



Price list 2023 for magazine and web

Stavební technika (Building machinery has been printed since 2002. It is published **six times a year** in a distributed edition of 3,000 copies. Magazine is sent to sole proprietors and to companies doing business in the construction, mining, mining and processing industries, logistics, road transport and machine building; further to schools, libraries and also a wide community of engineers from the Czech Republic and Slovakia. Emphasis is placed on content balance and **quality editorial content**, in the preparation of which even experienced external collaborators participate. In addition to free shipping (companies, engineers, institutions), it also has a large subscription community. The magazine is regularly promoted at the most important domestic trade fairs and also through social networks and the website www.stavebni-technika.cz.

I) Modular trade-paper advertisement and their size

**A:** 1/1 – spad**B:** 1/2 – zrcadlo**C:** 1/2 – spad**D:** 1/2 – zrcadlo**E:** 1/3 – zrcadlo**F:** 1/3 – zrcadlo

Note: „spad“ = additional 3 mm bleed required, „zrcadlo“ = final size, no cropping

Size of the advertisement	Only advertisement	The ad with product article size 1,5–2 A4	The ad with reportage article size 2,5–3 A4
Front page (photo with trailer on article)	–	2 325 EUR	2 975 EUR
Full page (4th cover / last page) – A	1 820 EUR	2 325 EUR	2 975 EUR
Full page (2nd and 3rd cover page) – A	1 550 EUR	2 055 EUR	2 705 EUR
Full page (inside) – A	1 365 EUR	1 870 EUR	2 420 EUR
The half-page – B, C, D	805 EUR	1 515 EUR	2 165 EUR
The The third-page – E, F	755 EUR	1 465 EUR	2 115 EUR
Inserted flyer (up to 1 A4, max. 15 g)	1 015 EUR	1 720 EUR	2 370 EUR

Note:

- Combination of adverts and other article formats on request.



II) Articles simultaneously in the press and on the web

Type	Specifications	Price
News, max. 1 800 characters (up to 0,5 A4)	The text and photo are supplied by the client.	335 EUR
Own text, 1 A4 in print	The text and photo are supplied by the client.	705 EUR
Own text, 1,5–2 A4 in print	The text and photo are supplied by the client.	920 EUR
Article with production ¹⁾ , 1 A4 in print	Written by the editors based on the client's submissions.	785 EUR
Article with production ¹⁾ , 1,5–2 A4 in print	Written by the editors based on the client's submissions.	1 050 EUR
Report ²⁾ , 2–3 A4 in print	Completely provided by the editors.	1 570 EUR
Extension of promotion ³⁾	Sklik, Google Ads, Meta, etc.	from 210 EUR
Web optimization ³⁾	SEO, anchors, CTA.	120 EUR

¹⁾ No travel, writing from the office.

²⁾ The price includes travel costs (total round trip, arrival-departure from Hradec Králové) up to 200 km; beyond that we charge 0.4 EUR/km.

³⁾ Only for articles and reports (not for news).

III) Web-only articles

The price includes promotion (Sklik, Google Ads, Meta, etc.) worth 290 EUR and optimization.

Type	Price
Editorial text (advertorial) based on the client's submissions	1 045 EUR
Own text	875 EUR

IV) Discounts and agency commissions

(1) In the case of repeated advertisements (3 times or more) and orders over EUR 2,100, we provide an individual quantity discount.

(2) When ordering articles from an advertising agency, the maximum amount of agency commission (discount) for the client is 10%. When ordering advertising by an advertising agency, the maximum amount of agency commission for the client is 20%.

V) Price and validity of the price list

(1) All prices are net (without VAT).

(2) This price list is valid from 19 October 2022.

(3) Current versions of the price list are published at www.stavebni-technika.cz.

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