

Frequency:	six times per year
Number of pages:	48 – 80 pages
Circulation:	3 500 copies*
Price:	2,29 EUR**
Year:	19th

* As the methodology of press verifying by ABC SR (Audit Bureau of circulation) in contrast to ABC Czech Republic does not enable verification of the distributed circulation in the regime of controlled distribution, the publisher submits the distributor's invoice as proof of the distributed circulation quality of TZB HAUSTECHNIK magazine.

** Actual subscription price, expedition terms, themes of each issue of magazine and price list of advertisement can be found on website www.casopistzb.sk

- companies, co-operatives, facility managers
- State administration
 - Pedagogues and students of professional schools and universities
 - Sanitary engineers

DISTRIBUTION

- Subscribers
- Direct mailing to target groups
- Sale in JAGA bookshop
- Sale at specialised fairs and shows focusing on construction and housing, technical equipment of buildings, energy, and engineering
- Sale through website www.casopistzb.sk

SALE PROMOTION

- Direct mailing campaigns focused on the B2B target groups
- Advertisement in print media (B2B segment)
- Internet support through website www.tzb-haustechnik.sk, which is part of internet portal and also on-line magazine for professionals www.asb.sk
- Internet support on thematically related portals
- Cross promotion through other media of JAGA GROUP
- Media partnerships with professional conferences
- Gifts for subscribers in the form of publications and magazines of publishing house JAGA
- Reader information system (special offers, discounts for subscribers)
- Presentation at exhibitions

EDITORIAL BOARD

Members of the editorial board are top specialists from both the theoretical and practical sections of technical building equipment. Their advice and recommendations for the compilation of

the magazine are a contribution for the editors from the viewpoint of increasing quality. Members of editorial board are mentioned in each issue of the magazine

READER'S PROFILE

The typical reader is a university or secondary-school educated man in the productive age of between 23 and 55. To the reader group belong, although to a lesser extent, women. A prevailing section of readers operate in design and realisation companies, who use in their professions the information gained from TZB HAUSTECHNIK magazine. This is also reflected in the growing interest in information from the world of practice and in non-commercial information on current products and trends in the Slovak market

Source: Publisher's internal research

WWW.TZB-HAUSTECHNIK.SK

Articles from TZB HAUSTECHNIK magazine create the content of portal www.asb.sk, which also includes website www.tzb-haustechnik.sk. More information about portal and possibilities of presentation find on pages 60 – 61.



WHAT DO OUR CONSUMERS THINK ABOUT US?

Matej Plus, ATTACK

With JAGA Company we cooperate for a number of years and each year offers us the space for the presentation of news of our portfolio, but also raising awareness of our brand. JAGA GROUP, we have chosen also because of the variety of titles issued and, of course, guaranteed read rate. The total value of publishing is very positive. Advertising in the media offers us possibilities how to promote interest in our products and reach different target groups.

Denisa Šerfelová, Schneider Electric

In the magazines of publishing house JAGA we are presenting us, because its focus hit the target group of our partners and customers. We believe that this cooperation brings greater awareness of our partners and reach new customers.

TARGET GROUPS

- Planners of technical building equipment
- Sellers specialising in area of technical building equipment
- Realisation companies (from small businesses through medium teams, up to bigger contracting companies)
- Managers of business, services, and contracting companies
- Investors
- Energy producing companies
- Research and advisory companies
- Municipal building management

NEWS

Up-to-date information from home and from abroad in the field of technical devices of buildings – national and European policy in area of technical building equipment, current events, people, companies, conferences, seminars, exhibitions, contests, other activities, projects, constructions

REALISATIONS

Interesting realisations from the viewpoint of technical building equipment put in their broader contexts

REPORTAGE

Reports from interesting activities, excursions, exhibitions, conferences and similar ventures, analyses of the subject of the report

PROFILE

Profiles which intend not only to introduce people and companies dealing with technical facilities in Slovakia or in European space, but at the same time aim to be a space for inspiration and thinking on the state in the given field

ENERGY

A strategic field, the importance of which has been increasing especially in recent history, and not only with regard to climate change, but also regarding the overall economic situation in Europe and the world. Renewable resources, energy efficiency of buildings and energy audits of buildings – these are terms which hold an ever more important place in the field of technical facilities

HEATING

Heating resources, boilers, boiler rooms, heating systems, heating bodies, in-floor and wall heating, radiators, chimneys, pumps, fireplaces, technical and software solutions, trends, visions, legislation, standards, state policy

VENTILATION, AIR-CONDITIONING, COOLING

ventilation and air-conditioning devices, air distribution systems and their parts, air-conditioning units, ventilator fans, pipeline networks, recuperation devices, cooling and freezing machines, armature of cooling and freezing machines, discussion by experts of choice themes and a great amount of other interesting information

INDOOR ENVIRONMENT

The quality of the indoor environment, its health aspects, harmful substances indoors, the spreading of air pollutants and their impact on human health, the purity of air, work efficiency, the perceived quality of indoor air, legislative requirements, assessment criteria and parameters, measurement methods

SANITARY EQUIPMENT AND INSTALLATIONS

Water, sewerage, gas, fire protection, sets of sanitary equipment, bathrooms, WC, design, hot water preparation, distribution lines, fittings, drinking water and its treatment, hygiene, technical and software solutions, trends, norms, legislative, interesting experiences from practice

METERING, REGULATION, AND CONTROL TECHNOLOGY

A field whose importance has increased geometrically in recent years – systems of metering and regulation, sensors, regulation elements, thermal regulation, types of regulation systems, consumption control and metering of heat, water, gas, and electricity, distribution of costs for heating, pressure measurement, control systems, which contribute mostly to the 'intelligence' of a building

ELECTRICAL INSTALLATIONS AND LIGHTING TECHNOLOGY

Electrical installation devices and electrical installations themselves, conductors and cables, security devices, structured cabling, lighting, light sources, conserving electrical energy and efficiency of lighting, interior lighting, public lighting etc.

OPINIONS AND FACTS

A special view of themes which are often perceived as controversial or not completely science-based, the column makes room for a wider discussion, and allows people to form their own opinion on the presented theme

COMPANY INFORMATION

Information of companies on actual technical news – products, technologies, solutions, services



TZB HAUSTECHNIK 5/2010

closing date of orders and materials for advertorials: 13. 9. 2010
 submission of the ground materials: 20. 9. 2010
 on sale from: 5. 10. 2010

- Energy
 - Heating
 - Ventilation, air-conditioning, and cooling
 - Indoor environment
 - Sanitary equipment and installations
 - Metering, regulation, and control technology
 - Electrical installations and lighting technology
- Trade Fairs: ELO SYS TRENČÍN 2010 (12. - 15. 10. 2010)

TZB HAUSTECHNIK 6/2010

closing date of orders and materials for advertorials: 27. 10. 2010
 submission of the ground materials: 3. 11. 2010
 on sale from: 19. 11. 2010

- Energy
 - Heating
 - Ventilation, air-conditioning, and cooling
 - Indoor environment
 - Sanitary equipment and installations
 - Metering, regulation, and control technology
 - Electrical installations and lighting technology
- Trade Fairs: AQUA-THERM PRAHA 2010 (23. - 27. 11. 2010)
 AQUA-THERM NITRA 2011 (8. - 11. 2. 2011)

TZB HAUSTECHNIK 1/2011

closing date of orders and materials for advertorials: 22. 2. 2011
 submission of the ground materials: 25. 2. 2011
 on sale from: 10. 3. 2011

- Heating
 - Ventilation, air-conditioning, and cooling
 - Indoor environment
 - Sanitary equipment and installations
 - Metering, regulation, and control technology
 - Electrical installations and lighting technology
 - Special: AQUA-THERM NITRA and Energy
- Trade Fairs: CONECO – RACIOENERGIA – CLIMATHERM 2011 (29. 3. - 2. 4. 2011)

TZB HAUSTECHNIK 2/2011

closing date of orders and materials for advertorials: 11. 4. 2011
 submission of the ground materials: 14. 4. 2011
 on sale from: 29. 4. 2011

- Energy
- Heating
- Ventilation, air-conditioning, and cooling
- Indoor environment
- Metering, regulation, and control technology
- Electrical installations and lighting technology
- Special: Sanitary equipment and installations

TZB HAUSTECHNIK 3/2011

closing date of orders and materials for advertorials: 19. 5. 2011
 submission of the ground materials: 24. 5. 2011
 on sale from: 6. 6. 2011

- Energy
- Heating
- Indoor environment
- Sanitary equipment and installations
- Metering, regulation, and control technology
- Electrical installations and lighting technology
- Special: Ventilation, air-conditioning, and cooling

TZB HAUSTECHNIK 4/2011

closing date of orders and materials for advertorials: 23. 8. 2011
 submission of the ground materials: 26. 8. 2011
 on sale from: 12. 9. 2011

- Energy
 - Ventilation, air-conditioning, and cooling
 - Indoor environment
 - Sanitary equipment and installations
 - Metering, regulation, and control technology
 - Electrical installations and lighting technology
 - Special: Heating
- Trade Fairs: AQUA TRENČÍN 2011 (20. - 22. 9. 2011)
 ELEKTRO EXPO BRATISLAVA 2011 (9/2011)
 ELO SYS TRENČÍN 2011 (4. - 7. 10. 2011)

TZB HAUSTECHNIK 5/2011

closing date of orders and materials for advertorials: 13. 10. 2011
 submission of the ground materials: 18. 10. 2011
 on sale from: 31. 10. 2011

- Energy
 - Heating
 - Ventilation, air-conditioning, and cooling
 - Indoor environment
 - Sanitary equipment and installations
 - Electrical installations and lighting technology
 - Special: Metering, regulation, and control technology
- Trade Fairs: AQUA-THERM PRAHA 2011 (22. - 26. 11. 2011)



▶ PRICE LIST OF ADVERTISEMENTS IN **TZB** MAGAZINE



ADVERTISEMENT AREA

2/1	3 160 EUR
1/1	1 830 EUR
2/3	1 300 EUR
1/2	1 000 EUR
1/3	750 EUR
1/4*	600 EUR

* Size without possibility of positioning – location of the advertisement will be adapted to the magazine layout.

REPRESENTATION PAGES

Lapel on the headline	2 160 EUR
Z-gate	4 320 EUR
2nd cover page	2 330 EUR
1st page of magazine	2 330 EUR
2nd, 3rd page of magazine	2 160 EUR
3rd cover page	2 160 EUR
4th cover page	2 990 EUR

ADVERTORIALS*, COMPANY INFORMATION**

2/1 PR	2 660 EUR
1/1 PR	1 490 EUR
1/2 PR	830 EUR
1/3 PR	600 EUR

EDITORIAL PAGE**

Editorial page	600 EUR
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* Advertorials are run according to the layout of the magazine – see example.

** In the editorial pages, only news and information which was not previously published in TZB HAUSTECHNIK magazine is published. The editorial board reserves the right to grammatical, stylistic, and formal arrangement of delivered text material, and also to the extent. Editorial pages are not determined for publication of general information on the producer and his product range.

ATYPICAL LAYOUTS OF ADVERTISEMENTS

Advertisement prices apply for standardised formats. Non-standardised formats can be published only upon a consultation with the publishing house and individually set prices apply for them.

EXTRA CHARGE

10% for requested placement

INSERTED ADVERTISEMENTS

Minimal price of deposit 990 EUR

Final price of the inserting and pasting will be set after delivery of sample, according to the size and weight. The price will also be affected by the number of inserted supplements, and the current price of postage and handling charges. Without delivery of a sample of the insert, the calculated price is only approximate. Inserted advertisements exceeding the magazine size will be folded to an acceptable size (service charges to be paid by client). The publisher has the right to refuse an insert which does not correspond

to the parameters for which the price of the insert was calculated.

When ordering such advertising formats, a sample of the insert has to be delivered to the publisher, four working days prior to the term of distribution.

Prices are stated without VAT. The price list is valid from 1. 9. 2010 to 31. 8. 2011.

DISCOUNTS

3%	2 – 3 repetitions
5%	4 – 5 repetitions
7%	6 and more repetitions
15%	agency commission*
10%	agency commission for advertorial*

* Granted to contract partners only

CANCELLATION FEES

- 50% before the official closing date of orders for given issue of the magazine*
 - 100% after the official closing date of orders for given issue of the magazine*
- * According to the editorial plan

TERMS FOR ADVERTISEMENT

- Publisher is obliged to send to client, 2 copies of magazine free of charge within 14 days from date of issue.
- Publisher will issue an invoice within 3 days after the title is published.
- In accordance with § 31 – 36 of the Law on Accounting No. 431/2002 Z. z. as amended upon the agreement the customer will be sent

to that address electronic invoice in pdf format, which will meet all requirements invoices in accordance with § 75 and 76 of the Law on VAT No. 222/2004 Z. z. as amended.

- Client is obliged to pay the invoice issued by publisher within 14 days from date of issue. Bank details are given on the invoice.
- In case of late payment, publisher has the right to claim late payment interest of 0.05% of the invoiced price for each day of delay, or not to publish the advertisement in the publication.
- Bank fees and possible exchange rate differences connected with the invoice settlement are covered by the buyer.
- Client may send the order form by fax, but they are obliged to send the signed original to publisher within 5 days.
- Claims must be submitted in writing within 14 days of date of issue.
- Publisher has the right to reject advertisement if it is in contradiction with ethics or if it harms their interests.
- Client takes into account the additional fee for requested placement is 10% of the price of advertisement.
- Client takes into account that the cancellation fee for cancellation of order is
 - 50% when cancelled before the official deadline of orders for given issue of the magazine (according to the editorial plan),
 - 100% when cancelled after the official deadline of orders for the given issue of the magazine (according to the editorial plan).
- If an invoice is not paid up within the due date, the publisher reserves the right to re-calculate any provided discounts.

▶ advertorial - sample



- In case that the client does not submit the due material within the deadline of the given title, the publisher has the right to use those materials of the client that were used in any previous title.
- The publication of an advertisement for the purposes of publishing the client's advertisement in the titles of the JAGA publishing house is covered by the publisher. Thus the advertisement becomes the property of the publisher. The advertisement can be bought, with its price calculated as 10% of the basic price of advertisement.

GROUND MATERIALS

- PDF 300dpi, CMYK colours
- Files for PC: TIF, EPS, CDR, PDF, JPG
- Medium: CD, DVD, mail, USB, FTP server

Publisher is not responsible for quality of published advertisement if other than stated files are submitted and if imprint is not submitted.

ADVERTISEMENT SIZES

2/1 	1/1 	1/2 width 	1/2 height 	2/3 width 	2/3 height 	1/3 width 	1/3 height 	1/4
420 × 297 mm size for dropper sheet*	210 × 297 mm size for dropper sheet*	180 × 129 mm size in page layout	88 × 263 mm size in page layout	180 × 173 mm size in page layout	118 × 263 mm size in page layout	180 × 84 mm size in page layout	57 × 263 mm size in page layout	88 × 129 mm size in page layout
390 × 263 mm size in page layout	180 × 263 mm size in page layout							

* A dropper sheet (+ 5 mm on all sides for a margin) is available only for the size 2/1 of a page and 1/1 of a page.

In the case of interest in advertisement address one of our commercial representatives – you will find contacts on page 4 and 63 of the editorial plan. In the case of some vagueness in submission of the ground materials, please call telephone No. +421 2 50 200 223, +421 2 50 200 224, +421 2 50 200 229, or write to podklady@jaga.sk