

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). For this broad spectrum of professionals **Topenářství • instalace** is an essential source of information. The journal includes a free and non-binding INFO service, which has introduced and supported many new products to the readers. This service provides readers with a simple way to request further information from the product suppliers, who can then send the readers the required commercial information to addresses supplied by the magazine. This service is combined with company-related information and advertisements identified by a numeric code.

2. Publisher

Technické vydavatelství Praha, spol. s r.o.
Editorial office: Jeseniova 1404/176, 130 00 Praha 3, Czech republic
Postal address: P.O.Box 97, 130 28 Praha 3, Czech republic
Tel./Fax: 00420 - 271 771 418, - 271 776 016
E-mail: topin@topin.cz
Internet: www.topin.cz

3. Editor-in-chief

Ing. Josef Hodboď

4. Subscription

Subscription is taken for a calendar year, during which eight issues are published. The subscription fee of CZK 248,00 includes the price of the magazine, VAT, postage and packaging. EUR 10,00 in Slovakia. Abroad – EUR 32,00.

5. Print edition analysis

print edition: 7000
subscribed copies: 3060 (October 2011)

<u>Target territory</u>	<u>Copies mailed</u>	<u>%</u>
Postcodes 100 to 255 (Prague and environs)	1130	16 %
Postcodes 255 to 599	3310	47 %
Postcodes 600 to 799	2320	33 %
Slovakia	240	4 %

6. 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 2010.)

<u>Industry</u>	<u>representation</u>
power generation	2 %
construction of heating, ventilation and air-conditioning equipment, gas, water and waste water installations, bathrooms, toilets, kitchens, etc.	48 %
trading companies	13 %
apprenticeship centres, schools	5 %
architect studios and consulting engineering practices	18 %
building managers and operators	6 %
manufacturers and suppliers of TZB (HVAC) equipment	5 %
others	3 %

General advertisement conditions 2012

1. Terms 2012 - deadlines

Journal nr.:	period	deadline */	published	Advertising for fairs, exhibitions, conferences.
1	February - March	16. 01.	23. 02.	Moderni vytapeni Prague, CONECO, Bratislava (SK)
2	April - May	27. 02.	05. 04.	SHK, Brno • Heatingdays, Ostrava
3	May - June	09. 04.	17. 05.	
4	July - August	21. 05.	28. 06.	Zeme zivitelka, Ceske Budejovice
5	September	16. 07.	23. 08.	FOR-THERM, Prague • MSV, Brno
6	October	20. 08.	27. 09.	EKOENERGA, Olomouc
7	November - December	01. 10.	08. 11.	AQUA-THERM, Prague
8	January	19. 11.	27. 12.	INFOTHERMA, Ostrava • AQUA-THERM, Nitra (SK)

***/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!**

2. 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, 175 x 129	CZK13 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.

3. Surcharge for colour

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

4. 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

5. 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	- 2 %	1/2 of page A4	- 3 %
3 times	- 3 %	1/1 of page A4	- 5 %
4 times	- 4 %	2 pages A4	- 7 %
5 times	- 5 %	3 pages A4	- 10 %
6 times	- 7 %	4 pages A4	- 12 %
7 times	- 9 %	5 pages A4	- 14 %
8 times	- 12 %	6 pages A4	- 15 %

6. 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 "Company feature". The publishing price will depend on the article's complexity, starting at basic price for A4-size page. The feature's location in the magazine will be determined by the editor, and no representation in this respect will be accepted. The text must be submitted as a file in a txt, rtf, doc or similar format, preferable produced using software not older than a 2006 release; pictures must be supplied either as photographs or slides, or in an electronic form, in a tif, eps, jpg, psd, cdr or pdf format, resolution 300 dpi in a required size.

7. Line advertisements – Contacts – Jobs available

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

8. 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 (or folded A3-size sheet) of the same customer. The recommended size for loose insertion is 208 x 297 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.

9. Artwork for printed advertisements

Black-and white or colour advertisements:

Datas as PDF for CTP, CMYK.

Production of artwork:

Artwork for advertisements can be produced at the customer's expense by the magazine from supplied sketches, pictures, text and data processed on a PC (exported to curves).

10. Formats

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

11. 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.

12. 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 14 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.

13. 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.

14. 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.

15. Validity, VAT

These conditions are valid from 1st November 2011. All prices stated herein are exclusive of VAT.

16. Kontakt

E-mail: topin@topin.cz

Internet: www.topin.cz

Internet presentation

www.topin.cz

There is a full version of the periodical **Topenářství • instalace** 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, plus an on-line book shop and other features. Price by appointment.
