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**BUILDING
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magazine



BUILDING WORLD magazine

Successful projects, news and trends from the Czech and Slovak development and real estate market

Investment | Office | Shopping centers | Residential | Logistics & Industry | Development
Hotels | Construction | Architecture | Facility management

**OFFICE
SHOPPING
CENTRES
RESIDENTIAL
HOTELS
LOGISTICS
DEVELOPMENT
ARCHITECTURE
REAL ESTATE**

**Prestigious
Czech/English
QUARTERLY**
for office tenants,
retail chains,
residents, investors,
logisticians, developers,
architects, builders,
facility managers, funds

**Prepared projects
in the Czech and
Slovak Republics**

Czech-English
4 issues per year: Issue 3, September 2023
CZECH AND SLOVAK MARKET

**PENTA
REAL ESTATE**

investment | projects | tenants | facility management | construction | design
office | shopping centres | residential | industry | development | real estate

ctp Passerinvest **J&T** REAL ESTATE **HAVEL & PARTNERS** **PENTA** REAL ESTATE **REDSTONE** REAL ESTATE **MVGM** **SEGRO**
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Publishing dates for the year 2024:

2024 issues	Publishing date	Deadline for advertising materials	Trade fairs, conferences, events
Issue 1/2024	March 2024	10. 2. 2024	MIPIIM Cannes
Issue 2/2024	June 2024	10. 5. 2024	Developers Cup, For Arch Praha, Best of Realty
Issue 3/2024	September 2024	20. 8. 2024	Expo Real Munich, For Arch Praha, FM Week, Best of Realty
Issue 4/2024	December 2024	10. 11. 2024	Bydlení (housing) trade fair Prague

Advertising prices:

Format, placement of ad	Price
Title page	120 000 CZK
Logo on title page	22 000 CZK
Back cover	99 000 CZK
Inside front and back cover	95 000 CZK
Page next to inside front cover	85 000 CZK
Page next to table of contents	80 000 CZK
Inside advertising page	69 000 CZK
Page of PR text	69 000 CZK
Inside advertising double page	85 000 CZK
Double page of PR text	85 000 CZK
1/2 page	39 000 CZK
1/3 page	36 000 CZK
1/4 page	30 000 CZK
Double page – inside front cover and adjacent page	130 000 CZK
Double page – inside back cover and adjacent page	130 000 CZK
Web: PR article 1 page	36 000 CZK
Web: PR article 2 pages	42 000 CZK

Printing standards:

Technical specifications

Printing technique: sheet-fed offset, 70 lpc/175 lpi

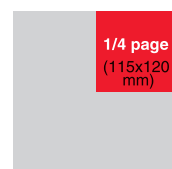
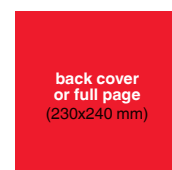
Crop and matching marks **offset at least 5 mm** (14 points) from the trimmed format. **Bleed 5 mm**. Ad layout with **safe zone** for bleed and binding (letters and graphical elements 10–15 mm from the edge of the page)

Colours, resolution: CMYK, at least 300 dpi in 1:1 reproduction

The sum of the colour values must not exceed 240% - please pay special attention to the composition of the black colours.

Negative or trapping fonts must be at least 9 pt, hairlines min. 0.3 pt and fonts at least 5 pt.

Form of materials and logotypes: EPS, AI or print PDF in CMYK printing colours – text in curves or with embedded fonts



Regular columns

Investment: Investment market in the CR, Investment market in CEE

City: Construction in cities and in city districts

Office: Office and multifunctional centres in the CR and SR

Shopping centres: Planned retail projects, remodelling, asset management, property management

Tenants: Retail chains, perspective of user and tenant, expansion

Law/Finance

Residences: Flat projects, residential complexes

Logistics and Industry: Industrial and warehouse complexes

Construction/architecture: Construction, architecture, project management, construction suppliers and subcontractors, technologies, materials

Design: interior fittings, furniture, lighting, bathrooms, flooring

Facility management: building management, maintenance, cleaning, security, greenery

Faces: Personalities and companies

Trade Fairs



Investment | city | development | office | shopping centres | tenants | law | residential | logistics and industry | construction | architecture | facility management | faces | Trade Fairs

SVĚTOVÁ ARCHITEKTURA V SRDCI PRAHY: Penta slaví dokončení Masaryčky – ožívá perla moderního designu od Zahy Hadid

Výjimečná architektura a symbolizace kvalitních moderních kancelářských prostorů. Pro projekt svěřili architekturu legendárnímu americkému architektovi Zahy Hadid, která se stala světově proslulou. Penta slaví dokončení Masaryčky – ožívá perla moderního designu od Zahy Hadid.

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ŠÁRKA: Designové bydlení v lesoparku – v lokalitě, která se nezopakuje

Čestry spouští rezidenční projekt za 4 miliardy korun. Šárka: Designové bydlení v lesoparku – v lokalitě, která se nezopakuje.



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Investment entities, Development, Facility Management, Center Management

Construction companies, architects, designers, urbanists

Financial groups, insurance companies, banks, funds, telecommunication companies, IT, SW

Embassies, chambers of commerce

Municipalities, state administration

Retailers, retail units, shopping centre tenants, chains, hypermarkets, supermarkets, furniture, sports, fashion

Real estate agents, tenants, investors, residents

Consultation in the area of finance and investments, legal consultation, human resources consultation

Advertising PR agencies

Logistics companies, forwarders, shipping companies

Industrial and production complexes

Distribution:

Total	40 000 readers
Distribution in the CR	28 000 readers
Distribution in the SR	7 000 readers
Distribution abroad	5 000 readers
Trade fairs	2 000 readers

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