



Design style architecture



Circulation in period of publication:
30 000 readers (Mediaprojekt 2015)

contacts of readers with the magazine in the period of publication
147 000 contacts (Mediaprojekt 2015)

Profile of our reader

Age: more than 3/4 of the readers are in productive age.
Education: 2/3 of the readers have secondary education with a certificate, 24 % are university graduates.
Socioeconomic classification: 32 % A+B (top manager, manager, entrepreneur).
29 % of readers have a higher family income exceeding CZK 32 000 (manager, entrepreneur).
ABC ČR.

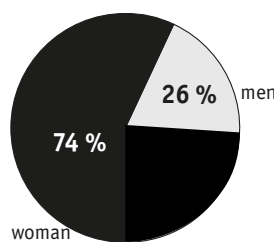
Price per issue: CZK 49
Subscription price (12 months): CZK 539
Price of advertisement: CZK 79 000 / one print page
Distribution: on the territory of the Czech republic is ensured by PNS (also subscription) and in Slovakia is ensured by Mediaprintkapa (also subscription)

Magazine with a long tradition and modern opinions, deals with all things associated with procurement of a dwelling-place and its equipment, it provides practical pieces of advice and ideas, it does not neglect design and art in interior. Domov represents a fixed star in the market of magazines focused on dwelling. Its merits always included particularly the stability and loyalty of its readers, seriousness of information and good professional level. With its readership it has always occupied good positions among its peers.

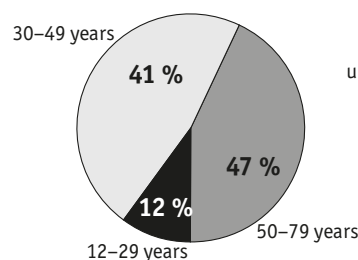
Domov preferably monitors the interest of young women with strong views concerning the dwelling style, with cultivated taste and desire for nice things and at the same time with guaranteed income. It tries to refine their opinion concerning dwelling by a variety of examples, ideas and number of the highest quality information possible.

Regularly included: Apartments and dwelling, family houses – stories and visits, news and trends, concerning equipment and design of objects, interiors and buildings, kitchens, bathrooms, gardens, theory and practical advice for equipment, dwelling financing.

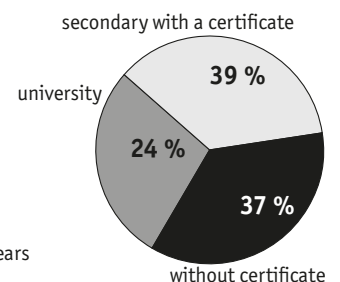
GENDER



AGE



EDUCATION





1/17	deadline 02.11.2016	published 20.12.2016	Theme: Interior:	HOME OFFICE – desks, office chair, bookcases TILES AND FLOOR TILES – fair trade Cevisama in Valencia METAL FURNITURE, SMITHCRAFT DOORS – with special properties SPRING-CLEANING, VACUUM CLEANERS TABLE ACCESSORIES – from the fair trade Ambiente in Frankfurtu
	<i>Invitation to the fair trades: Střechy, Solar Praha (energy saving), For Pasiv, Heimtextil – Messe Frankfurt</i>		Techno: Construction:	INTELLIGENT CONTROL OF THE FLAT, HOUSE WINDOWS, WINDOW LEDGES, INSECT SCREENS BRICK HOUSE, FACING MASONRY AND BRICK SLIPS GLAZING OF BALCONIES AND ENCLOSED BALCONIES RADIATORS AND CONVECTORS
Theme: Interior:	BEDROOM FURNITURE, MATTRESSES, BED BASES HOME GYM – fitness equipment HOUSING FOR CHILDREN AND BABIES TO 3 YEARS TOILET CUBICLES, BIDEETS, URINALS ARTIFICIAL STONE		Heating: Projects: Garden: Finance:	STANDARD HOUSE OR DEVELOPER PROJECTS GARDEN SCARIFIERS LAWN MOWERS, RIDE-ON MOWERS ANTIQUES PURCHASE
Techno: Construction:	CENTRAL VACUUM CLEANERS RECONSTRUCTION OF FLAT IN PREFAB BLOCK, CORE HOUSING LOW-ENERGY, PASSIVE AND ZERO ENERGY HOUSES FLOOR, WALL AND CEILING HEATING			
Heating: Projects: Garden: Finance:	STANDARD HOUSE OR DEVELOPER PROJECTS WINTER PLOUGHS REAL ESTATE AS AN PROPERTY			
2/17	deadline 06.01.2017	published 24.01.2017	Theme: Interior:	BATHROOMS – furniture styles DRINKING AND DECORATIVE GLASS FURNITURE „CZECH MADE“ INDOOR PAINTS ELECTRONIC SECURITY OF A HOUSE AND FLAT
	<i>Invitation to the fair trades: Dřevostavby, Windoor (windows, doors), Moderní vytápění, Aquaset (swimming pools, irrigation), Ambiente – Frankfurt</i>		Techno: Construction:	REFRIGERATORS, FREEZERS SURFACES OF THE PITCHED ROOFS – lightweight and folded roofing materials TINSMITH'S COMPONENTS GARAGES, GATES AND ENTRANCES
Theme: Interior:	WALLPAPERS AND STICKERS, COLOR TRENDS ECONOMICAL LIGHTING – LED, OLED TECHNOLOGY PŘEDSÍŇ – shoe cabinets, wardrobes, hangers, screens, mirrors STAINED GLASSES PET IN A FLAT		Heating: Projects: Garden: Finance:	TILED STOVES, STORAGE HEATER STANDARD HOUSE OR DEVELOPER PROJECTS POOLS – roofing, water heating TERRACES AND PAVEMENTS – materials PROPERTY AND FLAT INSURANCE
Techno: Construction:	EXTRACTOR HOODS WOODENHOUSES – family houses BOARD MATERIALS			
Heating: Projects: Garden: Finance:	GAS AND ELECTRICAL BOILERS, SMOKE DETECTORS STANDARD HOUSE OR DEVELOPER PROJECTS FEEDERS FOR BIRDS MORTGAGES AND CREDITS IN 2016			
3/17	deadline 03.02.2017	published 21.02.2017	Theme: Interior:	FURNITURE FAIR TRADES „INTERNZIONALE DEL MOBILE“ and LIGHTING FAIRTRADE „EUROLUCE“ IN MILANO CHINA WARE FLOOR MATERIALS – trends MATTRESSES – news BLINDS – inner and outer
	<i>Invitation to the fair trades: Pragointerier (Large panel system house and flat, For Office, For Garden), For Habitat (housing, construction, reconstruction), For Furniture (furniture, housing design)</i> INSERTED SUPPLEMENT: HOUSE AND ENERGY SAVING		Techno: Construction:	AIR-CONDITIONERS INTERIOR SURFACE WALL FINISHING – materials and methods LIGHT CONCRETE CONSTRUCTIONS HEAT PUMPS
Theme: Interior:	KITCHEN – furniture, ironwork HOUSING TEXTILES – trends from Heimtextil fair trade SEATING FURNITURE – couches, sofas, armchairs KITCHEN SINKS AND TAPS, GARBAGE DISPOSALS HOUSING FOR SENIORS, BATHROOMS 50+ HOBS		Heating: Projects: Garden: Finance:	STANDARD HOUSE OR DEVELOPER PROJECTS BALCONY PLANTS BARBECUE AND GARDEN PARTIES – fireplaces and barbecues SELECTION AND PURCHASE OF A REAL ESTATE – what to give a notice
Techno: Construction:	CONTACT THERMAL INSULATION DAMP MASONRY INSULATION ROOFING OF THE EQUAL ROOFS, GREEN ROOFS SOLID FUEL BOILERS			
Heating: Projects: Garden: Finance:	STANDARD HOUSE OR DEVELOPER PROJECTS TURNKEY GARDEN PLAN CHANGE OF SUPPLIERS – electricity, gas			
4/17	deadline 03.03.2017	published 21.03.2017	Theme: Interior:	LIVING IN A BALCONY, TERRACE – furniture and lighting WINDOW DECORATIONS – draperies and curtains BATHROOM-WALL INSTALLATION SYSTEMS SECURITY DOORS, METAL MOUNTING, IRON BARS PEEPHOLES, DOORBELLS, DOOR PHONES WEATHER STATIONS AND BAROMETERS, CLOCKS AND ALARM CLOCKS
	<i>Invitation to the fair trades: International building fair Brno, SHK and Mobitex, fair trades Senior, For Pets, For Artwork, For Caravan, I Saloni Milano, Antique</i>		Techno:	



Construction: FACADES – plasterings, paintings, sprayings
ROOFING ISOLATION MATERIALS – thermal, hydro, steam
ROOF LIGHTS, SUN TUNNELS
Heating: BOILERS, WATER HEATING, WATER CONTAINERS
Projects: STANDARD HOUSE OR DEVELOPER PROJECTS
Garden: PLAYGROUNDS FOR CHILDREN
FENCES, PAINTS AND VARNISHES FOR EXTERIOR ELEMENTS
Finance: SAFETY DEPOSIT BOXES IN A BANK - storing valuables

8/17 **deadline 04.07.2017** **published 25.07.2017**

Invitation to the fair trades: Tendence – Messe Frankfurt (accessories and decorations)

Theme: CHILDREN'S ROOM FOR SCHOOLCHILDREN – furniture, lighting, textile, dekorations
Interior: BEDDING
LIVING IN AN ONE-ROOM FLAT – multifunctional and compact furniture
BATHROOMS – SHOWER ENCLOSURE, SCREENS
NATURAL STONE IN INTERIOR AND EXTERIOR
Techno: FOOD PROCESSORS AND BLENDERS, recipes
Construction: PLASTERBOARD AND OTHER ROOM DIVIDERS
GARAGE CLOSETS AND WORKROOMS
Heating: SOLAR ENERGY UTILIZATION
Projects: STANDARD HOUSE OR DEVELOPER PROJECTS
Garden: HOME WELLS, WATER CONTAINERS, WATERWORKS
CONCRETE IN A GARDEN ARCHITECTURE
Finance: VACATION PROPERTY INSURANCE

9/17 **deadline 04.08.2017** **published 22.08.2017**

Invitation to the fair trades: Tendence Prague (accessories and decoration, For Arch (For Therm, For Wood, Wellness Balnea), IFA Berlin – black and white technics

Theme: KOUPELNY – BATHS, WASH BASINS AND TAPS
Interior: HEALTHY SLEEPING
CARPETS
SMART DISHES
WIRING AND SWITCHES
Techno: WASHING MACHINES AND DRYERS
Construction: STANDARD HOUSE OR DEVELOPER PROJECTS
Projects: MODERN BUILDING MATERIALS FOR A FAMILY HOUSE
BUILDING GLASS – glass blocks, stairs, room dividers
Heating: FIREPLACES AND STOVES
Garden: PREPARING WOOD FOR WINTER – pincers, saws, axes
Finance: RENT OR BUY A FLAT?

10/17 **deadline 01.09.2017** **published 19.09.2017**

Invitation to the fair trades: For Interior (furniture, interiors), For Dekor, Home Cinema, Designblok show
INSERTED SUPPLEMENT: THE WARMTH OF HOME

Theme: LIGHTING
Interior: CLADDING AND PAVING IN INTERIOR
TABLE ACCESSORIES – from the fair trade Tendence in Frankfurt
STORING – BUILT-IN WARDROBES, CLOSETS
FOR WOMAN – irons, ironing boards, sewing machines
Techno: HOME ELECTRO NEWS – from the fair trade IFA in Berlin

Construction: WINDOWS – renovation, changing old for new, reconstruction of an enclosed balcony
PREFAB BUILDINGS AND MODULAR CONSTRUCTION
Projects: STANDARD HOUSE OR DEVELOPER PROJECTS
Garden: BUSH CARE, LIVING FENCES – small tools
Finance: BUILDING SOCIETY ACCOUNT

11/17 **deadline 06.10.2017** **published 24.10.2017**

Invitation to the fair trades: Antique (antiques)

Theme: DINING ROOMS – tables, chairs, sideboards
Interior: FROM THE FAIR TRADE MACEF MILANO – furnishing
KITCHEN WORKTOPS AND BACK
LIVING ROOMS – furniture sets
INDOOR DOORS AND METAL MOUNTING
PRE-CHRISTMAS CLEANING
Techno: AUDIO/VIDEO
Construction: WINTER GARDENS
FACADE CLADDING AND PANNELLING, VENTILATED FACADES
CHIMNEYS, ROOF LADDERS, LIGHTNING CONDUCTOR
Heating: ELECTRICAL RADIANT HEATING
VENTILATION IN A HOUSE – forced, unforced
Projects: STANDARD HOUSE OR DEVELOPER PROJECTS
Garden: WASTE IN A GARDEN – garden shredders, composters
Finance: SAVINGS ACCOUNTS

12/17 **deadline 03.11.2017** **published 21.11.2017**

Invitation to the fair trades: Silver Christmas days (presents, decorations)

Theme: CHRISTMAS TABLE – diner services, beverage glassware, cutlery
Interior: CHRISTMAS DECORATIONS
DESIGN IN HOUSING – reporting from Designblok
HOME FRAGRANCES – diffusers, catalytic lamps
BAKING FOR CHRISTMAS
TRENDS FROM THE FAIR TRADE Christmasworld in Frankfurtu
STORAGE SYSTEMS IN A KITCHEN
SCALES – KITCHEN/BATHROOM
Construction: STARCASES AND BANISTERS
ACOUSTIC ROOM DIVIDERS AND CEILINGS
Heating: HEATING, WHICH DECORATES
Projects: STANDARD HOUSE OR DEVELOPER PROJECTS
Garden: CHRISTMAS INTERIOR GREEN VEGETATION
Finance: SECURITIES INVESTMENT

1/18 **deadline 01.12.2017** **published 19.12.2017**

Invitation to the fair trades: Silver Christmas days

Theme: BEDROOM – furniture, bedclothes, lighting
Interior: ENTRANCE HALL – shoe racks, hangers, storage space
ROOM FOR BABY AND TODDLER
HOME BAR
DRINKING WATER TREATMENT
Techno: DISHWASHERS
Construction: LOW-ENERGY HOUSES
ROOFS AND ROOF FRAMES
Heating: FLOOR AND SHADOW HEATING
Projects: TYPOVÝ DŮM NEBO DEVELOPERSKÝ PROJEKT
Garden: WINTER TERRACE TREATMENT – protection from snow and ice
Finance: PAYMENT CARDS



Prices of advertisements

1/1	79 000,-
1/2	39 500,-
1/3	27 000,-
1/4	19 500,-
2/1 double page	178 000,-
second and third cover	85 000,-
fourth cover	90 000,-
centrefold double page	138 000,-
fold-out cover	155 000,-
modular ads	89 x 121 mm 10 000,-
	89 x 58 mm 5 000,-
commercial supplements - special price list	

Prices are given in CZK and exclusive of VAT.

Prices of inserted advertisement and supplements

up 10 g/item	1.50
up 30 g/item	2.10
up 50 g/item	2.60
Higher stock weight and more difficult materials by agreement. Must be supplied to printer at least 8 days before distribution	

Prices are given in CZK and exclusive of VAT.

Discounts, surcharges, cancellation fees

for repeating:

2x	5 %
3 – 5x	10 %
6 – 9x	15 %
10x and more times	20 %
discount for advance payment	2 %
surcharge for required position	20 %
cancellation fees:	
after deadline	50 %
7 working days before publication	100 %

Timetable 2017

Issue	Orders by	Published
1/17	02.11.2016	20.12.2016
2/17	06.01.2017	24.01.2017
3/17	03.02.2017	21.02.2017
4/17	03.03.2017	21.03.2017
5/17	31.03.2017	20.04.2017
6/17	05.05.2017	23.05.2017
7/17	02.06.2017	20.06.2017
8/17	04.07.2017	25.07.2017
9/17	04.08.2017	22.08.2017
10/17	01.09.2017	19.09.2017
11/17	06.10.2017	24.10.2017
12/17	03.11.2017	21.11.2017
1/18	01.12.2017	19.12.2017

Advertisement formats

2/1
420 x 275 mm
(delivered as two full pages)

1/1
Bleed format 210 x 275 mm
Non-bleed format 184 x 247 mm

1/2 š.
Bleed format 210 x 135 mm
Non-bleed format 184 x 121 mm

1/2 v.
Bleed format 102 x 275 mm
Non-bleed format 89 x 247 mm

1/3 š.
Bleed format 210 x 90 mm
Non-bleed format 184 x 79 mm

1/3 v.
Bleed format 68 x 275 mm
Non-bleed format 58 x 247 mm

1/4
Bleed format 102 x 145 mm
Non-bleed format 90 x 125

1/4
Bleed format 210 x 68 mm
Non-bleed format 184 x 58 mm

For bleed formats it is necessary to add 5 mm for bleed on all edges

Dimensions are given as width x height.
Bleed formats dimensions are given as trim size.

Technical requirements for artwork

PDF in a press quality: PDF/X-1a, 300 dpi, CMYK, crop marks (3 mm offset), for bleed formats 5 mm bleed from trim on all edges

Illustrator CS2 and lower (CMYK, texts converted to outlines)

Photoshop CS2 and lower (300 dpi, CMYK)

We do not accept files in the format CorelDRAW.

Texts : DOC, DOCX, ODT | Pictures: JPEG, TIFF, PSD | Logos: AI, EPS, PDF

Technical data

Periodicity: monthly
Publication size: 210 x 275 mm
Layout: 184 x 247 mm
Printing: offset
Colour scheme: 4/4 CMYK

Cover: 170 g/m² coated paper, UV coating
Block: 4/4, 80 g/m² LWC
Screening: 150 lpi
Binding: perfect binding