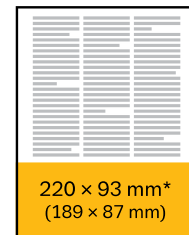




Price list 2024 for magazine and web

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 – bleed**B1:** 1/2 – bleed**B2:** 1/2 – bleed**C:** 1/2**D1:** 1/3 – bleed**D2:** 1/3 – bleed

note: For formats marked with an * (asterisk), make sure the bleed is set to at least 3 mm and crop marks are enabled.

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 €	2,975 €
Full page (4th cover / last page) – A	1,800 €	2,325 €	2,975 €
Full page (2nd and 3rd cover page) – A	1,550 €	2,050 €	2,700 €
Full page (inside) – A	1,350 €	1,850 €	2,500 €
The half-page – B1, B2, C	800 €	1,500 €	2,150 €
The third-page – D1, D2	750 €	1,450 €	2,100 €
Inserted flyer (up to 210 × 275 mm, max. 15 g)	1,050 €	1,700 €	2,350 €

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.	325 €
Own text, 1 A4 in print	The text and photo are supplied by the client.	700 €
Own text, 1,5–2 A4 in print	The text and photo are supplied by the client.	900 €
Article with production ¹⁾ , 1 A4 in print	Written by the editoris based on input from the client.	850 €
Article with production ¹⁾ , 1,5–2 A4 in print	Written by the editoris based on input from the client.	1,175 €
Report ²⁾ , 2–3 A4 in print	Completely provided by the editors.	1,550 €
Promotion of the article on Facebook ³⁾	The price includes the creation of a post on FB Stavební technika, ad setup and reporting.	from 200 €
Article promotion in the content network ³⁾	The price includes the creation of native advertising, promotion setup and reporting. Sklik or Google Ads.	from 200 €
Article promotion FB and content network ³⁾	Combination of the two lines above.	from 325 €
Web optimization ³⁾	SEO, links, CTA.	125 €

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

Type	Specifications	Price
Editorial text (advertorial) ¹⁾	Written by the editoris based on input from the client.	1,025 €
Own text ¹⁾	The text and photo are supplied by the client.	875 €
Commercial article (SEO)	Text and photo to be supplied by the client. Publication only.	325 €

¹⁾ Dissemination to readers in the same way as editorial content. Promotion to readers in the content network, on FB Stavební technika, etc.

IV) Branding and banners on the web www.stavebni-technika.cz

Type	14 days exclusive	1 month exclusive	3 months, minimum 33 % impressions
Banner 970 × 310 px (w × h)	250 €	400 €	400 €
Banner 300 × 600 px (w × h)	275 €	425 €	425 €
Banner 300 × 250 px (w × h)	250 €	375 €	375 €
Branding	375 €	625 €	625 €

Note: We provide a maximum 15% discount on this ad, or an agency commission of the same amount.

V) Price and validity of the price list

(1) All prices are exclusive of VAT.

(2) This price list is valid from 15 January 2024, the current version is available at www.stavebni-technika.cz.