

# 2024 EDITORIAL PLAN



doma.sk • konceptmagazin.sk



Hobby media, s. r. o.  
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## Banner Formats and Prices - doma.sk



	Placement	Dimensions (pixels)	Price CPT	Number of Views per Week
<b>Branding</b>	desktop: home page / articles	1,200 x 400 / 1,240 x 200 + two 160 x 600	€19.80	50 000
<b>top1</b>	desktop: home page / articles	990 x 90 / 970 x 90 / 728 x 90	€12.00	50 000
<b>top2</b>	desktop: home page / articles	300 x 300 / 300 x 600 300 x 250 / 300 x 100	€9.50	180 000
<b>in article</b>	desktop: articles	336 x 280 / 300 x 300 300 x 250	€14.90	60 000
<b>mid1</b>	desktop: home page	970 x 250 970 x 90	€9.50	60 000
<b>mid2 / mid3 (scrolling)</b>	desktop: articles	300x 600 / 300 x 300 300 x 250 / 300 x 100	€12.00	60 000
<b>top1</b>	mobile	300 x 100 / 320 x 100	€10.00	180 000
<b>mid2 / mid3</b>	mobile	300 x 250 / 300 x 300	€10.00	180 000
<b>PR article</b>	desktop, mobile	3,600 characters, 4 images max. 5 click-throughs	€1,600.00	
<b>Native article*</b>	desktop, mobile	3,600 characters, 4 images max. 5 click-throughs	negotiable	

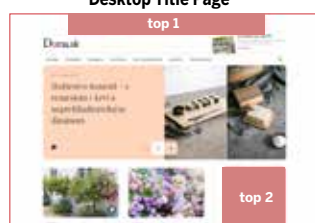
## Newsletter advertising formats\*\*

Format	Placement	Background Materials	Price
<b>PR Articles, News</b>	Link to the PR article (or news) positioned on doma.sk at the beginning of the newsletter	–	€ 500
<b>Text Link Ad</b>	Text link to the PR article (or news) positioned on doma.sk at the beginning of the newsletter	logo (100 x 100) + text (max. 200 characters including spaces)	€ 500
<b>Banner Ad Link + PR Article</b>	Banner link (600 x 130) clicked at the beginning of the newsletter above the listed articles. Newsletter also includes a link to the PR article	jpg, png, gif	€ 700

\* The price is determined on the basis of the complexity of processing the theme and production costs. Maximálna dátová veľkosť kreatív 250 kB.

\*\* Periodicita newslettera je dvakrát za mesiac na 3 400 adries.

## Desktop Title Page

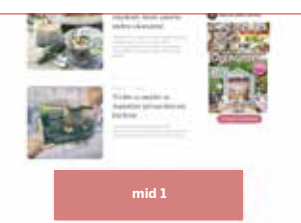


Prices are listed in CPT (cost per thousand), which is the price for 1,000 impressions of the advertising format. Prices are shown exclusive of VAT. .jpg, .png, .gif and HTML5 are the permitted formats for banner advertising. Formats whose background matches the page's color should be framed in a visible color that precisely delimits the format's dimensions. Formats that automatically retrieve additional data are themselves data limited to 50% of the defined maximum size with a surcharge of 25% added to the price. These formats cannot be ordered as a package, but only in CPT. The maximum permitted length of pre-roll advertisements, placed before video content, is 30 seconds, although the recommended length is 10 seconds. The advertisement can be skipped after the first 10 seconds.

## Audio and video banner formats:

Clicking on the banner turns on the sound. The MUTE button is visible throughout the animation. There is a 50% surcharge for ordering formats that contain video or audio.

Price list valid from 1 October 2023



## Specifications for PR articles to be published on doma.sk:

Maximum 45 characters in the title, ideally 112 characters in the lead paragraph with a maximum of 336 characters, including spaces (maximum two sentences from an aesthetic point of view). At least a cover photo measuring 800 x 450 pixels (main photo) should be supplied. Gallery photos (optional) should ideally be 800 x 450 pixels. If images in the recommended size cannot be provided, they should at least be landscape formatted. The text should have a maximum 3,600 characters and five (5) click-throughs.

## Specifications for native articles to be published on doma.sk:

Native articles are primarily created by the editors as instructed by the advertiser. Native articles follow the portal's character. The same technical specifications apply for documents delivered directly by an advertiser as for PR articles except for the maximum number of click-throughs, which for native articles is five (5). The editors have the right to refuse the publication of text whose materials do not meet the nature of a native article.

## Desktop Article



## Mobile Title Page



## Mobile Article





# PEKNÉ BÝVANIE MAGAZINE

(GOOD LIVING)

PEKNÉ  
*bývanie*  
JÚL 2023



**30 SPÔSOBOV**  
UKLADANIA V KUCHYNI

**Ako mať**  
**hortenzie**  
**krásne**  
celú sezónu

# PEKNÉ *bývanie*

JE KRÁSNE BYŤ DOMA! ♥ 2,20 € ♥ 07/2023

**286**  
**letných**  
**tipov**

do interiéru  
aj exteriéru

Obklady  
& dlažby  
Najčastejšie  
otázky

**Bývanie**  
**na 48 m<sup>2</sup>**  
Čo dokáže zmena  
dispozície

**Prímorský**  
**štýl**  
Cíťte sa doma  
ako na dovolenke

Na návštevu  
**Nádherné**  
**vidiecke bývanie**  
**v storočnej**  
**chalúpke**

**Ako efektívne**  
**hospodáriť s vodou**  
**v záhrade**

BBY  
MEDIA





# PEKNÉ BÝVANIE MAGAZINE



**PEKNÉ BÝVANIE (GOOD LIVING)** is a traditional title with good circulation, stable readership, and more than 130 pages that set the trend for indoor design in Slovakia. Regular columns inspire and bring insight into the world of furniture, home accessories and decorations. Exclusive visuals underscore the ideas, tips and stories written by the magazine's reporters about the interiors they have visited. Each issue also includes a special construction section for readers seeking to build, renovate or improve their homes with recommendations for making them efficient and how to maintain them. The attractive 20-page GARDEN section is full of ideas and up-to-date advice on improving both gardens and exteriors. PEKNÉ BÝVANIE is a magazine no one should overlooked.

Issued: **monthly**  
Circulation: **15,000**  
Number of pages: **100 – 130**  
Number of regular readers: **107,000 (Source: MML – TGI)**  
Newsstand Price: **€2.20**

## Deadlines and Themes

Issue	On sale	Submission Deadline	Deadline for Delivering Materials		Themes in 2024			
			Editorials + PR	Ads	Main Theme	Construction Special	Rough Construction	Appliances
Pekné bývanie <b>01/2024</b>	<b>15/12/2023</b>	22/11	<b>22/11</b>	29/11	economical households, small apartment, small garden	renovation (dry construction, floor coverings, heating)	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	consumer electronics
Pekné bývanie <b>02/2024</b>	<b>12/1/2024</b>	4/12	<b>4/12</b>	11/12	living room, most beautiful interiors	creating and renovating gardens	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	dishwashers
Pekné bývanie <b>03/2024</b>	<b>15/2/2024</b>	24/1	<b>24/1</b>	31/1	lighting, storage spaces	rough construction, building materials, swimming pools	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	extractor hoods
Pekné bývanie <b>04/2024</b>	<b>15/3/2024</b>	22/2	<b>22/2</b>	1/3	children's rooms, Easter issue	facades, windows, doors, roofs, local heat sources (solar panels, photovoltaics)	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	refrigerators and freezers
Pekné bývanie <b>05/2024</b>	<b>12/4/2024</b>	25/3	<b>25/3</b>	28/3	kitchens	paved terraces and sidewalks, protecting wood	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	ovens and stoves
Pekné bývanie <b>06/2024</b>	<b>10/5/2024</b>	22/4	<b>22/4</b>	26/4	bathrooms	shading and air conditioning	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	grills, electric pots
Pekné bývanie <b>07/2024</b>	<b>14/6/2024</b>	24/5	<b>24/5</b>	30/5	kitchen and storage space	floors, tiles, indoor paving, reinforced outdoor surfaces	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	vacuum cleaners
Pekné bývanie <b>08/2024</b>	<b>12/7/2024</b>	24/6	<b>24/6</b>	1/7	garden and terrace relaxation (furniture, dining, grills, lighting)	colors, exterior and interior coatings, shading, swimming pools	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	hobs
Pekné bývanie <b>09/2024</b>	<b>16/8/2024</b>	24/7	<b>24/7</b>	31/7	bedrooms	Passive, almost-zero and zero energy-houses; facade, window and roof insulation	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	small household appliances
Pekné bývanie <b>10/2024</b>	<b>13/9/2024</b>	19/8	<b>19/8</b>	26/8	bathrooms	boilers, fireplaces and chimneys for heating homes	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	coffee machines
Pekné bývanie <b>11/2024</b>	<b>11/10/2024</b>	23/9	<b>23/9</b>	30/9	kitchens	insulation, floor and wall heating	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	washing machines and tumble dryers
Pekné bývanie <b>12/2024</b>	<b>15/11/2024</b>	21/10	<b>21/10</b>	28/10	Christmas issue	attics and lofts	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	consumer appliances
Pekné bývanie <b>01/2025</b>	<b>13/12/2024</b>	22/11	<b>22/11</b>	29/11	living room	economical households	foundations, walls, roofing, facade, waterproofing, insulation, windows, doors	irons

SAMPLE PAGES



### Product placement €1,150

One product photo, product name, product description (max. 25 words), price and size, contact website



### Editorial column €950

Up to 450 characters including spaces, two photos (image and product), price, contact website



### Testing €3,400 + production costs

600 characters, 1-2 images, website

# Who reads Pekné bývanie?

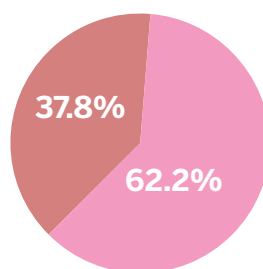
## Target group

Pekné bývanie is read by working age women and men with a medium or higher level of financial security, who constitute the economically strongest category in the population. They are planning to construct a single-family house, improve a home, or add a loft to an existing home. They are also concerned about saving energy. Those looking for inspiration in decorating an interior or creating an ornamental garden can find information they can use, too.

## Gender

Most readers are women.

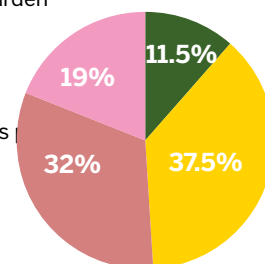
Women  
Men



20% of readers responding to a survey are purchasing, reconstructing or improving their homes, while **74% of respondents are looking for inspiration.**

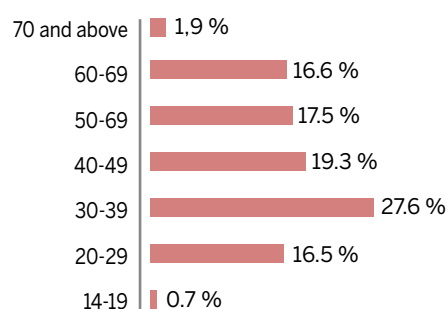
## Plans in the Next Two Years

■ Total reconstruction of their homes  
■ Partial reconstruction of their homes  
■ Landscaping (garden improvements, sidewalks, terraces)  
■ No changes or improvements



## Age

More than 80% of readers are of working age in the 20-59 bracket

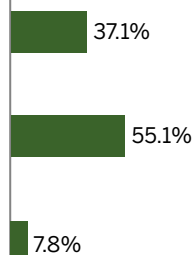


## Socioeconomic Classification

Almost 40% of Pekné bývanie readers have the highest social status or above-average incomes (A, B).

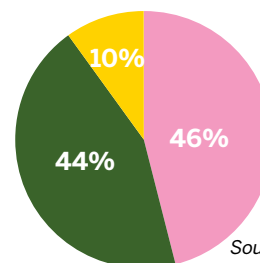
55% of Pekné bývanie readers have an average standard of living and average income (C1, C2, D).

Less than 10% of Pekné bývanie readers have a below-average standard of living (unemployed, unskilled workers - E1, E2, E3).



## Property

■ Readers owning a house  
■ Readers owning a residential unit  
■ Readers owning no property

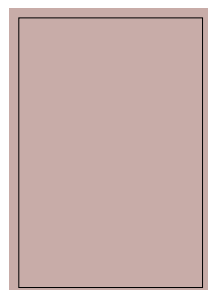


Source: MEDIAN SK, MML-TGI

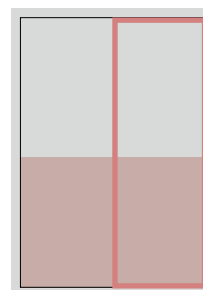
# Advertising Formats and Prices

## ADVERTISEMENTS

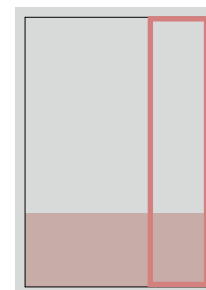
Format	Price
2/1 of page	€5,000
4th cover page	€4,600
2nd, 3rd cover page	€3,900
1st advertisement page	€3,600
1/1 magazine page	€3,400
1/2 of page height	€2,100
1/2 of page width	
1/3 of page height	€1,600
1/3 of page width	



**1/1 + bleed**  
(215 × 280 mm) + 5 mm  
**€3,400**



**1/2 height mirror**  
(95,5 × 260 mm)  
**1/2 width mirror**  
(195 × 122,5 mm)  
**1/2 – €2,100**



**1/3 height mirror**  
(61,5 × 260 mm)  
**1/3 width mirror**  
(195 × 82,5 mm)  
**1/3 – €1,600**

## PR

Format	Price
PR 2/1 of a page	€5,000
PR 1/1 of a magazine page	€3,400
PR 2/3 of a page height	€2,750
PR 2/3 of a page width	
PR 1/2 of a page height	€2,100
PR 1/2 of a page width	

**2/1 PR article** (5,000 characters, 2-8 images, logo) € 5,000

**1/1 PR article**  
(2,500 characters, 2-4 images, logo)  
€ 3,400

**1/2 PR article height**  
**1/2 PR article width**  
(1,000 characters, 1-2 images, logo)  
€ 2,100

**PR native** ads are editorially processed text thematically related to the service or product the advertisers provide that brings readers a certain value. They contain

no advertising logos and there is a maximum of 1-2 product names that are advertised.

Topics are either suggested by the editors or the advertiser chooses them for processing in a manner appropriate for a print or online magazine. The publisher is responsible for the article's final form.

Articles end with a text emphasizing the magazine's production of them with financial support from the advertiser. Prices for PR native ads are higher than a standard PR article to cover the cost of creating the text requested by the advertiser.

## OTHER

Product placement	€1,150
Editorial column	€950
Testing	€3,400 + production costs
Inserted advertisement !Specifications agreed with the sales representative for an additional fee	minimum price: <b>€2,100</b>



# PEKNÉ BÝVANIE V ZÁHRADE MAGAZINE

(GOOD GARDEN LIVING)

**100**  
strán

**LETO V ZÁHRADE**

Na čo všetko nesmiete zabudnúť



**Pestujeme jahody**



**Ošetrujeme rajčiny a papriky**

Pekné bývanie v ZÁHRADE

## PEKNÉ *bývanie* v ZÁHRADE

LETO ♥ 02/2023 ♥ 2,20 € ♥ VŠETKO, ČO POTREBUJETE VEDIEŤ O SVOJEJ ZÁHRADE

**VEĽKÝ CELOROČNÝ SPRIEVODCA**

### PESTUJEME V KVETINÁČOCH

Všetko, čo potrebujete vedieť, najkrajšie rastliny a kombinácie, pravidlá výsadby a starostlivosť

Poradňa  
pre začínajúcich  
záhradkárov

- Pergoly a altány
- Popínavé rastliny

Na návšteve  
**Elegantná**  
mestská záhrada  
s bazénom

**Rudbekie**  
Kvety tejto trvalky  
rozžiaria záhony  
na celé leto

**50**  
najkrajších  
rastlín  
leta

náš  
tip





**Pekné bývanie v záhrade** (Good Garden Living) is published four times a year, providing gardeners in Slovakia with crucial important information about caring for their gardens. The magazine showcases different flowers, how to grow them and to garden.

#### Four issues each year

Circulation: **28,000**  
Number of Pages: **96 – 100**  
Newsstand Price: **€ 2.20**

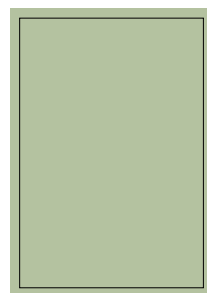


## Deadlines and Themes

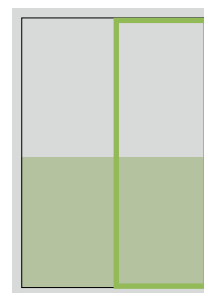
Issue	On sale	Submission Deadline	Deadline for Delivering Materials	
			Editorials + PR	Ads
Pekné bývanie v záhrade SPRING 2024	2/2/2024	12/1	13/1	19/1
Pekné bývanie v záhrade SUMMER 2024	3/5/2024	11/4	11/4	18/4
Pekné bývanie v záhrade AUTUMN 2024	2/8/2024	15/7	15/7	22/7
Pekné bývanie v záhrade WINTER 2024	31/10/2024	14/10	14/10	21/10

## Advertising Formats and Prices

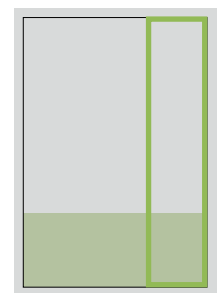
ADVERTISEMENTS	Format	Price
	2/1 of page	€4,300
	4th cover page	€3,490
	2nd, 3rd cover page	€2,950
	1st advertisement page	€2,790
	1/1 magazine page	€2,550
	1/2 of page height	€2,390
	1/2 of page width	€1,390
	1/3 of page height	
	1/3 of page width	
	1/3 of a page width	€990



**1/1 + bleed**  
(215 × 280 mm) + 5 mm  
**€2,390**



**1/2 height mirror**  
(95,5 × 260 mm)  
**1/2 width mirror**  
(195 × 122,5 mm)  
1/2 – **€1,390**



**1/3 height mirror**  
(61,5 × 260 mm)  
**1/3 width mirror**  
(195 × 82,5 mm)  
1/3 – **€990**

PR	PR 2/1 of a page	€4,300
	PR 1/1 of a magazine page	€2,390
	PR 2/3 of a page height	€1,700
	PR 2/3 of a page width	
	PR 1/2 of a page height	€1,390
	PR 1/2 of a page width	
OTHER	Product placement	€890
	Editorial column	€690
	Testing	€2,500 + production cost
	Inserted advertisement <small>Specifications agreed with the sales representative for an additional fee</small>	minimum price: <b>€2,100</b>

**2/1 PR article**  
(5,000 characters, 2-8 images, logo) € 4,300

**1/1 PR article**  
(2,500 characters, 2-4 images, logo) € 2,390

**1/2 PR article height**  
**1/2 PR article width**  
(1,000 characters, 1-2 images, logo) € 1,390

**PR native ads** are editorially processed text thematically related to the service or product the advertisers provide that brings

readers a certain value. They contain no advertising logos and there is a maximum of 1-2 product names that are advertised.

Topics are either suggested by the editors or the advertiser chooses them for processing in a manner appropriate for a print or online magazine.

The publisher is responsible for the article's final form. Articles end with a text emphasizing the magazine's production of them with financial support from the advertiser.

Prices for PR native ads are higher than a standard PR article to cover the cost of creating the text requested by the advertiser.

#### ELECTRONIC ADVERTISING MATERIALS:

- PDF with 300 dpi resolution, CMYK color
- 10% SURCHARGE for requested location

**DISCOUNTS:** 15% agency commission for contractual partners

#### CANCELLATION FEES:

- 50% for cancellations prior to the deadline for magazine issue orders as stated in the editorial plan
- 100% for cancellations after the deadline for magazine issue orders as stated in the editorial plan

#### TERMS AND CONDITIONS:

- Prices are shown exclusive of VAT.
- Only one type of discount can be claimed.
- Advertising articles are wrapped by the editors. They are designated as a "paid advertisement".

- The publisher reserves the right to approve the content of inserted and pasted-in advertisements and can opt to reject them.
- The publisher reserves the right to approve cover page visuals and can opt to reject their publication.
- No discounts are provided for inserted advertisements; price includes distribution and production costs.
- When ordering an insert, a sample of the pasted-in advertisement should be delivered to the publisher at latest 14 days prior to the scheduled publication date.
- Total financial volume includes the price and repeated advertising
- Prices for non-standard formats are negotiated with

the sales department.

- The publisher is entitled to charge late interest of 0.05% on unremitted invoices for each day in default and a penalty of 10% p.a. on the outstanding amount
- Invoices in PDF format will be electronically sent to the stipulated address pursuant to Sections 31-36 of Act 431/2002 on Accounting as amended and they will meet all the requisites of an invoice as defined in Sections 75 and 76 of Act 222/2004 on Value Added Tax, as amended.
- Invoices are payable by the 14th day from the date of issuance. The publisher's bank account will be listed on the invoice.



KONCEPT MAGAZINE

# KONCEPT

MESTSKÁ KRAJINA

Anna Beata Hábllová  
Martin Šveda  
Monom  
Bureau Bas Smets & LIST  
Vít Halada  
Michal Marcinov  
Igor Marko  
Guust Selhorst  
Sabina Jankovičová  
Jan Šépka  
Gutgut  
Ján Studený

5/2023



[konceptmagazin.sk](http://konceptmagazin.sk)





Featuring stories about the various forms and types of architecture that exist, KONCEPT (DRAFT) emphasizes the interdisciplinary nature of it. The magazine contains thematically framed articles from architects and invited experts, each with their own views.

In professional articles, interviews, reviews and opinions, KONCEPT presents a wide range of topics such as recently-completed buildings, while occasionally returning to recent accomplishments and also presenting local scientific and professional designs from Slovakia and the Czech Republic as it draws upon designs from outside the region.

Since 2022, KONCEPT has published four issues a year, with its three-member editorial board of Elena Alexy, Jana Benková and Róbert Bakyta providing both expert and critical perspectives.

**Circulation:** 3,000

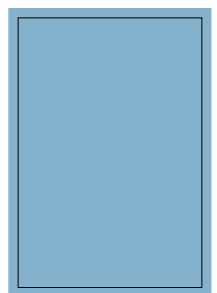
Aimed at professional B2B in an exclusive modern look, KONCEPT targets architects, planners, developers, design engineers, construction contractors and key decision-makers in the selection, approval and implementation of designs, and in the construction, renovation and upgrading of buildings and other structures.

## Deadlines

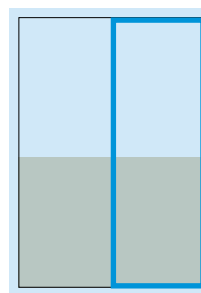
Issue	On sale	Submission Deadline	Deadline for Delivering Materials	
			Editorials + PR	Ads
Koncept 04/2023	8/12/2024	22/11/2023	23/11/2023	29/11/2023
Koncept 01/2024	15/3/2024	26/2/2024	26/2/2024	4/3/2024
Koncept 02/2024	31/5/2024	13/5/2024	13/5/2024	20/5/2024
Koncept 03/2024	27/9/2024	6/9/2024	6/9/2024	16/9/2024
Koncept 04/2024	6/12/2024	15/11/2024	15/11/2024	25/11/2024

## Advertising Formats and Prices

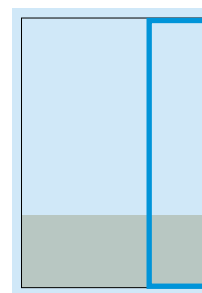
ADVERTISEMENTS	Format	Price
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	4th cover page	€4,600
	2nd cover page	€3,900
	3rd cover page	€3,900
	1st advertisement page	€3,600
	1/1 magazine page	€3,400
	1/2 of page height	€2,100
	1/2 of page width	
	1/3 of page height	€1,600
	1/3 of page width	



**1/1 + bleed**  
(235 x 310 mm) + 5 mm  
**€ 3,400**



**1/2 height mirror**  
(99 x 290 mm)  
**1/2 width mirror**  
(205 x 140 mm)  
1/2 – **€ 2,100**



**1/3 height mirror**  
(64 x 290 mm)  
**1/3 width mirror**  
(205 x 92 mm)  
1/3 – **€ 1,600**

PR	Format	Price
	PR 2/1 of a page	€5,000
	PR 1/1 of a magazine page	€3,400
	PR 1/2 of a page height	€2,100
	PR 1/2 of a page width	
OTHER	Editorial column	€950
	Inserted advertisement*	minimum price: <b>€2,100</b>

\* Specifications agreed with the sales representative for an additional fee

**1/1 PR article**  
(2,000 characters, 2-3 images, logo)  
€ 3,400

**1/2 PR article height**  
1/2 PR article width  
(1,000 characters, 1-2 images, logo)  
€ 1,390

**PR native** ads are editorially processed text thematically related to the service or product the advertisers provide that brings readers a certain value. They contain no advertising logos and there is

a maximum of 1-2 product names that are advertised. Topics are either suggested by the editors or the advertiser chooses them for processing in a manner appropriate for a print or online magazine. The publisher is responsible for the article's final form. Articles end with a text emphasizing the magazine's production of them with financial support from the advertiser. Prices for PR native ads are higher than a standard PR article to cover the cost of creating the text requested by the advertiser.

### ELECTRONIC ADVERTISING MATERIALS:

- PDF with 300 dpi resolution, CMYK color
- 10% SURCHARGE for requested location
- DISCOUNTS:** 15% agency commission for contractual partners

### CANCELLATION FEES:

- 50% for cancellations prior to the deadline for magazine issue orders as stated in the editorial plan
- 100% for cancellations after the deadline for magazine issue orders as stated in the editorial plan

### TERMS AND CONDITIONS:

- Prices are shown exclusive of VAT.
- Only one type of discount can be claimed.
- Advertising articles are wrapped by the editors. They

are designated as a "paid advertisement".

- The publisher reserves the right to approve the content of inserted and pasted-in advertisements and can opt to reject them.
- The publisher reserves the right to approve cover page visuals and can opt to reject their publication.
- No discounts are provided for inserted advertisements; price includes distribution and production costs.
- When ordering an insert, a sample of the pasted-in advertisement should be delivered to the publisher at latest 14 days prior to the scheduled publication date.
- Total financial volume includes the price and repeated advertising

- Prices for non-standard formats are negotiated with the sales department.
- The publisher is entitled to charge late interest of 0.05% on unremitted invoices for each day in default and a penalty of 10% p.a. on the outstanding amount
- Invoices in PDF format will be electronically sent to the stipulated address pursuant to Sections 31-36 of Act 431/2002 on Accounting as amended and they will meet all the requisites of an invoice as defined in Sections 75 and 76 of Act 222/2004 on Value Added Tax, as amended.
- Invoices are payable by the 14th day from the date of issuance. The publisher's bank account will be listed on the invoice.

# konceptmagazin.sk Banner Formats and Prices



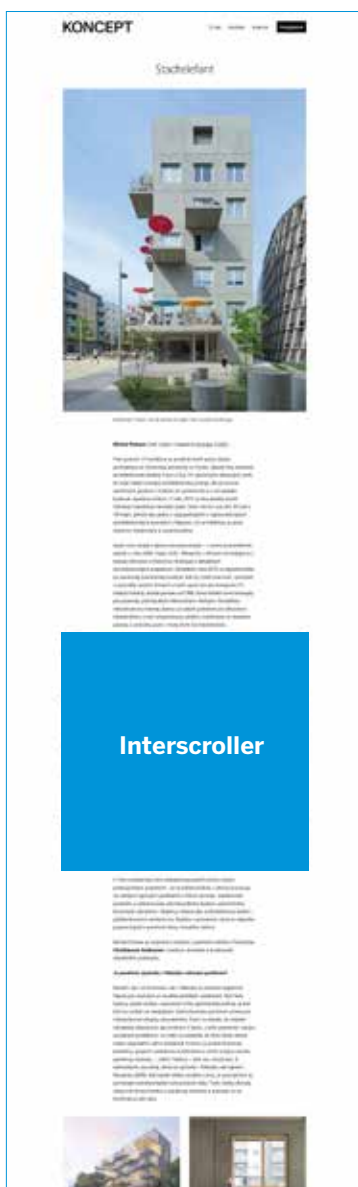
	Placement	Dimensions	Technical Conditions	Price per Week
<b>Interscroller</b>	after the second paragraph of text in articles	desktop: 1,024 x 1,000 mobile: 400 x 600	Only static .jpg or .png images, banners require a creative safe zone 50 pixels away for each page with no logos or titles	€ 800
<b>Footer bar</b>	on the home page and in articles above the footer, pops out from below after 5 seconds, remains visible while scrolling, includes close button, max. 3 views for each visitor per day	desktop: 1,920 x 300 mobile: 400 x 200	.jpg or .png images, animated .gif, html5 (html5video also possible)	€ 600
<b>PR article</b>	desktop, mobile	3,600 characters, 4 images, max. 5 links		€ 500 per publication
<b>PR Native</b>	desktop, mobile	3,600 characters, 4 images, max. 5 links		€ 500 per publication
<b>News</b>	desktop, mobile	3,600 characters, 4 images, max. 5 links		€ 500 per publication

\* Price depends on the complexity involved in processing the theme and production costs. Maximum creative size is 250 kB.

Desktop - title-page



Desktop - article



Prices are shown exclusive of VAT. Permitted formats for banner advertisements are .jpg, .png, .gif and HTML5.

Formats whose background matches the page's color should be framed in a visible color that precisely delimits the format's dimensions.

Formats that automatically retrieve additional data are themselves data limited to 50% of the defined maximum size with a surcharge of 25% added to the price. These formats cannot be ordered as a package, but only in CPT. The maximum permitted length of pre-roll advertisements, placed before video content, is 30 seconds, although the recommended length is 10 seconds. The advertisement can be skipped after the first 10 seconds.

Audio and video banner formats: Clicking on the banner turns on the sound. The MUTE button is visible throughout the animation. There is a 50% surcharge for ordering formats that contain video or audio.

## Specifications for PR articles to be published on konceptmagazin.sk:

Maximum 45 characters in the title, 120-340 characters including spaces (maximum of two sentences) in the lead paragraph. One cover photo of 800 × 450 pixels. Gallery photos are 800 × 450 pixels landscape, maximum 3,600 characters and 5 click-throughs in the text.

## Specifications for native articles to be published on konceptmagazin.sk:

Native articles are primarily created by the editors as instructed by the advertiser. Native ads follow the portal's character. The same technical specifications apply for documents delivered directly by an advertiser as for PR articles except for the number of click-throughs, which for native articles is five (5). The editors have the right to refuse the publication of text whose materials do not meet the nature of a native article.

Prices valid from 1 October 2023







Domask

STUŽBA SVETLO ZAHRADKA TECHNICKÝ ŽIVÝ A DOPRAVA RECEPTY PREDPLATNÉ

Takéto pánske bývanie sa len tak nevidí! Prekvapí farbami, nadchne kuchynou aj pôsobivým barom



Ako doplniť atraktívny sachor? Zapaľajte si tri veci, ktoré potrebujete



Boľavé túto chybu pri skladovaní paradajok aj vy? A ktoré ovocie potrebuje termoterapiu?



Čaká vás maľovanie detských izieb? Akým chybám sa vyhnúť a čo všetko si pripraviť?



Prešli ste ľahkosť kvitníc? Príde teraz máte príležitosť tento problém vyriešiť

Video



8 príkladov, keď sa starožitné nábytky osvedčili aj v moderných interiéroch



Expert si posvietil na tepelné čerpadlá, pozrite si ch odporúčania



Manuál rodeného chalupára: Čo všetko sa oplatí mať na pamäti, ak vlastníte chalupu



Najčítanejšie

- 1. Keď ste na dovolenke, nezabudnite si vziať s sebou...
- 2. Ako vybrať vhodnú kombináciu farieb pre interiér...
- 3. Všetky ročné obdobia majú svoje výhody...
- 4. Keď si chcete urobiť domček, nezabudnite na...
- 5. Všetky nové domy majú svoje výhody...
- 6. Keď si chcete urobiť domček, nezabudnite na...



Od partnerov

- 1. Expert si posvietil na tepelné čerpadlá, pozrite si ch odporúčania
- 2. Ako vybrať vhodnú kombináciu farieb pre interiér...
- 3. Všetky ročné obdobia majú svoje výhody...
- 4. Keď si chcete urobiť domček, nezabudnite na...
- 5. Všetky nové domy majú svoje výhody...
- 6. Keď si chcete urobiť domček, nezabudnite na...



# KONCEPT

O nás Kontakt Inzercia Predplatné

## Vchodový systém LIBERTY – zjednocuje a kultivuje vchod do domu



Každý nový úspešný produkt má mať v sebe kus geniality... Môže sa o tom učiť diskutovať, ale ak by ju nemal, tak prečo vlastne vznikol?

Publikované 24. augusta 2023

## Skryté zárubne J.A.P. – vhodné riešenie pre každú dvere



Nie je to tak dávno, kedy nebola k dispozícii široká voľba ohľadom dvernej zárubne. Veľkému záujmu sa tešila klasická „obložka“ a v menšej miere sa používala oceľová zárubňa. V súčasnej dobe sú čoraz viac vyhladávané skryté zárubne, ktoré potvrdzujú trend minimalistického a nadčasového dizajnu v duchu čistých a rovných čiar.

Publikované 26. júna 2023

## Mestské dlažby z produkcie CITY STONE DESIGN



Sme slovenský výrobca betónových dlažby a betónových pictov so sídlom v Salí. Naša tradícia siaha až do roku 1994, kedy boli položené základy firmy. Ako značka CITY STONE DESIGN pôsobíme na trhu od roku 2015.

Publikované 21. júna 2023

## KONCEPT 1-2023: Iné formy



## Why advertise in Hobby Media?

Traditional quality and modern thinking are guaranteed in both the magazines published by Hobby Media and the constantly growing doma.sk online magazine. Combining PRINT + ONLINE to target affinity audiences ideally creates a memory footprint among potential customers so that any funds budgeted for advertising visibility will be spent most effectively over the long term.

Each magazine issue takes a different thematic focus, with high quality printing and professional graphic designs that make advertisers stand out in editorial articles dedicated to the segments where they operate. The magazines themselves are inspirational and readers return to them several times, even putting them aside to look again later. Combined with an online presentation that can be even more interactive and with the option of click-through hyperlinks to an advertiser's website, advertisers get optimal consumer outreach.

