

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

