

forum

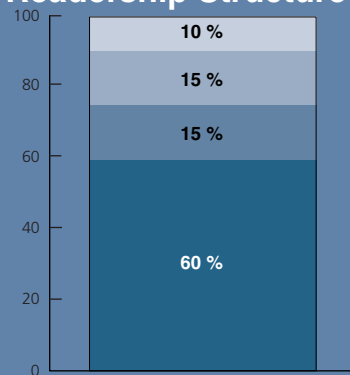
for architecture
prestigious architectonic review

www.faas.cz



Our magazine has been published for 13 years and its target readership includes architects and construction engineers, students of technical colleges, businessmen, but also representatives of public service and municipalities. The magazine topics also include design, art, and life style, which makes our magazine inviting to broader audience interested in contemporary trends concerning not only architecture and architectural engineering.

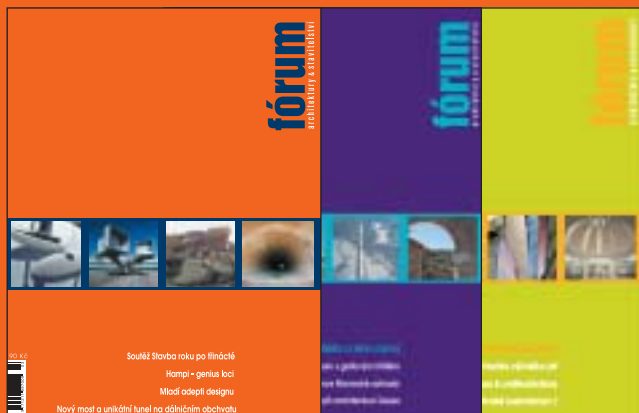
Readership Structure



Our readers:

- 10% university students
- 15% employees in public service, regional and municipal authorities
- 15% businessmen in building industry, financial and marketing specialists
- 60% working architects, construction engineers, and other building specialists

- MODERN TRENDS IN ARCHITECTURE
- SOCIAL AND ECONOMIC CONTEXT
- PROJECTS, VISIONS
- HISTORY
- ART, DESIGN
- PRACTICE, NEW REALIZATIONS, STRONG PROFILE TOPICS
- 6 NUMBERS PER YEAR + SPECIALIZED INSERTS
- AVERAGE CIRCULATION: 4,500 COPIES
- DISTRIBUTION IN THE CZECH REPUBLIC: MEDIAPRINT & KAPA



Editorial and Advertising Topics for 2006, Volume 14

1/2006

Featured Topic: Town and its development, town planning, lawn and planting, street furniture, public buildings, living in town

street furniture, communication, traffic constructions, roofs, skylights, roofing, rain and gutter systems, engineering and technological complexes for 21st century, rainfall usage technology

FOR CITY 2006 - professional exhibitions for municipalities
Advertising Deadline: 3 February 2006
Issue Date: 24 February 2006

2/2006

Featured Topic: Hotel, sports, and recreation buildings, relaxation and life style buildings

hotel facilities, kitchens, tiling, paving, interior equipment, sanitation, pools, saunas, fitness rooms, lights, hotel's waste economy solutions, automatic heating regulation of DHW - an intelligent hotel

PRAGA FLOREA 2006 - presentation and sales horticulture exhibition
WELLNESS 2006 - exhibition of private pools, spas, saunas, solariums, and fitness rooms

FOR HABITAT 2006 - fair focused on housing, furniture, real estate, renovations, and reconstructions
Advertising Deadline: 24 March 2006
Issue Date: 14 April 2006

3/2006

Featured Topic: Interiors and contemporary design, interior modifications and reconstructions

apartment and house equipment, floors, tiling, furniture, cloakrooms, design accessories, saunas, bathrooms, blinds,

shades, light fixtures, stoves, fireplaces, combined systems - fireplaces with lining plus radiators interconnected with solar systems - heating and DHW solutions

Advertising Deadline: 2 June 2006
Issue Date: 23 June 2006

4/2006

Featured Topic: Contemporary housing, apartment blocks, individual housing, suburban housing, interiors

professional construction, building materials, construction systems, partitions, walling, roofing, flooring, stairways, lifts, building chemistry, insulation

Special Insert for FOR ARCH 2006 - the world of architecture meets in Prague
Advertising Deadline: 22 August 2006
Issue Date: 11 September 2006

5/2006

Featured Topic: Investment projects, students' works, design, unrealized buildings

IT millennium software and hardware in architecture, security electronic devices, telecommunication

Advertising Deadline: 6 October 2006
Issue Date: 27 October 2006

6/2006

Featured Topic: Business, entertainment, and shopping centres, entertainment and shopping in architecture, movie houses, shopping boutiques, cafés

shopping centres' suppliers, glass fronts, interior movables, children's corner
Special Insert for Building of the Year 2006 - prestigious contest suppliers' catalogue

Advertising Deadline: 30 November 2006
Issue Date: 15 December 2006

FORUM FOR ARCHITECTURE - advertising price list

page format (mm)	black and white	colour
1/1 bled 230 x 310 even/odd trimmed 225 x 300 type page 200 x 270	CZK 49 000	CZK 64 000
1/2 breadth-wise type page 200 x 133 1/2 height-wise type page 98 x 270	CZK 29 000	CZK 38 000
1/4 type page 98 x 133	CZK 17 000	CZK 23 000
2nd a 3rd cover page first or last advertising page	CZK 60 000	CZK 73 000
back cover	CZK 68 000	CZK 83 000
advertising article on a firm 1/1	CZK 38 000	CZK 43 000
insert advertising A4 format maximum	CZK 44 000 (if the insert exceeds the given weight, the client will pay the difference in postage)	
atypical formats	negotiated price	



1/1

1/2



1/2

1/4

Prices are without 19 % VAT.

Competitive discounts

- 10 % from the price upon the 3rd recurrence of an advertisement in a given magazine
- 10 % to exhibitors on fairs organized by ABF, a. s. (when submitted by the exhibitor in a given year)
- 10 %, 7 %, and 5 % to ABF club members (please state your number and type of membership)
- individual discounts for advance payments and in the event of larger quantities of ordered advertisement

Discounts are only provided if stated in the order and in an invoice of the last advertisement. Discounts do not add up - only the higher one is applied.

Terms of payment

Unless agreed otherwise, an advertisement is paid by means of an invoice after its publishing in the magazine.

If the advertiser does not pay the invoice for a properly ordered and published advertisement by the due date, it will be charged a penalty amounting to 1% of the invoiced sum for each day in default until the sum due has been paid.

Cancellation fees

7 day before deadline 30 %, 3 days before deadline 70 %, 2 days before deadline 90 %, after deadline 100 % .

Technical requirements for advertising documents

The magazine is printed by CPT technology, and therefore documents in PDF formats of print quality are preferred (including trimming and register marks)

- prepared full-page advertisements in PDF format, print quality (minimal image resolution 300 DPI) including trimming and register marks
- prepared broken advertisements in Quark Xpress v. 3.2. format and lower for MAC; it is necessary to provide all used images and font definitions (Pack/Compress function)
- texts in TXT, Word formats
- photographs and transparencies up to A4 format, maximal required enlargement 300%
- printed material up to A4 format; it is necessary to make reduction under 75% for a fine-quality result
- TIF, EPS, JPG, AI formats (Adobe Illustrator up to v. 10), CDR format (CorelDraw up to v. 11); coloured raster images in 300 DPI resolution in scale 1:1, pen sketches and black-and-white logos in 600 DPI; in vector format fonts have to be converted into curves
- colour specification in CMYK or PANTONE formats
- each file has to be clearly marked and named and supplemented with its own print copy
- data media: CD ROM, DVD, ZIP, floppies 3.5"
- materials in electronic form can be sent to e-mail: podklady@abf.cz; the following information has to be included: title's name and number, format, client's name



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