

1. Characteristics

Journal **Topenářství • instalace** was established in 1966 and has been available on the Internet at website address www.topin.cz, too. The periodical is read by:

- Consulting engineers and architects
- Installation and service organisation workers
- Tradesmen
- Staffs of building management firms
- Operators of heat generation facilities
- Dealers
- Asset managers of local councils and housing cooperatives
- Other involved parties

The journal keeps its readers informed about the current situation regarding equipment and technology development, legislation, available products and publications, etc., in heating, ventilation, air-conditioning, installation of drinking and utility water distribution systems, waste and sewerage systems, sanitary ware and related fields (HVAC).

There is a full version for subscribers and an abbreviated version for everybody on website www.topin.cz, with a supplement containing up-to-date information on actions taking place, company news and a list of trade fairs, an on-line book shop and other features. Price by appointment.

2. Publisher

Topin Media s.r.o.

Editorial office: Na Břevnovské pláni 1363/71, 169 00 Praha 6, Czech republic

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Editor-in-chief: Jakub Vokoun

3. Subscription

Subscription is taken for a calendar year, during which eight issues are published. The subscription fee of CZK 248,00, EUR 10,00 in Slovakia. Abroad – EUR 15,00.

4. Print edition analysis

print edition: 6000
subscribed copies: 1950 (October 2015)

Target territory	Copies mailed	%
Postcodes 100 to 255 (Prague and environs)	830	14 %
Postcodes 255 to 599	2810	47 %
Postcodes 600 to 799	2200	36 %
Slovakia	160	3 %

5. Reader composition analysis

(Statistical evaluation of data entered by subscribers and other readers making use of the INFO service and data obtained from own activities, October 2015.)

Industry	representation
power generation	2 %
construction of heating, ventilation and air-conditioning equipment, gas, water and waste water installations, bathrooms, toilets, kitchens, etc.	49 %
trading companies	12 %
apprenticeship centres, schools	5 %
architect studios and consulting engineering practices	17 %
building managers and operators	7 %
manufacturers and suppliers of TZB (HVAC) equipment	4 %
others	4 %

6. Terms 2016 - deadlines

Nr.	Period	Deadline	Published	Advertising for fairs, exhibitions, conferences.
1	February - March	11. 01.	18. 02.	Aquatherm Prague
2	April	22. 02.	31. 03.	IBF Brno, Racioenergia, Coneco Bratislava SK
3	May	04. 04.	12. 05.	International engineering expo, NITRA SK
4	Juny - July	16. 05.	23. 06.	ZEME ZIVITELKA Ceske Budejovice
5	August - September	18. 07.	25. 08.	FOR ARCH, FOR THERM Prague, MSV Brno
6	October	29. 08.	06. 10.	EKOENERGA, Olomouc, Stavotech, Chillventa Nuremberg D
7	November	10. 10.	16. 11.	
8	December - January	21. 11.	29. 12.	INFOTHERMA Ostrava, modern heating Prague

*/Booking, copy submission and advertisement acceptance deadlines, setting of terms, advertising of fairs, conferences, etc. Orders for advertisements received after the acceptance deadline will be accepted subject to the editor's approval only!

7. Sizes and prices of black-and-white advertisements.

dimension	width x height [mm]	basic price
1/1 of page	176 x 266	CZK 26 400,00
1/2 of page	86 x 266, 176 x 129	CZK 13 200,00
1/3 of page	56x266, 116x129, 176x84	CZK 8 800,00
1/4 of page	86 x 129, 176 x 61	CZK 6 600,00
1/8 of page	86 x 61	CZK 3 300,00

The price for the advertisement of dimensions other than those shown is CZK 59.00 per cm², with the exception of pre-arranged full- and half-page advertisements in portrait or landscape format.

8. Surcharge for colour

For one of the register colours, C, M, Y	+25% of the basic price
full-colour completion CMYK	+ 75% of the base price
use of colours other than CMYK chart colours	+ CZK 3,000.00

9. Surcharge for a required location

A surcharge applies if a specific location is requested in the purchase order.

Front cover page	+ CZK 21 120,00
2 nd back cover page	+ CZK 5 280,00
3 rd back cover page	+ CZK 2 640,00
4 th back cover page	+ CZK 6 600,00
specific location inside the journal (e.g. top right, etc.)	+ 10 % of the area price, minimum CZK 500,00

10. Quantity discounts

For multiple advertisements in *Topenářství instalace* magazine over a continuous period of 12 months, provided the general conditions are met, the advertiser will be entitled to a discount. When determining the discount, the more favourable variant will apply.

Discount for repetitive		Discount by area	
2 times	- 8 %	1/2 of page A4	- 8 %
3 times	- 11 %	1/1 of page A4	- 11 %
4 times	- 13 %	2 pages A4	- 13 %
5 times	- 15 %	3 pages A4	- 15 %
6 times	- 18 %	4 pages A4	- 18 %
7 times	- 20 %	5 pages A4	- 20 %
8 times	- 22 %	6 pages A4	- 22 %

11. P.R. articles, company features

Company features can be published if pre-arranged with the editor. The feature can contain the company logo, contact address and colour pictures. The editor reserves the right of final editing of the text and the graphics. The article will be marked as "firemni", that's mean Company feature.

First page A4 of article	CZK 26 400,00
Next page A4 in the same issue	CZK 5 000,00

The feature's location in the magazine will be determined by the editor. Please, ask us about possible format of text and pictures.

For discounts see paragraph 10.

12. Line advertisements – Contacts – Jobs available

Each line in a three-column setting costs CZK 59,00; the first line is in bold characters.

13. Loose and glued-in supplements

Supplements must be produced by the advertiser and delivered to the magazine's distribution centre at the advertiser's expense. The deadline and delivery address is determined by the publisher.

Loose insertion supplements:

The price for inserting a single A4-size sheet is CZK 19 000,00 for the whole print edition or CZK 3,90 for each issue with an inserted supplement. A 20% surcharge will be applied for each additional A4-size sheet of the same customer. The recommended size for loose insertion is 208 x 295 mm.

Glued-in supplements

The price for one glued-in A4-size sheet is CZK 19 000,00. This can be done for the full edition only. A 20% surcharge is applied for each additional sheet. The recommended size is 210 x 297 mm with a 3 mm trimming margin on the insertion side and 10 mm margins on all remaining sides. Paper may be up to 160 g/m².

14. Artwork for printed advertisements

Black-and white or colour advertisements: Datas as PDF for CTP, CMYK.

15. Formats

The journal format is 210 x 297 mm, mirror 176 x 266 mm.

16. Print and binding

Cut-sheet offset, raster up to 150 lines per inch. Standard dot pitch. Paper: envelopes 160 g/m², inside sheets 90 g/m², gloss finish. Binding V2 - glued.

17. Purchase order confirmation, payment terms, down-payments, contractual penalty, forfeiture of discounts

Advertisers receive a purchase order confirmation with a price calculation. Advertisers receive invoices by registered mail. No penalty is charged for invoices paid within 21 days after the date of issue. The magazine is entitled to charge for overdue payments a contractual penalty at the rate of 0.1% of the invoiced amount for each day of delay, and the advertiser – customer – client forfeits the right to claim any pre-arranged discounts, and all confirmations concerning prices and publishing of advertisements issued by the magazine become null-and-void without any right for compensation from the magazine whatsoever.

18. Cancellation fees

No cancellation fee is charged for purchase orders cancelled before the advertisement acceptance deadline. A 10% cancellation fee is charged for purchase orders cancelled within 7 days after the advertisement acceptance deadline. A 100 % cancellation fee is charged for purchase orders cancelled later than 7 days after the advertisement acceptance deadline.

19. Advertising agency commissions

15 % of the price including all price-list surcharges and discounts due to the specific client when print-ready artwork has been supplied, 5 % of the same price when print-ready artwork has not been supplied.

20. Validity, VAT

These conditions are valid from 1th November 2015. All prices stated herein are exclusive of VAT.