, 1-2 pictures, logo		€ 1,900	
	1/2 PR height	2,000 characters, 1-2 pictures, logo		€ 1,900	
	2/3 PR width	3,000 characters, 1-2 pictures, logo		€ 2,300	
	2/3 PR height	3,000 characters, 1-2 pictures, logo		€ 2,300	
	Editorial section*	450 characters, 1 picture		€ 1,200	
	Good purchase (1 product)	450 characters, 1 picture, price and contact		€ 1,200	
OTHER	Product placement	250 znakov, 1 obrázok		€ 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 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

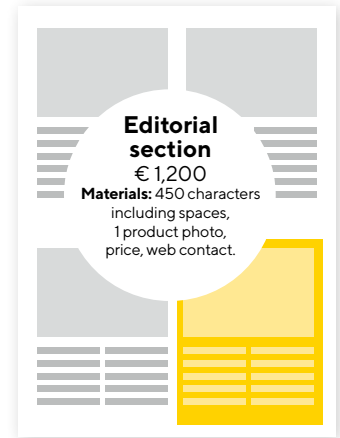
Non-standard formats



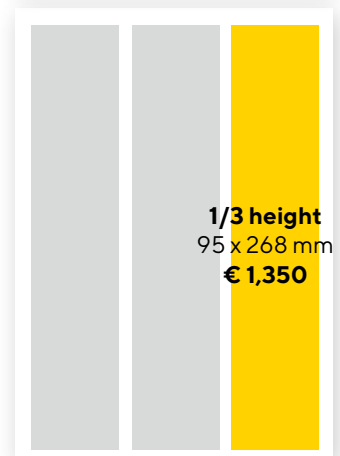
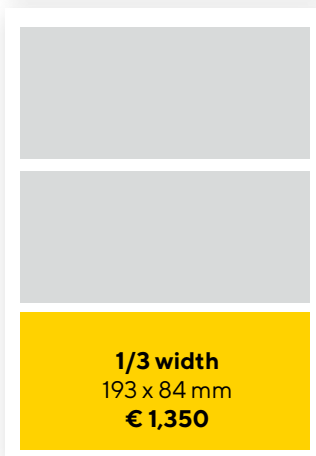
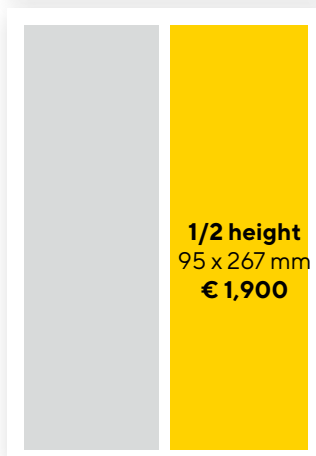
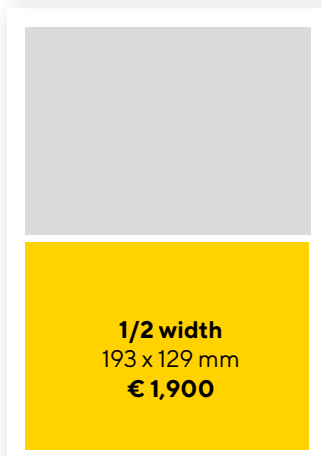
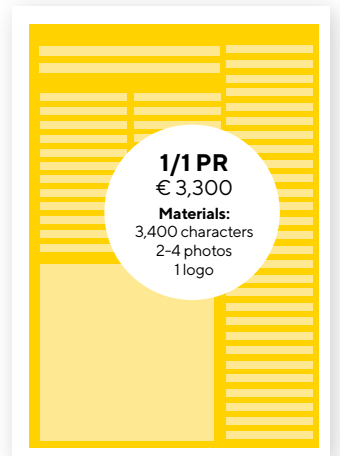
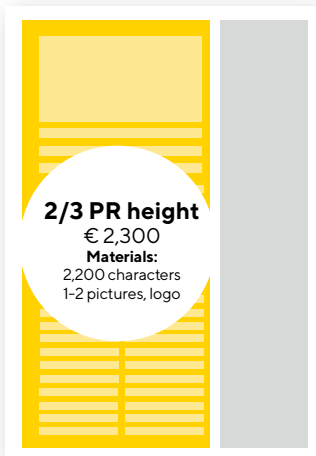
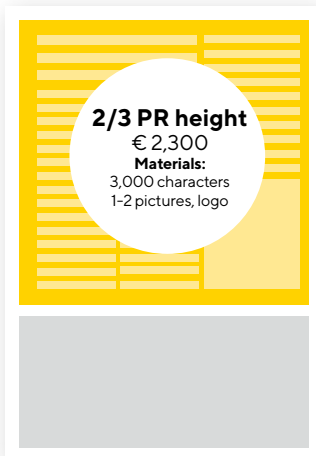
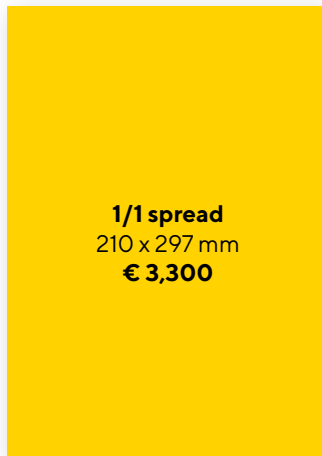
* News and information are published in the editorial section only if either or both have not appeared before in Záhřada. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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-page and display advertising



2025 CITY GARDEN AND HOBBY FESTIVAL

Place: **Bratislava, Zlaté Piesky**

Date: **26-27 April 2025**

What the festival is all about:

The Garden and Hobby Festival is an exceptional opportunity for gardeners and hobby enthusiasts in the community to connect with each other, while providing also a chance to showcase your brand to the broader public. The festival seeks to inspire and educate people interested in home and recreational gardening, DIY projects and in remodeling their homes and weekend cottages as it brings them practical experience others have had here.

RATES

Display space:
up to 12 x 6 meters € 990
up to 6 x 6 meters € 590
up to 3 x 3 meters € 390

Price includes

- display space on a grass surface
- electrical connection and costs
- stand can be constructed on Friday, 25 April 2025 from 8:00 am to 6:00 pm

Price does not include

- insurance for the stand and furnishings against damage if stolen
- displaying an advertising banner on the festival grounds

General Partner

- Its brand will appear in the entire marketing campaign (estimated marketing value of communicating the festival in 2025 will be € 55,000)
- Branding throughout the festival venue according to the general partner's individual requirements
- 12 x 12-meter display space

Price: 10 000 €

Main Partner

- Its brand will appear in the entire print and online campaign as the event's main partner
- Branding of selected festival zones
 - Choice of the following zones:
 - Gardening
 - Remodeling
 - Workshop area
 - Children's section

Price: € 4,000

Main events at the festival:

- 01 Talks and workshops on gardening and cultivating a garden:
 - Urban gardens on balconies.
 - Vertical gardens and organic gardening.
- 02 Demonstrations and presentations:
 - Planting and transplanting techniques.
 - Pruning trees and shrubs.
 - Presenting modern gardening technologies.
- 03 Green markets and stalls:
 - Market selling plants and garden tools.
 - Farm produce and natural products.
- 04 Inspirational gardens and exhibits:
 - Different-style gardens.
 - Indoor plants and dedicated home "green nooks".
- 05 Creative zones:
 - Creative activities for children and garden decorations.
 - Making pots and garden furniture yourself.
- 06 Discussions and networking opportunities:
 - Panel discussions with gardening experts.
 - Chance for gardeners and garden clubs to network.
- 07 Entertainment and opportunities to relax:
 - Chill-out zone with music and refreshments.
 - Small concerts and performances with nature themes.
- 08 Remodeling homes and weekend cottages:
 - First steps in remodeling a house or apartment
 - Environmentally-friendly renovations and natural materials
 - Reconstruction of old cottages
 - Roof renewals and insulating roofs
 - Minor repairs and maintenance for home enthusiasts
 - Interior decorating solutions and upgrading a country home
 - Maintenance and repair of wooden structures

MARKETING

Total value of advertising space for promoting the event in 2025

€ 55,000

- Rádio Expres • Rádio Europa 2
- zahrada.sk • urobsisam.sk • mojdrom.sk • Facebook • Instagram
- Urob si sám, Záhrada, Môj dom, Zelené bývanie
- Billboardy • Plagáty



Záhřada
Kalendár
2026

Rok záhradkára

Aktuálne práce, zaujímavosti a praktické rady do okrasnej a úžitkovej záhrady



Branding

€ 4,000

for your logo on the cover and for all 52 weeks of the year

366 dní

v okrasnej i úžitkovej záhrade



General information

Circulation: 22,000
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 and home improvement stores
- Sold online at jagastore.sk



PESTUJEME

Vysievame papriku

Keďže papriky pochádzajú z teplých oblastí Ameriky, v našich podmienkach potrebujú dôkladnú starostlivosť. Len tak sa dočkáme bohatej úrody. Dlhodobu sa u nás pestuje paprika ročná (*Capsicum annuum*) so širokým spektrom odrôd. S výsevom môžeme začať už v januári, ale pre množstvo denného svetla je odporúčaným termínom druhá polovica februára a prvá polovica marca. Semienka vysievame do kvetináčikov, téglikov, výševných misiek alebo domáceho minipareniska. Správne klíčeniu podporí výševný substrát, ale dá sa použiť aj perlit. Pri výseve do substrátu semienka zasypeme vrstvou hrubou 4 až 5 mm a zľahka zatlačíme doštičkou. Substrát udržiavame mierne vlhký. Nádoby do vyklíčenia zakryjeme igelitovým vreckom alebo plastovým krytom, ktorý udrží teplotu aj vyššiu vzdušnú vlhkosť. Teplota pri výseve má byť viac ako 25 °C, v bežných podmienkach interiéru nebude prekážať ani 20 až 22 °C, pričom nočná teplota by nemala klesnúť pod 15 °C. Len čo rastliny vytvoria prvý pravý list, pustíme sa do pikirovania (jednotenia). Sadíme ich po jednej alebo po dvoch. Výsadba po dvoch sa preferuje z dôvodu opory, rastliny sú potom stabilnejšie. Rastúce sadenice sú náročné na svetlo, preto ich pestujeme v interiéri na okennom parapete. Zalievame, keď vyschne vrchná vrstvička substrátu, rastliny nesmú byť nikdy trvalo zamokrené. Nedávame do prívianu, sú na to veľmi citlivé.

Footer
86 x 30 mm
€ 1,000
per 4 ads/weekly spreads

Január 2024

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

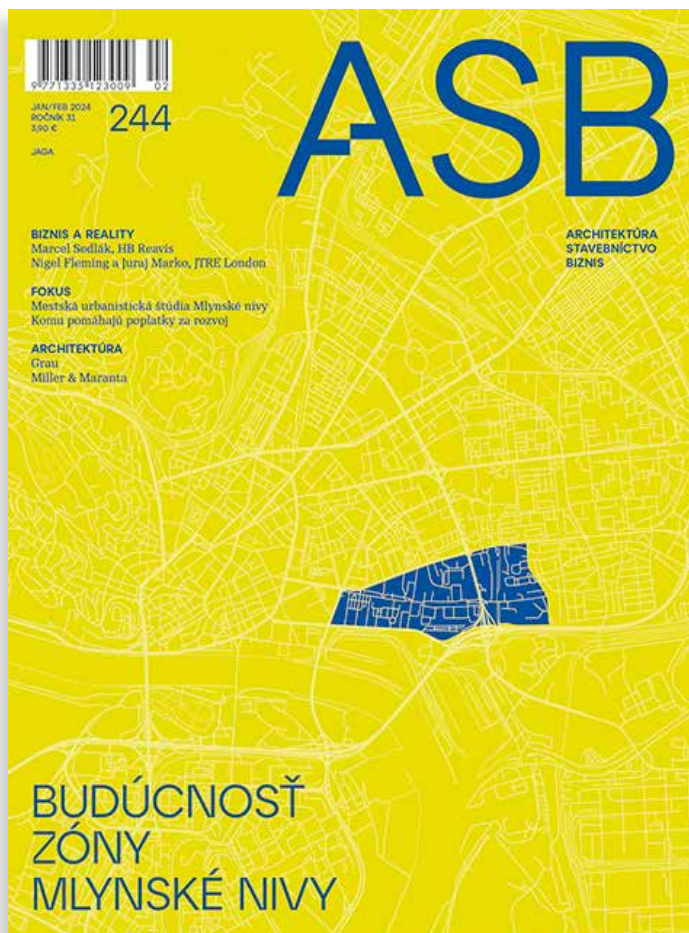
8.	Pondelok Severín	🍷 🍏
9.	Utorok Alex, Alexej Alexis, Alexia	🍷 🍏
10.	Streda Dáša Dalimil	🍷 🍏
11.	Štvrtok Malvína	🍷 🍏
12.	Piatok Ernest Ernestína	🍷 🍏
13.	Sobota Rastislav	🍷 🍏
14.	Nedeľa Radovan Radovana	🍷 🍏

ISSUE DEADLINES

ISSUE DATE

Záhřada 2026 Calendar
ORDERS: 16. 9. 2025
MATERIALS: Editorial assistance 4. 9. 2025
Advertorials 17. 9. 2025
Advertising 24. 9. 2025

7. 10. 2025



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
 32th year

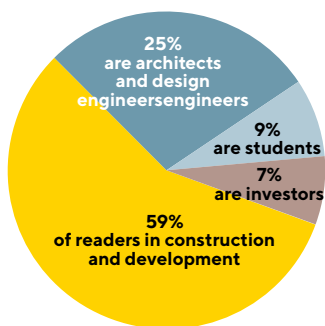
Distribution

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

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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!

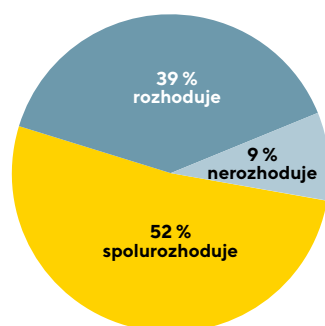
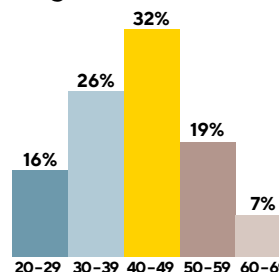


- 59% of readers manage construction and development companies.
- 25% of readers are architects and design engineers.
- 9% of readers are studying civil engineering at universities.
- 7% of readers are developers or investing in development.

Among men and women

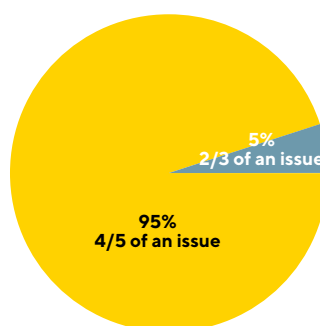


Age of readers



Rozhodujú o nákupe?

- 52% čitateľov sa spolurozhoduje na rozhodovaní o nákupe.
- 39% čitateľov o nákupe rozhoduje samostatne.
- 9% čitateľov o nákupe nerozhoduje.



Intriguing content

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

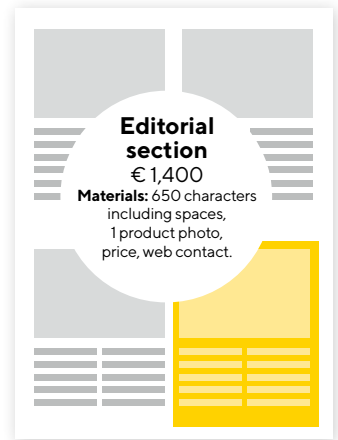
35

ISSUE DEADLINES	ISSUE DATE	TOPICS	INTERIORS	FINANCING	TRADE FAIRS AND EVENTS
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 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 – 2/2025 #252 ORDERS: 11. 2. 2025 MATERIALS: Editorial assistance 31. 1. 2025 Advertorials 12. 2. 2025 Advertising 17. 2. 2025	28. 2. 2025	<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 	<ul style="list-style-type: none"> • FURNITURE AND LIVING 2025 • MIPIM 2025
ASB Special Issue 1/2025 ORDERS: 3. 3. 2025 MATERIALS: Editorial assistance 20. 2. 2025 Advertorials 4. 3. 2025 Advertising 7. 3. 2025	20. 3. 2025	ASB TOP 50 Architectural Studios in Slovakia		Overview of Slovakia's major architectural studios	
ASB 3/2025 #253 ORDERS: 11. 3. 2025 MATERIALS: Editorial assistance 28. 2. 2025 Advertorials 12. 3. 2025 Advertising 17. 3. 2025	28. 3. 2025	<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 	<ul style="list-style-type: none"> • CONECO RACIOENERGIA 2025
ASB 4/2025 #254 ORDERS: 7. 4. 2025 MATERIALS: Editorial assistance 27. 3. 2025 Advertorials 8. 4. 2025 Advertising 11. 4. 2025	30. 4. 2025	<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 	
ASB 5/2025 #255 ORDERS: 7. 5. 2025 MATERIALS: Editorial assistance 29. 4. 2025 Advertorials 9. 5. 2025 Advertising 14. 5. 2025	27. 5. 2025	<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 	<ul style="list-style-type: none"> • DEVELOPMENT SUMMIT 2025
ASB Special Issue 2/2025 ORDERS: 26. 5. 2025 MATERIALS: Editorial assistance 15. 5. 2025 Advertorials 27. 5. 2025 Advertising 30. 5. 2025	12. 6. 2025	TOP 50 Buildings in Slovakia		Overview of the largest and most attractive buildings constructed in Slovakia.	
ASB 6 – 7/2025 #256 ORDERS: 11. 6. 2025 MATERIALS: Editorial assistance 2. 6. 2025 Advertorials 12. 6. 2025 Advertising 17. 6. 2025	30. 6. 2025	<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 8 – 9/2024 #257 ORDERS: 27. 8. 2025 MATERIALS: Editorial assistance 18. 8. 2025 Advertorials 28. 8. 2025 Advertising 4. 9. 2025	17. 9. 2025	<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 	<ul style="list-style-type: none"> • ASB GALA 2025
ASB špeciál 3/2025 ORDERS: 8. 9. 2025 MATERIALS: Editorial assistance 26. 8. 2025 Advertorials 9. 9. 2025 Advertising 12. 9. 2025	30. 9. 2025	Almanac of the TOP 1,800 construction companies in Slovakia		<ul style="list-style-type: none"> • Overview of the 1,800 most successful companies and their performance • New, yet unpublished categories and rankings • Development projects in preparation • Macroeconomic analysis and forecasts 	
ASB 10/2025 #258 ORDERS: 10. 10. 2025 MATERIALS: Editorial assistance 1. 10. 2025 Advertorials 13. 10. 2025 Advertising 16. 10. 2025	29. 10. 2025	TOP 50 Developers in Slovakia		Overview of Slovakia's major developers	
ASB 11 – 12/2025 GREEN #259 ORDERS: 10. 11. 2025 MATERIALS: Editorial assistance 30. 10. 2025 Advertorials 11. 11. 2025 Advertising 14. 11. 2025	28. 11. 2025	<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 		

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in type area	435	266	-	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in type area	197	266	-	
	1/2 spread width in type area	197	127	-	€ 2,100
	1/2 spread width	230	150	3	
1/2 spread height in type area	92,5	266	-	€ 1,550	
1/3 spread width	197	80	-		
1/3 spread height	57	266	-		
LEADER	Cover flap	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
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
	2/3 PR height	headline 40-60 characters, lead paragraph 200-250 characters, text 1,300 characters, 1-2 pictures, logo			€ 2,100
OTHER	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*	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			

Non-standard formats



* News and information are published in the editorial section only if either or both have not appeared before in ASB. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

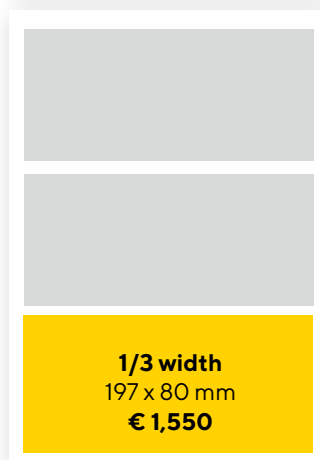
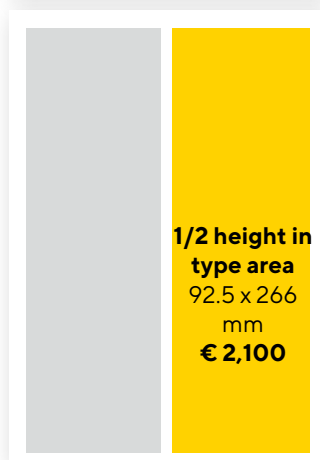
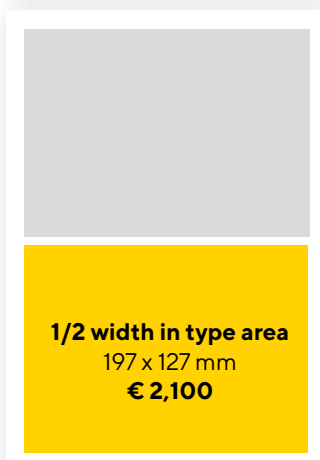
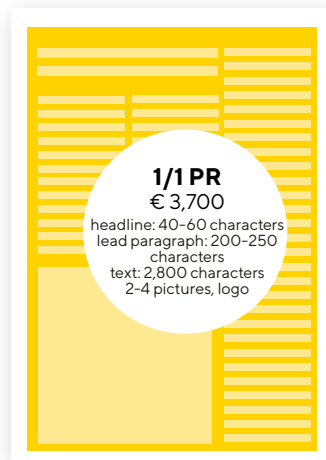
** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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.



38 Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

Full-page and display advertising



TOP 50 Developers in Slovakia

An overview of the largest and most influential developers who shape the Slovak market. In this edition, we will look at the challenges and opportunities that developers face in construction. We will present development projects that will change Slovak cities and we will look at the impact of developers on the economic development of Slovakia.



Why advertise in special issues

- 01 **Direct access to the target audience:** This edition will reach the key players in construction and development who have a direct influence on the choice of products and technologies.
- 02 **Presentation in a prestigious context:** Advertisers will be presented next to the largest developers in Slovakia, thereby strengthening their credibility and market position.
- 03 **Long-term impact on investment decisions:** The special edition provides advertisers with the opportunity to present themselves to developers and investors who are looking for new solutions for their projects.
- 04 **Increase brand awareness:** Advertising in this issue will strengthen the brand's position in the construction market and increase its visibility among major players in the industry.

General information

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

Distribution

- Subscriptions • Direct mail to target groups • Sales to selected print shops
- Sold online at jagastore.sk and predplatne.jaga.sk

ISSUE DEADLINES		ISSUE DATE
TOP 50 Developers in Slovakia		
ORDERS:	10. 10. 2025	29. 10. 2025
MATERIALS:		
Editorial assistance	1. 10. 2025	
Advertorials	13. 10. 2025	
Advertising	16. 10. 2025	

ASB Green Edition

The special issue will provide an overview of innovative approaches to sustainable architecture and construction. The issue focuses on ecological projects, sustainability and modern technologies and materials in construction.



Why advertise in special issues

- 01 **Target audience:** A special issue focused on green construction will appeal to architects, developers and professionals interested in green solutions. In this way, the advertiser can reach an audience that is looking for products and services focused on sustainability and innovation.
- 02 **Growing Green Building Market:** With increasing demand for green and energy-efficient buildings, green building is on the rise. The advertiser can thus connect directly with a market that is open to investment in sustainable technologies and materials.
- 03 **Green branding:** Advertising in such a special issue can help build credibility and positive brand perception as a supporter of sustainable solutions.
- 04 **Legislative and financial incentives:** Various subsidy programs supporting green solutions can lead to customers investing more in sustainable solutions, increasing demand for the advertiser's products and services.

General information

Circulation: 6,000 • Number of pages: 136-160

Distribution

- Subscriptions • Direct mail to target groups • Sales to selected print shops
- Sold online at jagastore.sk and predplatne.jaga.sk

ISSUE DEADLINES		ISSUE DATE	ISSUE THEMES
ASB GREEN 2024			<ul style="list-style-type: none"> • Climate change and impact on architectural designs and construction • Energy-efficient buildings: what is a zero house? • Environmentally-friendly materials for the third millennium
ORDERS:	12. 11. 2024	29. 11. 2024	
MATERIALS:			
Editorial assistance	1. 11. 2024		
Advertorials	13. 11. 2024		
Advertising	18. 11. 2024		
ASB GREEN 2025			
ORDERS:	10. 11. 2025	28. 11. 2025	
MATERIALS:			
Editorial assistance	30. 10. 2025		
Advertorials	11. 11. 2025		
Advertising	14. 11. 2025		

ASB TOP 50 Architectural Studios in Slovakia

This special is an overview of the most influential architectural studios. We will present the reader with detailed profiles of architects and their most significant realized projects and concepts.



Why advertise here?

- 01 **Exclusive Target Audience:** The issue will appeal to architecture professionals, developers and other key people in the construction industry. Advertisers gain access to the people who directly make decisions about the selection of materials, technologies and services.
- 02 **Prestige and credibility:** This special edition focuses on the top architectural studios in Slovakia, providing an ideal platform for building brand credibility among the industry's top professionals.
- 03 **Strengthening the market position:** Advertising in a special edition focused on top architectural studios can increase brand awareness and strengthen its position as a supporter of modern architecture.

General information

Circulation: 6,000 • Number of pages: 160

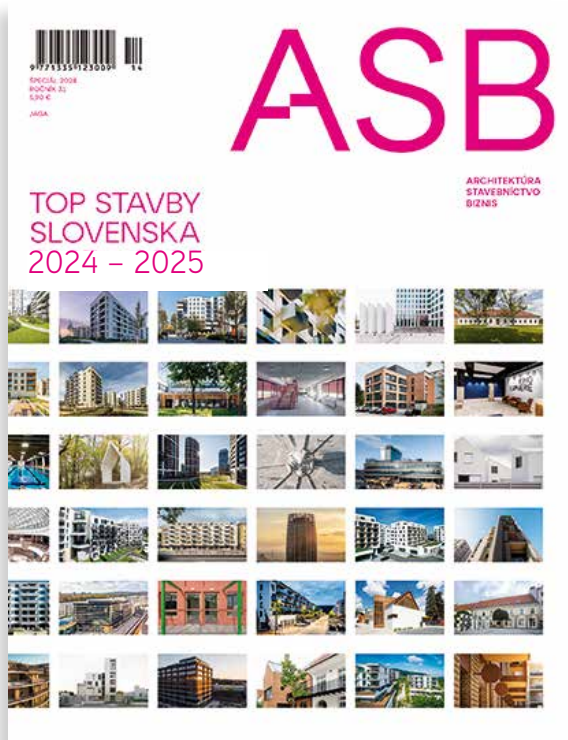
Distribution

• Subscriptions • Direct mail to target groups • Sales to selected print shops • Sold online at jagastore.sk and predplatne.jaga.sk

ISSUE DEADLINES	ISSUE DATE
ASB TOP 50 Architectural Studios in Slovakia	20. 3. 2025
ORDERS: 3. 3. 2025	
MATERIALS: Editorial assistance 20. 2. 2025	
Advertorials 4. 3. 2025	
Advertising 7. 3. 2025	

TOP 50 Buildings in Slovakia

TOP 50 Slovak buildings according to the amount of investment (administrative, residential, retail, sports, civil and engineering), which were approved between 1/5/2024 and 30/4/2025.



Why advertise here?

- 01 **Target audience:** The publication will appeal to construction professionals, developers, investors and architects who actively make decisions on high-investment projects.
- 02 **Prestige and credibility:** Advertising in this issue connects your brand with the largest and most important projects in Slovakia, which will strengthen its position on the market.
- 03 **Visibility among key players:** The release brings an overview of the biggest investments, which means that your brand will be seen among the market leaders.
- 04 **Fostering long-term business relationships:** The presentation in this issue can open new business opportunities and partnerships with investors and developers.

General information

Circulation: 6,000 • Number of pages: 160

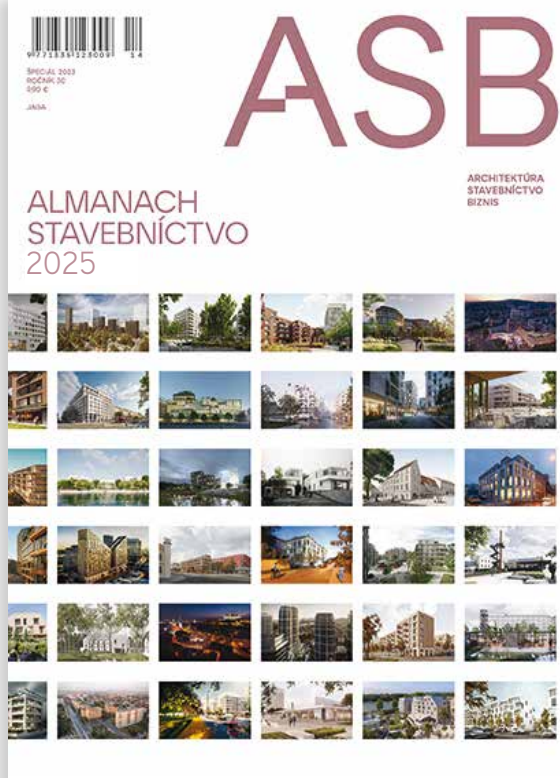
Distribution

• Subscriptions • Direct mail to target groups • Sales to selected print shops • Sold online at jagastore.sk and predplatne.jaga.sk

ISSUE DEADLINES	ISSUE DATE
TOP 50 Buildings in Slovakia	12. 6. 2025
ORDERS: 26. 5. 2025	
MATERIALS: Editorial assistance 15. 5. 2025	
Advertorials 27. 5. 2025	
Advertising 30. 5. 2025	

ASB Almanach 2025

The most prestigious edition of the ASB magazine offers a comprehensive overview of construction and development in Slovakia. On more than 300 pages, you will find data that is unrivaled in its complexity and scope.



Why advertise here?

- 01 **Targeted audience of experts and leaders in the construction industry:** The publication will appeal to developers, investors, architects and other key players on the Slovak construction market.
- 02 **Presentation in the prestigious context of the construction industry:** Advertising in a yearbook that provides a comprehensive overview of the market strengthens the credibility and prestige of your brand.
- 03 **Long-term effect on investment and business decisions:** The almanac serves as a reference material throughout the year, guaranteeing repeated exposure of your brand.
- 04 **Focus on market developments and trends:** Issue covers key macroeconomic data, predictions and analysis shaping the construction industry
- 05 **Wide coverage of development projects and investment opportunities:** Your brand will be visible among the most important development projects in Slovakia, which will help you reach potential clients and partners.

General information

Circulation: 7,000 • Number of pages: 360

Distribution

• Subscriptions • Direct mail to target groups • Sales to selected print shops • Sold online at jagastore.sk and predplatne.jaga.sk

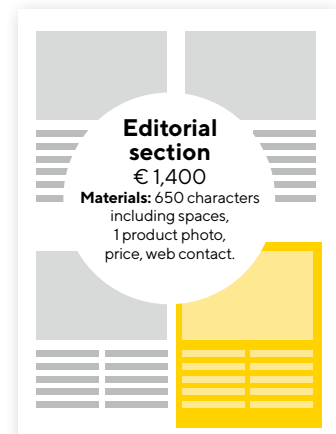
ISSUE DEADLINES	ISSUE DATE
ASB Almanach 2025	
ORDERS:	8. 9. 2025
MATERIALS:	
Editorial assistance	26. 8. 2025
Advertorials	9. 9. 2025
Advertising	12. 9. 2025
	30. 9. 2025

Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	460	300	3	€ 6,500
	2/1 spread in type area	435	266	-	
	1/1 spread	230	300	3	€ 3,700
	1/1 spread in type area	197	266	-	
	1/2 spread width in type area	197	127	-	
	1/2 spread width	230	150	3	€ 2,100
	1/2 spread height in type area	92,5	266	-	
	1/3 spread width	197	80	-	
	1/3 spread height	57	266	-	€ 1,550
LEADER	Cover flap	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	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
OTHER	Editorial section*	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 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

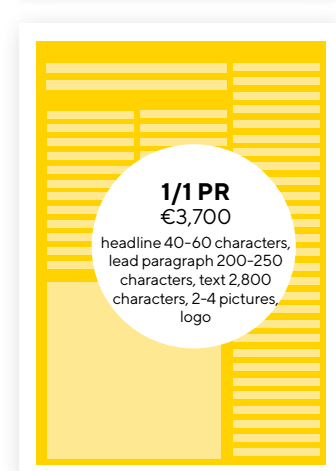
Non-standard formats



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** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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 Stavebné materiály

- 01 82% of the readers either decide about purchases of construction materials or technology or are involved in decisions.
- 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 (Construction Material) when they are selecting a supplier of materials or services (Source: GFK survey).
- 04 Effective distribution of the entire print-run to target readership.
- 05 Because Stavebné materiály readers place large commercial orders for technology and materials, there is a return on your investment for every customer your advertising wins.

General information

Circulation: 6,000
 Frequency: six times a year
 Number of pages: 56-80
 Price: € 2.60
 21st year

Distribution

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

Who reads Stavebné materiály

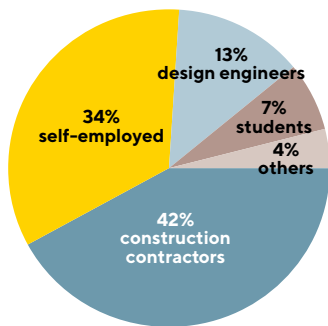
The vast majority of readers are employed with construction contractors, in engineering or architectural design companies, or are self-employed. They are working-age people between 23 and 55 years and use the information they read in Stavebné materiály for their professional careers. Many are interested in unbiased information about specific products and practical information. For them the magazine is both informative and educational.

For both men and women

86% of readers are men interested in construction or civil engineering and either make major decisions or are company executives.



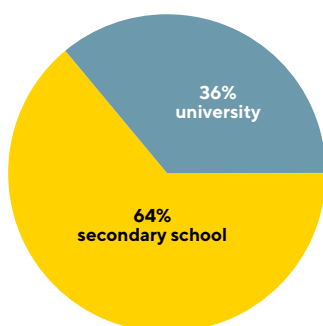
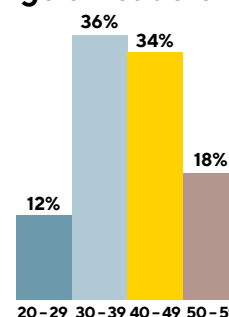
14% of readers are women who are professionals in construction or civil engineering.



Construction contractors and the self-employed

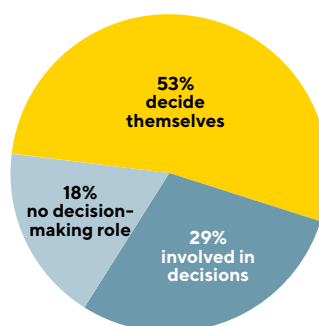
- 42% of readers are employed with construction contractors.
- 34% of readers are self-employed in the construction sector and use the information in the magazine for their professional careers.
- 13% of readers are employed at engineering companies and architectural design studios
- 7% of readers study at civil engineering faculties
- 4% are in other professions

Age of readers



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 sector.



Purchasing decisions

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

ISSUE DEADLINES	ISSUE DATE	TOPIC	BUILDING AND RECONSTRUCTION	OTHER AREAS
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	Renovating building envelopes and balconies • Construction failures and faults • Reconstruction and renovation • Construction chemistry	• 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	Sustainable materials • Wood and steel structures	• Reinforced concrete and pre-stressed concrete structures • Painting and protective coatings • Construction engineering Construction companies in Slovakia: overview of Slovakia's best companies and how their performance
Stavebné materiály 1/2025 #144 ORDERS: 11. 3. 2025 MATERIALS: Editorial assistance 28. 2. 2025 Advertorials 12. 3. 2025 Advertising 17. 3. 2025	28. 3. 2025	Vertical and horizontal construction	Enhanced partition acoustics • Walls, ceilings, floors • Concrete and concrete structures	• Masonry materials and prefabricates • Protection for vertical and horizontal construction • Dry construction • CONEKO RACIOENERGIA 2025
Stavebné materiály 2/2025 #145 ORDERS: 28. 5. 2025 MATERIALS: Editorial assistance 14. 4. 2025 Advertorials 29. 4. 2025 Advertising 2. 5. 2025	16. 5. 2025	Building envelopes and filling of openings	Enhanced thermal insulation of vertical construction • Construction and filling of openings in building envelopes	• Windows, doors, and fully-glazed walls • Energy-efficient construction • Construction engineering • International Engineering Fair Nitra 2025
Stavebné materiály 3/2025 #146 ORDERS: 3. 6. 2025 MATERIALS: Editorial assistance 23. 5. 2025 Advertorials 4. 6. 2025 Advertising 9. 6. 2025	20. 6. 2025	Roof structures	Materials for eliminating thermal bridges in roof cladding • Flat and pitched roofs • Roof structures • Roof insulation	• Metal and wood roofs • Roof superstructures • Construction engineering • Precast concrete products • Development summit 2025
Stavebné materiály 4/2025 #147 ORDERS: 22. 8. 2025 MATERIALS: Editorial assistance 13. 8. 2025 Advertorials 25. 8. 2025 Advertising 28. 8. 2025	12. 9. 2025	Surface treatment of construction frameworks	Waterproofing materials for vertical and horizontal construction • Plasters and paints • Thermal insulation and soundproofing	• Exterior and interior tiles and paving • Construction engineering • Flooring
Stavebné materiály 5/2025 #148 ORDERS: 24. 9. 2025 MATERIALS: Editorial assistance 15. 9. 2025 Advertorials 25. 9. 2025 Advertising 30. 9. 2025	13. 10. 2025	Renovation and revitalization of buildings	Renovating building envelopes and balconies • Construction failures and faults • Reconstruction and renovation • Construction chemistry	• Reconstruction materials and products • Waterproofing • Construction engineering
Stavebné materiály 6/2025 #149 ORDERS: 28. 10. 2025 MATERIALS: Editorial assistance 17. 10. 2025 Advertorials 29. 10. 2025 Advertising 3. 11. 2025	14. 11. 2025	Production plants and industrial buildings	Sustainable materials • Wood and steel structures	• 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

48

Formats and ad rates

	Format	Dimensions in mm			Price	
		Width	Height	Bleed		
ADVERTISING	2/1 spread	420	285	3	€ 5,500	
	2/1 spread in type area	396	256	-		
	1/1 spread	210	285	3	€ 3,300	
	1/1 spread in type area	181	256	-		
	1/2 spread width in type area	181	126	-	€ 1,900	
	1/2 spread width	88	256	-		
	1/3 spread width	181	81	-	€ 1,400	
	1/3 spread height	57	256	-		
	1/4 spread*	88	126	-	€ 1,200	
	LEADER	Cover flap	70	285	3	€ 3,700
Z-gate		400	285	3	€ 7,450	
2nd cover page		210	285	3	€ 3,950	
1st magazine page		210	285	3	€ 3,950	
2nd and 3rd magazine page		210	285	3	€ 3,700	
3rd cover page		210	285	3	€ 3,700	
4th cover page		210	285	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
		1/2 PR width	2,100 characters, 1-2 pictures, logo			€ 1,900
	1/2 PR height	2,100 characters, 1-2 pictures, logo				
	2/3 PR width	3,200 characters, 1-2 pictures, logo			€ 2,300	
OTHER	2/3 PR height	3,200 characters, 1-2 pictures, logo			€ 2,300	
	Editorial section**	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



* No option to position the advertising. Location will be based on the magazine's layout.

** News and information are published in the editorial section only if either or both have not appeared before in Stavebné materiály. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

*** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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.



Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.



Why advertise in Správa budov

- 01 Four issues of Správa budov (Building Management) are sent on a rotating basis during the year to 10,500 heads of homeowner associations, allowing your advertisements in all issues to reach virtually all of them in Slovakia.
- 02 Effective distribution of the entire print-run to target readership.
- 03 Správa budov also contains information about investment into augmenting existing housing stock.
- 04 37% of readers refer to information in advertisements and advertorials published in Správa budov once or several times (Source: GFK survey).
- 05 Because Správa budov readers place large commercial 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 a year
Number of pages:	56-80
Price:	€ 2.60
19th year	
Target group:	senior staff of property management companies and homeowner associations, facility managers

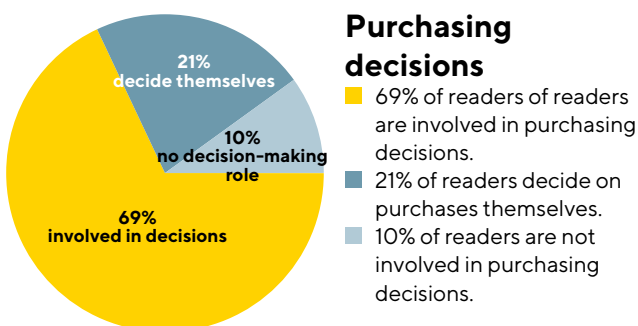
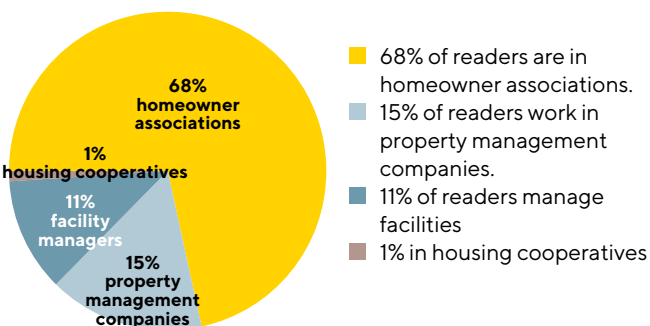
Distribution

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

50

Who reads Správa budov

Typical readers of Správa budov are men and women of working age, either senior staff at property management companies or homeowner associations and homeowner representatives. They use the information published in Správa budov in their jobs and most appreciate the steps clearly laid out for remodeling residential blocks.



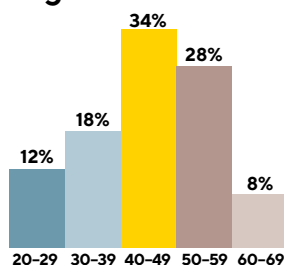
Purchasing decisions

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

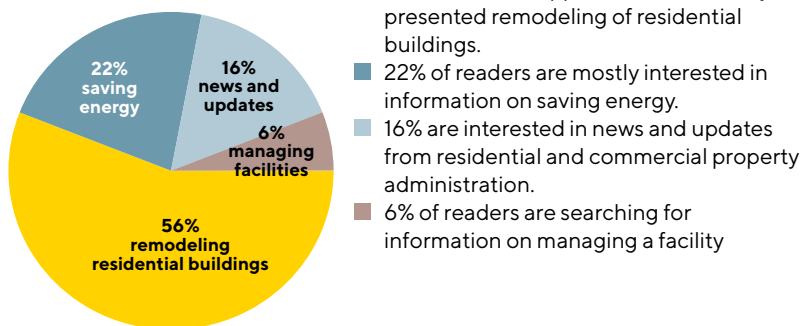
Read more by men



Age of readers



What readers look for



- 56% of readers appreciate most clearly presented remodeling of residential buildings.
- 22% of readers are mostly interested in information on saving energy.
- 16% are interested in news and updates from residential and commercial property administration.
- 6% of readers are searching for information on managing a facility

51

Source: 759 respondents to a reader survey

ISSUE DEADLINES	ISSUE DATE	TOPIC	SPECIALS	BUILDINGS AND RESIDENTIAL UNITS	OTHER AREAS
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	<ul style="list-style-type: none"> Renovating facades 	<ul style="list-style-type: none"> Operating and maintaining buildings Renovating residential blocks Producing, distributing and supplying energy Building infrastructure and layout 	<ul style="list-style-type: none"> Facility management Financial management
Správa budov 1/2025 #73 ORDERS: 4. 3. 2025 MATERIALS: Editorial assistance 21. 2. 2025 Advertorials 5. 3. 2025 Advertising 10. 3. 2025	21. 3. 2025	Renovating buildings	<ul style="list-style-type: none"> Financing building renovation, remodeling and upgrades 	<ul style="list-style-type: none"> Operating and maintaining buildings Renovating residential blocks Producing, distributing and supplying energy Building infrastructure and layout 	<ul style="list-style-type: none"> Facility management Financial management
Správa budov 2/2025 #74 ORDERS: 5. 5. 2025 MATERIALS: Editorial assistance 23. 4. 2025 Advertorials 6. 5. 2025 Advertising 12. 5. 2025	23. 5. 2025	Troubleshooting in residential blocks	<ul style="list-style-type: none"> Replacing windows 	<ul style="list-style-type: none"> Operating and maintaining buildings Renovating residential blocks Producing, distributing and supplying energy Building infrastructure and layout 	<ul style="list-style-type: none"> Facility management Financial management
Správa budov 3/2025 #75 ORDERS: 3. 9. 2025 MATERIALS: Editorial assistance 22. 8. 2025 Advertorials 4. 9. 2025 Advertising 9. 9. 2025	23. 9. 2025	Thermal protection of buildings	<ul style="list-style-type: none"> Central heating and supplying buildings with energy 	<ul style="list-style-type: none"> Operating and maintaining buildings Renovating residential blocks Producing, distributing and supplying energy Building infrastructure and layout 	<ul style="list-style-type: none"> Facility management Financial management
Správa budov 4/2025 #76 ORDERS: 3. 11. 2025 MATERIALS: Editorial assistance 22. 10. 2025 Advertorials 4. 11. 2025 Advertising 7. 11. 2025	21. 11. 2025	Energy conservation in buildings	<ul style="list-style-type: none"> Renovating facades 	<ul style="list-style-type: none"> Operating and maintaining buildings Renovating residential blocks Producing, distributing and supplying energy Building infrastructure and layout 	<ul style="list-style-type: none"> Facility management Financial management

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Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	285	3	€ 4,200
	2/1 spread in type area	396	256	-	
	1/1 spread	210	285	3	€ 2,400
	1/1 spread in type area	181	256	-	
	1/2 spread width in type area	181	126	-	€ 1,300
	1/2 spread width	88	256	-	
	1/3 spread width	181	81	-	€ 950
	1/3 spread height	57	256	-	
	1/4 spread*	88	126	-	€ 800
	Cover flap	70	285	3	€ 2,900
Z-gate	400	285	3	€ 5,800	
LEADER	2nd cover page	210	285	3	€ 3,100
	1st magazine page	210	285	3	€ 3,100
	2nd and 3rd magazine page	210	285	3	€ 2,800
	3rd cover page	210	285	3	€ 2,800
4th cover page	210	285	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	1,050 characters, 1 picture, logo			€ 950
	1/3 PR width	2,500 characters, 2-3 pictures, logo			€ 1,700
	1/3 PR height	600 characters, 1 picture			€ 800
	2/3 PR height	250 characters, 1 picture			€ 700
OTHER	Editorial section**	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 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

Non-standard formats



* No option to position the advertising. Location will be based on the magazine's layout.
 ** News and information are published in the editorial section only if either or both have not appeared before in Správa budov. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.
 *** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.
 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.

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Why advertise in the SAFM Guide?

- 01 The 6th edition of the SAFM Guide has a print run of 6,500 copies, of which 3,200 will be inserted into Sprava budov 4/2025 (on sale 22 November 2025) and 3,000 will be inserted into a December edition of Hospodárske noviny (Business News) for Bratislava Region.
- 02 300 copies of the SAFM Guide are allocated for the Slovak Association of Facility Management (SAFM), of which 150 will be handed to attendees participating at FM Days, a conference held this year in the Bratislava Hilton on 2 October
- 03 Sprava budov is the main media partner for the conference.
- 04 The SAFM Guide is also published electronically on www.asb.sk, Slovakia's most visited professional portal, and at the end of November 2025 the guide will be sent to the 7,000 professional email addresses that receive the e-newspaper.

Formats and ad rates

	Format	Dimensions in mm			Price	35% discount for SAFM members
		Width	Height	Bleed		
ADVERTISING	1/1 strany	167	300	3	€ 2,000	€ 1,300
	combination 1/2 page of advertisement + 1/2 page of PR article				€ 1,788	€ 1,162
	1/2 spread width	167	115	-	€ 948	€ 616
	1/3 spread width	167	77	-	€ 660	
	2/3 spread width	108	230	-	€ 1,068	
PR	2nd and 3rd page cover	167	230	3	€ 2,748	
	4th page cover	167	230	3	€ 3,348	
	2/1 PR	334	230	-	€ 3,000	
	1/1 PR	167	230	-	€ 1,560	€ 1,014
	1/2 PR width	167	115	-	€ 840	€ 546
	Directory	167	32	-	€ 400	

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Full-page and display advertising

4th cover 1/1 spread 167 x 230 mm € 3,348	1/1 spread 167 x 230 mm € 2,000	1/2 spread width 167 x 115 mm € 948	1/3 spread width 167 x 77 mm € 660	2/3 spread height 108 x 230 mm € 1,068 Materials: logo, address, photo, additional information
2nd or 3rd cover 1/1 spread 167 x 230 mm € 2,748				

Deadline for orders: 1. 10. 2025
 Deadline for delivery of ad: 7. 11. 2025
 SAFM GUIDE and Sprava budov 4/2025 appear 22. 11. 2025

Get your company included as a bonus in the SAFM Guide Company Directory.

1/1 advertorial 167 x 230 mm € 1,560	1/2 advertorial 167 x 115 mm € 840	Directory 167 x 32 mm € 400 LOGO + ADDRESS + DESCRIPTION	2/1 advertorial 334 x 230 mm € 3,000
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Why advertise in TZB HAUSTECHNIK

- 01 Slovakia's only magazine for HVAC engineers, with effective distribution of the entire print-run to target readership.
- 02 Because TZB HAUSTECHNIK readers place large commercial orders for technology and materials, there is a return on your investment for every customer your advertising wins.
- 03 86% of readers either decide about purchases of construction technology or are involved in decisions.
- 04 78% of readers rate 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 a year
 Number of pages: 56-80
 Price: € 2.60
 33rd year

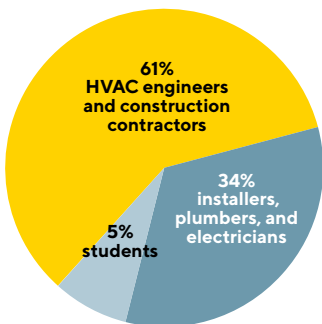
Distribution

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

56

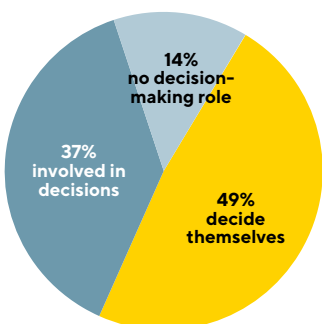
Who reads TZB HAUSTECHNIK

Typical readers of TZB HAUSTECHNIK are men of working age between 25 and 55 years of age while women also read it to a lesser degree. Most readers are employed as HVAC engineers or work for construction contractors. They use the information they read in TZB HAUSTECHNIK for their professional careers. This is also reflected in their growing interest in practical and non-commercial information on current products and trends in Slovakia.



Building services engineering companies and construction contractors

- 61% of readers work as HVAC engineers or construction contractors.
- 34% of readers are HVAC installers, plumbers and electricians.
- 5% of readers are studying these fields



Purchasing decisions

- 49% of readers decide on purchases themselves.
- 37% of readers are involved in purchasing decisions.
- 14% of readers are not involved in purchasing decisions.

Read more by men

79%

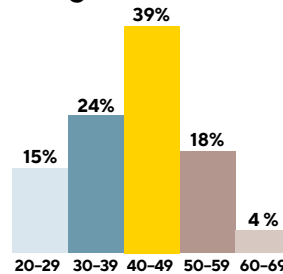
of readers are men whose jobs range from financing of projects to building services engineering and technical layouts.



21%

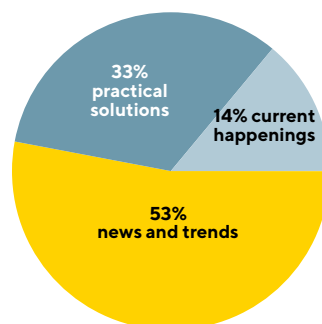
of readers are women are women interested in a career building services engineering.

Age of readers



What readers look for

- 53% of readers mostly follow news about current products and trends in Slovakia.
- 33% of readers are interested in practical information and professional solutions in building services engineering.
- 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 5/2024 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 engineering systems and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Sanitary engineering
TZB HAUSTECHNIK 1/2025 ORDERS: 12. 3. 2025 MATERIALS: Editorial assistance 3. 3. 2025 Advertorials 13. 3. 2025 Advertising 18. 3. 2025	31. 3. 2025	Energy and sustainability	<ul style="list-style-type: none"> Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary engineering systems Meters, regulators, and control technology 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Fire protection systems <ul style="list-style-type: none"> • CONECCO RACIOENERGIA 2025 • AQUATHERM PRAHA 2025
TZB HAUSTECHNIK 2/2025 ORDERS: 14. 4. 2025 MATERIALS: Editorial assistance 4. 4. 2025 Advertorials 15. 4. 2025 Advertising 17. 4. 2025	5. 5. 2025	Quality indoor building environments	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Sanitary engineering systems and installations Meters, regulators and control technology 	<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 3/2025 ORDERS: 4. 6. 2025 MATERIALS: Editorial assistance 26. 5. 2025 Advertorials 5. 6. 2025 Advertising 10. 6. 2025	23. 6. 2025	Ventilation, air-conditioning and cooling	<ul style="list-style-type: none"> Energy Central heating Indoor environment Sanitary engineering systems and installations Meters, regulators and control technology 	<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 4/2025 ORDERS: 3. 9. 2025 MATERIALS: Editorial assistance 22. 8. 2025 Advertorials 4. 9. 2025 Advertising 9. 9. 2025	23. 9. 2025	Central heating	<ul style="list-style-type: none"> Energy Ventilating fans, air-conditioning and cooling Indoor environment Sanitary engineering systems and installations Meters, regulators and control technology 	<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 5/2025 ORDERS: 20. 10. 2025 MATERIALS: Editorial assistance 9. 10. 2025 Advertorials 21. 10. 2025 Advertising 24. 10. 2025	6. 11. 2025	Meters, regulators and control technology	<ul style="list-style-type: none"> Energy Central heating Ventilating fans, air-conditioning and cooling Indoor environment Sanitary engineering systems and installations 	<ul style="list-style-type: none"> Electrical wiring and lighting Security systems and fire safety technology Sustainability in environmental engineering Recuperators Sanitary engineering

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Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	285	3	€ 4,200
	2/1 spread in type area	396	256	-	
	1/1 spread	210	285	3	€ 2,400
	1/1 spread in type area	181	256	-	
	1/2 spread width in type area	181	126	-	€ 1,300
	1/2 spread width	88	256	-	
	1/3 spread width	181	81	-	€ 950
	1/3 spread height	57	256	-	
	1/4 spread*	88	126	-	€ 800
	LEADER	Cover flap	70	285	3
Z-gate		400	285	3	€ 5,800
2nd cover page		210	285	3	€ 3,100
1st magazine page		210	285	3	€ 3,100
2nd and 3rd magazine page		210	285	3	€ 2,800
3rd cover page		210	285	3	€ 2,800
4th cover page		210	285	3	€ 3,950
PR		2/1 PR	8,400 characters, 2-8 pictures, logo		
	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 height	2,500 characters, 2-3 pictures, logo			€ 1,700
	2/3 PR height				
OTHER	Editorial section**	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; package price and size; web contact

* No option to position the advertising. Location will be based on the magazine's layout.
 ** News and information are published in the editorial section only if either or both have not appeared before in Správa budovy. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.
 *** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.



Editorial section
€ 800
Materials: 600 characters including spaces, 1 product photo, price, web contact

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 Inžinierske stavby

- 01 83% of readers either decide about purchases for material design and construction technologies or are involved in these decisions.
- 02 38% of readers refer to 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 commercial 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 73-year-old tradition.
- 06 Links your advertised brand to a trusted magazine.

General information

Circulation: 3,500
 Frequency: six times a year
 Number of pages: 56-112
 Price: € 2.60
 73rd year

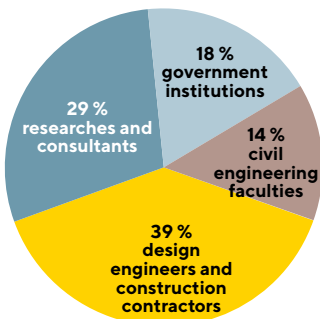
Distribution

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

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Who reads Inžinierske stavby

It is typically read by men who either have a university degree or have completed or secondary school, although university-educated women read it, too. Most readers are employed in engineering or architectural design companies or with construction contractors. Readers of Inžinierske stavby are working age and use the information they read in their professional careers. 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 are employed in engineering, architectural design companies or with construction contractors.
- 29% of readers are employed in research or consulting companies.
- 18% of readers are employed in government-run civil engineering institutions
- 14% of readers are educators, students, or graduates of civil engineering faculties

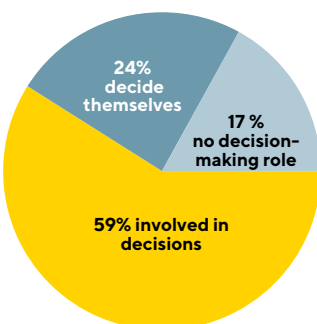
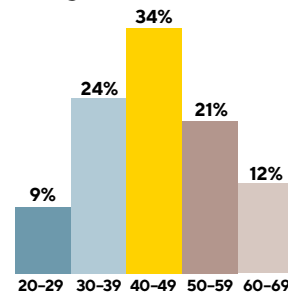
Read more by men

79% of readers are men with a university or secondary school education.



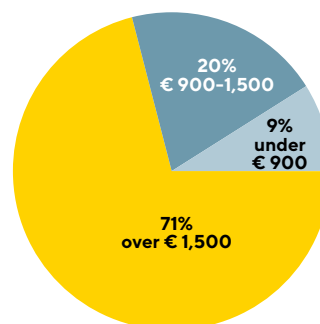
21% of readers are women with a university or secondary school education.

Age of readers



Purchasing decisions

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



How much they earn

- 71% of readers earn more than € 1,500 a month.
- 20% of readers earn € 900-1,500 a month
- 9% of readers earn less than € 900 a month

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Source: 809 respondents to a reader survey

ISSUE DEADLINES	ISSUE DATE	ANALYSIS	TOPICS	SPECIAL	OTHER
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"> Tunnel construction 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 	<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, 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 1/2025 #437 ORDERS: 12. 3. 2025 MATERIALS: Editorial assistance 3. 3. 2025 Advertorials 13. 3. 2025 Advertising 18. 3. 2025	31. 3. 2025	<ul style="list-style-type: none"> Traffic infrastructure operation safety Increasing traffic infrastructure safety, new science and research knowledge and trends, new legislation 	<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"> Technological equipment in traffic infrastructure Technological 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 2/2025 #438 ORDERS: 25. 4. 2025 MATERIALS: Editorial assistance 14. 4. 2025 Advertorials 28. 4. 2025 Advertising 2. 5. 2025	16. 5. 2025	<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 Construction of 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
Inžinierske stavby/ Inženýrské stavby 3/2025 #439 ORDERS: 17. 6. 2025 MATERIALS: Editorial assistance 6. 6. 2025 Advertorials 18. 6. 2025 Advertising 23. 6. 2025	4. 7. 2025	<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"> Road construction and materials Maintaining, repairing and reconstructing roads, technological procedures, asphalt and cement concrete roads 	<ul style="list-style-type: none"> Concrete and concrete structures Use of concrete in civil engineering, current trends, technology, testing, diagnostics, concrete protection and remediation 	<ul style="list-style-type: none"> Geotechnika a zakladanie stavieb Dopravné stavby Vodohospodárske stavby Inžinierske siete Technológie a materiály Stavebná technika a pomocné konštrukcie Špeciálne stavby
Inžinierske stavby/ Inženýrské stavby 4/2025 #440 ORDERS: 15. 8. 2025 MATERIALS: Editorial assistance 6. 8. 2025 Advertorials 18. 8. 2025 Advertising 21. 8. 2025	5. 9. 2025	<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 Construction methods and mechanization in civil engineering including the scaffolding and formwork used in the construction of bridges and other civil engineering structures 	<ul style="list-style-type: none"> Dopravné stavby Vodohospodárske stavby Inžinierske siete Technológie a materiály Špeciálne stavby
Inžinierske stavby/ Inženýrské stavby 5/2025 #441 ORDERS: 23. 9. 2025 MATERIALS: Editorial assistance 12. 9. 2025 Advertorials 24. 9. 2025 Advertising 29. 9. 2025	10. 10. 2025	<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"> Geotechnika a zakladanie stavieb Dopravné stavby Vodohospodárske stavby Inžinierske siete Technológie a materiály Stavebná technika a pomocné konštrukcie Špeciálne stavby
Inžinierske stavby/ Inženýrské stavby 6/2025 #442 ORDERS: 3. 11. 2025 MATERIALS: Editorial assistance 23. 10. 2025 Advertorials 4. 11. 2025 Advertising 7. 11. 2025	21. 11. 2025	<ul style="list-style-type: none"> Water management and environmentally friendly engineering Water treatment plants, technology apparatuses, regional sewage disposal, sewer and water networks 	<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"> Geotechnika a zakladanie stavieb Dopravné stavby Inžinierske siete Technológie a materiály Stavebná technika a pomocné konštrukcie Špeciálne stavby



Best advertising combination!
Inžinierske stavby + asb.sk
 137,500 readers each month!



Formats and ad rates

	Format	Dimensions in mm			Price
		Width	Height	Bleed	
ADVERTISING	2/1 spread	420	285	3	€ 4,950
	2/1 spread in type area	396	256	-	
	1/1 spread	210	285	3	€ 2,850
	1/1 spread in type area	181	256	-	
	1/2 spread width in type area	181	126	-	€ 1,600
	1/2 spread width	88	256	-	
	1/3 spread width	181	81	-	€ 1,200
1/3 spread height	57	256	-		
1/4 spread*	88	126	-	€ 900	
LEADER	Cover flap	70	285	3	€ 3,400
	Z-gate	400	285	3	€ 6,500
	2nd cover page	210	285	3	€ 3,700
	1st magazine page	210	285	3	€ 3,700
	2nd and 3rd magazine page	210	285	3	€ 3,300
	3rd cover page	210	285	3	€ 3,300
4th cover page	210	285	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	1,050 characters, 1 picture, logo			€ 1,200
	1/3 PR width	1,050 characters, 1 picture, logo			€ 1,200
	1/3 PR height	2,500 characters, 2-3 pictures, logo			€ 2,000
	2/3 PR height	2,500 characters, 2-3 pictures, logo			€ 2,000
OTHER	Editorial section**	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



* No option to position the advertising. Location will be based on the magazine's layout.

** News and information are published in the editorial section only if either or both have not appeared before in Správa budovy. The editorial board reserves the right to make grammatical, stylistic and formal changes to the delivered text and to adjust the length of the text. The editorial section is not intended for publication of general information about the producer and range of merchandise.

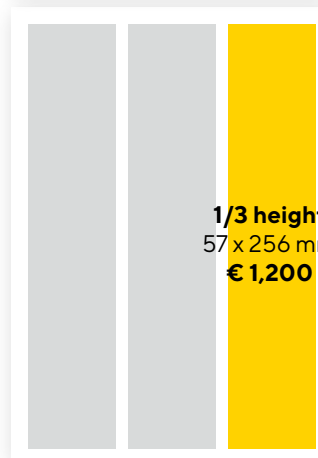
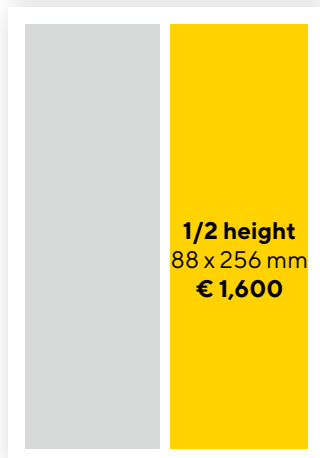
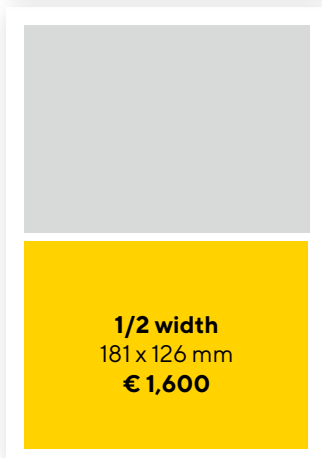
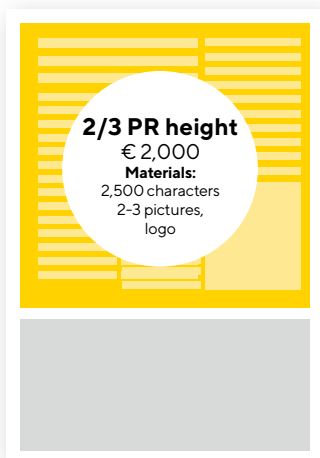
*** Final price for inserting and affixing will be determined by the size and weight after the sample has been delivered. The number of inserted supplements along with current postal and handling charges will affect the price.

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.



Prices are exclusive of VAT. Prices are valid from 1 September 2024 to 31 August 2025. General Terms and Conditions can be found on page 72.

Full-page and display advertising



2025 ASB GALA

19th annual prestigious awards ceremony

ASB GALA is a prominent event where each year awards are handed out to personalities and companies in architecture and construction. Its mission is to highlight current events in the segment and, in the 18 years since the inaugural event, dozens of people and companies from the construction, architecture and real estate development sectors 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 number of companies operating in civil engineering, construction and related areas that each year come 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 project in architectural design, civil engineering or urban development.

2025 ASB GALA

Those people who have made a significant impact during the past year in construction and development will be recognized in the autumn of 2025 at the 19th edition to be held in Bratislava in order to illustrate the achievements of leading development groups, provide construction companies with more visibility and to popularize civil engineering as a significant contributor to Slovakia's economy.

What all partners receive

- Their corporate logo published 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, mojdodom.sk, modrastrecha.sk, and with other media partners
- In other promotional materials
- Their corporate logo presented during the ASB GALA evening
- Complementary tickets to the ASB awards ceremony to be held during the scheduled evening dinner

Marketing opportunities

Construction companies operating in Slovakia have the opportunity of reaching out to the companies attending the ASB GALA by partnering in the nominations and voting for awards, of themselves attending the ASB GALA in the

evening, and in 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** supervised by Deloitte.



Winners at the 2023 ASB GALA:

From left: Milan Murcko, YIT Slovakia – ASB 1st Place Residential Developer of the Year; Filip Gulán, Corwin – ASB Developer of the Year voted by readers and 3rd Place Residential Developer of the Year; Ľuboš Lopatka, Bory Hospital and Juraj Nevolník, Penta Real Estate - ASB Special Award; Pavel Pelikán, J&T REAL ESTATE – ASB 2nd Place Residential Developer of the Year; Martin Martinák, Strabag s.r.o. – ASB Large Construction Company of the Year and ASB Construction Company of the Year voted by readers; Zuzana Zacharová and Martin Paško – ASB Architecture and Civil Engineering Personality of the Year and Architecture and Civil Engineering Personality of the Year voted by readers; Zuzana Harčariková, P3 Logistic Parks Slovakia – ASB Industry and Logistics Developer of the Year; Peter Kulířay and Michal Horváth, ICT Istroconti – ASB Retail Developer of the Year; Nikola Levkuš and Ľuboš Todák, Transservis – ASB Medium-sized Construction Company of the Year.

JAGA CUP 2025

JAGA is currently organizing JAGA 2025, a football tournament whose 25th edition is scheduled for the end of August. This is an event that 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 each team from these companies a unique opportunity to measure their strength in the spirit of fair play.

Articles promoting Jaga Cup 2025 have already appeared on www.asb.sk and in the print magazines JAGA publishes. The entry fee includes each participating company's logo visible at the tournament and the logos will also appear on www.asb.sk.



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11TH NATIONAL BIM CONFERENCE

Both in Slovakia and other countries, Building Information Modeling (BIM) is resonating across the construction industry, with new expert groups and committees actively engaging 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 provides assistance in identifying barriers and the new challenges BIM is bringing. Where have BIM designs moved in Slovakia? What has been the experience with BIM tools? In the autumn of 2025, answers to these and other questions will be sought at the upcoming 11th National BIM Conference, which the BIM Association of Slovakia is organizing in cooperation with JAGA. Key speakers from Slovakia and elsewhere around the world will share their own experiences in a number of presentations.

The conference seeks an international exchange of experiences, broader awareness of BMI 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 for more than just architects and design engineers. It is 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.



2025 DEVELOPMENT SUMMIT

The environment in which we live, breathe and relax fundamentally impacts each of us, with everyone contributing in their own way 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, building in existing neighborhoods and 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 sixth annual

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

The Development Summit brings key developers together with representatives from government ministries and cities to establish a platform for holding regular, ongoing meetings to provide a better understanding between them on assistance in drafting clear, enforceable legislation and producing high-quality urban development plans, with the aim of inspiring public authority experts, construction companies, contractors and also community activists in the promotion of the valuable role developers carry out as they contribute toward improving the environment.

The conference will be held in the spring of 2025.



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. Invoices will be electronically sent to the Advertiser, in PDF format, at the address specified either by the Advertiser or in the contract for the provision of advertising services, in accordance with Section 31-36 of Act 431/2002 on accounting, as amended, and with the invoice meeting all requisites of a proper invoice as defined in Sections 75 and 76 of Act 222/2004 on value added tax, as amended.
3. The Advertiser is obliged to remit payment within fourteen (14) days from the date of issuance to settle any invoices issued by the Publisher. The Publisher's bank details will be stated on the invoice.
4. Were the Advertiser to default on the remittance for any invoice, the Publisher 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 Publisher shall be simultaneously entitled to not accept an order placed for another advertisement until the payment for the invoice in question has been remitted.
5. The Advertiser bears the cost of any bank fees and exchange rate differences associated with the payment of the invoice.
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. The Advertiser acknowledges that an additional 10% will be charged for the positioning of an advertisement at a specifically desired location.
10. The Advertiser acknowledges a cancellation fee as follows 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. 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. The Publisher will not be responsible for any modification in the language of an advertisement had an advertiser delivered to the Publisher advertising materials already prepared for publication.
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 or issues.
14. When an ordered advertisement is published in any of JAGA's magazine titles, 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 materials be provided other than what has been specified, or if no digital proof is supplied.

Advertising materials

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

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What they're saying about us...



"The Vaillant Group have been working together with JAGA for so long that we cannot even imagine ever having done business without them. What they do for us is more than just advertising Valliant in their magazines, designing graphics or writing articles about us. There is something extra and that is their ability to connect with people from the industry and is there that we go to be inspired."

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

"Our company has been continuously working together with JAGA since 2006. Terran's cooperation with the publishing house has been a long-term partnership founded on quality work, friendly communication, customer care, reliability, and trust. It always makes us happy when our customers tell us about having seen 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 working with JAGA for more than 20 years and we at Ingsteel have been extremely happy with how it has performed. Ingsteel approached JAGA in the beginning mainly with books they had published about civil engineering and construction, which were used by us to help train new hires, mostly recent graduates. In the years together and also through various social events JAGA organized, the relationship between Ingsteel and JAGA has grown stronger and thrived as what had purely been purely professional relationships have turned into friendly ones."

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

„Kvalitnej žurnalistiky, ktorá hľadá objektívnu pravdu a pravé príčiny udalostí na stavebnom a realitnom trhu bez manipulatívnych zámerov, je na Slovensku žiaľostne málo. Spoločnosť Jaga je v tomto smere výnimkou, pre ktorú je skutočná profesionalita a nezávislosť v tejto oblasti prirodzenou súčasťou každodennej práce.“

Milan MURCKO, CEO
YIT Slovakia

"Over the several years that we have turned to JAGA, access and communication has always remained 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 Harasztí, Sales Director
Premac, s.r.o.

"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."

Petr Král, CXU Director, CEE Region
VELUX

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

Stana Radivojevič, Marketing Manager
MAPEI SK, 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."

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