

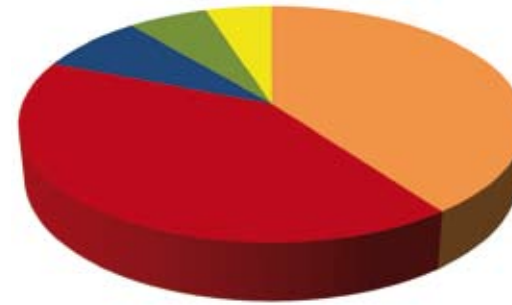


DOMO is a specialist magazine about floor coverings, flooring systems and related construction chemistry. It has been published since 1997 as a bimonthly. It is intended for professionals – flooring and construction companies, manufacturers, importers, retailers, architects and designers. It provides information about the latest developments from companies, new products, the latest trends and new technologies, and contains practical advice and demonstrations of correct procedures. The magazine is published for 15 years now and during this time has become the market leader in its field.

- published since 1997 as a bimonthly (six issues per year)
- print run: 5,000 copies
- average number of readers: 20,500
- price: 75 CZK
- number of pages: 84
- distributed through direct mail channels, subscriptions and direct sales, seminars, trade fairs and conferences
- magazine is a media partner of Czech Flooring maker 's guild



Target groups:



- 40% flooring specialists, flooring centres, wholesalers
- 41% construction and realization firms
- 8% architects, designers
- 6% investors, developers
- 5% others – flooring guild, construction authorities

- flooring specialists, realization firms
- wholesalers and flooring centres, retail and architectonic studios
- producers, importers
- construction firms
- architects, designers
- investors
- people interested in new technologies and monitoring new developments in the field
- others (schools, training centres, conservationists, construction authorities, developers etc.)

Source: AteMI reader survey

PRICE LIST

| | |
|-----------------------------------|---------|
| Front cover | 100 000 |
| 2 nd cover | 80 000 |
| 3 rd cover | 80 000 |
| Back cover | 90 000 |
| Standard page | 60 000 |
| Spread | 100 000 |
| 1/2 page | 44 000 |
| 1/3 strany | 33 000 |
| 1/4 strany | 20 000 |
| Insert (1 sheet, 1/1 pg.) | 50 000 |
| Specific placement surcharge +15% | |

TIPS FOR YOU COLUMN

This column presents a company's range or new items in its range. It always covers two pages with graphical work carried out by the editorial staff – always with the company's logo and contact information.

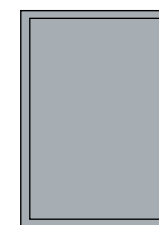
Spread (2 x 1/1) CZK 30 000

All prices are given without VAT

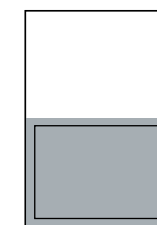
ADVERTISING MATERIALS



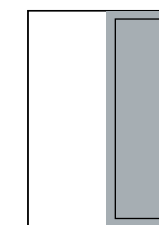
2/1
Spread (crop)
Material for a spread must
be provided as two single
pages



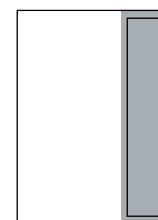
1/1
Mirror
173 x 232 mm
Crop
203 x 267 mm



1/2 horizontal
Mirror
173 x 113 mm
Crop
203 x 133 mm



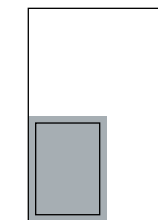
1/2 výška
Mirror
84 x 232 mm
Crop
98 x 267 mm



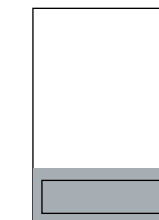
1/3 výška
Mirror
55 x 232 mm
Crop
69 x 267 mm



1/3 horizontal
Mirror
173 x 72 mm
Crop
203 x 92 mm



1/4
Mirror
84 x 113 mm
Crop
98 x 133 mm



1/4 footer
Mirror
173 x 55 mm
Crop
203 x 72 mm

5 **DOMO** 15 LET

ATEMI Velvarská 45
160 00 Praha 6

podlahové materiály a systémy ■ parkety a dřevěné podlahy

5 / 2011 ■ ročník 15 ■ 75 Kč / 3,29 € ■ www.profimag.cz

Bona

- Pěkné prokreslení dřeva
- Rychlá doba schnutí
- Odolný vůči stopám po podrážkách bot
- Šetrný k životnímu prostředí

Bona Novia
Lak na renovaci parket

TECHNICAL SPECIFICATION

- In electronic format for PCs on the following media: CD, DVD or via email (up to 10MB)
- In the following applications: Adobe Photoshop, Illustrator, Indesign. Advertisements should be supplied in the following formats: PDF, EPS, JPG, TIFF, AI.
- Colour regime: CMYK, image resolution 300 dpi.
To ensure accurate colouring, imprint according to the ISO 12647-2: 2004 standard and colour profile ISO coated/FOGRA27
- Cropped advertisements require a 5mm bleed. Please take into account the space on the side of the spine (adapt the whole concept of an advertisement to this – for example, do not set the text too close to the edge, etc.)
- Black font smaller than 6 points must not include any other colour than black (C0 M0 Y0 K100).
- Print: cover - flat offset, inside - flat offset
- Parameters: 2400 dpi, 175 lpi, standard screen angle

| ISSUE | SUBJECT MATTER | EDITORIAL MATERIALS | ADVERTISING MATERIALS | DISTRIBUTION |
|--------|---|---------------------|-----------------------|--------------|
| DOMO 1 | Wooden floor coverings | 18. 11. 2011 | 9. 12. 2011 | 3. 1. 2012 |
| DOMO 2 | PVC and underfloor heating | 28. 1. 2012 | 13. 2. 2012 | 5. 3. 2012 |
| DOMO 3 | Laminated floor coverings | 30. 3. 2012 | 12. 4. 2012 | 3. 5. 2012 |
| DOMO 4 | Cork, bamboo, natural linoleum, completion elements, tools, exterior and terrace tiling | 31. 5. 2012 | 8. 6. 2012 | 3. 7. 2012 |
| DOMO 5 | Construction chemistry, industrial floors | 31. 7. 2012 | 13. 8. 2012 | 3. 9. 2012 |
| DOMO 6 | Textile floor coverings, maintenance, cleaning, cleaning zones | 1. 10. 2012 | 12. 10. 2012 | 5. 11. 2012 |

Note: The publisher reserves the right to operative changes if necessary.

ATEMI s.r.o. has been operating in the Czech Republic for more than 17 years and ranks among the top magazine publishers. It focuses particularly on publishing hobby, special interest and professional titles for the Czech Republic and Slovakia. At the same time, the company engages in organizing international exhibitions, reader surveys, photography competitions, golf tours and the operation of internet news servers.

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