

TILE AND SANITARY CERAMICS – TRADE MAGAZINE

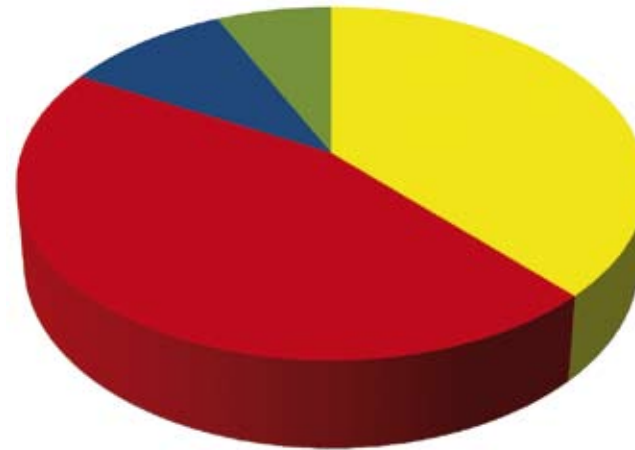


THE TRADE MAGAZINE TILE AND SANITARY CERAMICS is an industry periodical about pavement and wall tiles, sanitary ceramics and related chemical products. The magazine is intended for professionals – tilers, contractors and construction firms, tile manufacturers, importers and retailers, architects and designers. Provides information about industry news, new products, current trends and technological innovations. Includes practical advice and examples of correct procedures. Magazine is published since 2008 as a bimonthly.

- print run: 5,000 copies
- average number of readers: 15,200
- price: 49 CZK
- distributed through direct mail channels, subscriptions and direct sales, seminars, trade fairs and conferences
- magazine is a media partner of Czech Tiler's guild

OBKLADY DLAŽBA & SANITA PROFI MAGAZÍN

■ TARGET GROUPS:



- 38% bathroom studios, sanitary firms
- 45% tilers – construction and realization firms
- 10% designers, architects, developers
- 7% others – tiler's guild, construction authorities, conservationists

- tilers and realization firms
- wholesalers and sales centres
- architects and designers, design and architectonic studios
- construction firms, investors
- people interested in new technologies and monitoring new developments in the field
- others (construction authorities, developers)

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■ GLOSSARY

Wall tiles, pavement, sanitary ceramics, construction chemistry – primers, coating, self-levelling compounds, glues, grouting material, tools and machines

■ OBJECTIVE

- to provide theoretical and practical professional information that will contribute to higher quality work, increase the knowledge of retailers, designers and architects
- to provide current industry news
- to inform about new products and trends

■ CONTENT

INFO: industry news and sales exhibitions

MARKET: introducing new trends

MATERIALS & TECHNOLOGIES: trends, new products, useful advice for tile setting projects, implementation examples

FORUM: interviews, presentations of interesting companies, insurance and legal advice

SERVICE: information about trade fairs, training and seminars

TIPS: this column presents individual companies' product portfolios or new additions to them

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■ ADVERTISEMENT 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:

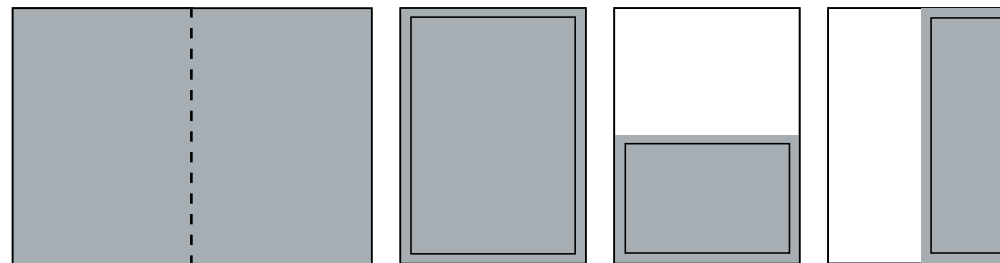
This column presents a company's product range.

The presentation always covers two pages and is graphically processed by the publisher – always with the company's logo and contact information.

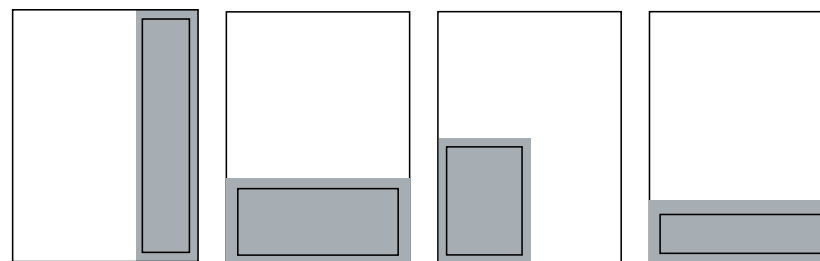
Spread (2 x 1/1) CZK 30 000

All prices are given without VAT

■ ADVERTISEMENT DATA, DIMENSIONS



2/1	1/1	1/2 horizontal	1/2 vertical
Spread (crop) Material for a spread must be provided as two single pages	Mirror 173 x 232 mm Crop 203 x 267 mm	Mirror 173 x 113 mm Crop 203 x 133 mm	Mirror 84 x 232 mm Crop 98 x 267 mm



1/3 vertical	1/3 horizontal	1/4	1/4 footer
Mirror 55 x 232 mm Crop 69 x 267 mm	Mirror 173 x 72 mm Crop 203 x 92 mm	Mirror 84 x 113 mm Crop 98 x 133 mm	Mirror 173 x 55 mm Crop 203 x 72 mm

TILE AND SANITARY CERAMICS – TRADE MAGAZINE

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3 / 2011
ROČNÍK 4
CENA 49 Kč

ATEMI
Věstevská 45
160 00 Praha 6
www.atemi.cz #771822403004 03

**obklady
dlažba
& sanita**

PROFI MAGAZÍN

NOVINKA

Low Dust
Nová nízkoprašná
TECHNOLOGIE

LEPICÍCH TMELŮ

- lepší zpracovatelnost
- ekologičtější
- snížená prašnost

**Klasický
lepící tmel**

**Nízkoprašná
technologie**

**více čistoty
méně prachu**

weber
SAINT-GOBAIN

www.weber-terranova.cz

■ ADVERTISEMENT DATA – 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 (Co Mo Yo K100).

Print: cover – flat offset, inside – flat offset

Parameters: 2400 dpi, 175 lpi, standard screen angle

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ADVERTISEMENT SCHEDULE FOR 2011

Issue	Editorial materials	Advertisement materials	Distribution
1/2012	18.11.2011	9.12.2011	12.1.2012
2/2012	3.2.2012	15.2.2012	12.3.2012
3/2012	6.4.2012	20.4.2012	11.5.2012
4/2012	31.5.2012	11.6.2012	5.7.2012
5/2012	2.8.2012	15.8.2012	10.9.2012
6/2012	10.10.2012	19.10.2012	12.11.2012

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

TILE AND SANITARY CERAMICS – TRADE MAGAZINE

TRADE MAGAZINE TILE AND SANITARY CERAMICS is published by ATEMI s.r.o., a publisher with a long tradition in the area of trade magazines. DOMO, a floor covering and related chemical products magazine has been on the market for 13 years and Spektra magazine, focusing on exterior paints and coatings and exterior insulation systems, has been published for 9 years. TILE AND SANITARY CERAMICS will expand the portfolio beginning in January 2008.

ATEMI

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