

# topenářství instalace

## GENERAL CONDITIONS 2026

### CHARACTERISTICS

Journal **Topenářství instalace** (Heating & Installation) was established in 1966 and has been continuously informing its readers about current developments in building services engineering for more than 60 years. The magazine covers equipment and technology development, legislation, available products, publications, and trends in heating, ventilation, air-conditioning, potable and utility water systems, wastewater systems, sanitary installations, and related HVAC fields.

The periodical is read by:

- Consulting engineers and architects
- Employees of installation and service companies
- Skilled tradespeople and installers
- Staffs of building management companies
- Operators of heat generation facilities
- Dealers and distributors
- Asset managers of local councils and housing cooperatives
- Other professionals in related fields

### ONLINE

In March 2017, Topenářství instalace was successfully transformed into a modern electronic format. The online version is continuously updated and supported by technical videos, product presentations, and reports from exhibitions and professional events. The online magazine is freely available, including an extensive archive, at [www.topin.cz](http://www.topin.cz).

### PUBLISHER

Topin Media s.r.o.  
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Czech Republic  
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**Chief Executive Officer:** Jakub Vokoun  
**Editor in Chief:** Alena Malátová

### SUBSCRIPTION

The subscription is valid for a calendar year, during which six issues are published.

#### Subscription fee

Czech Republic: CZK 324  
Slovakia: EUR 13  
Other countries: EUR 15

### PRINT EDITION ANALYSIS

Print edition: 2000 - 2500  
Subscribed copies: 1985 (1. 12. 2025)

Target territory	Copies*	%*
Postcodes 100 - 255 (Prague and surrounding)	353	15
Postcodes 255 - 599	1152	49
Postcodes 600 - 799	752	32
Slovakia	93	4

\* / Average figures for the previous year

### READER COMPOSITION ANALYSIS

(Statistical evaluation of data provided by subscribers and other readers using the INFO service, as well as data obtained from the publisher's own activities; average figures for the previous year.)

Field	Representation %
Power generation	6
Construction of heating, ventilation and air-conditioning equipment, gas, water and wastewater installations, bathrooms, toilets, kitchens, etc.	34
Trading companies	6
Apprenticeship centres and schools	6
Architectural studios and consulting engineering practs.	26
Building managers and operators	11
Manufacturers and suppliers of HVAC equipment	8
Others	1

### ADVERTISING DEADLINES 2026

No.	Advertising Deadline	Issue Release Date
1	12. 1.	19. 2.
2	9. 2.	16. 4.
3	11. 5.	18. 6.
4	7. 7.	13. 8.
5	7. 9.	15. 10.
6	9. 9.	17. 12.

# ADVERTISEMENT PRICELIST and SPECIFICATIONS

## 1. ADVERTISEMENT FORMAT

Magazine format – 210 x 297 mm,  
print area 176 x 266 mm

Dimension	Width x Height [mm]
1/1 page	176 x 266
1/1 bleed*	210 x 297
1/2 page	86 x 266, 175 x 129
1/2 bleed*	103 x 297, 210 x 146
1/3 page	56x266, 176x84
1/4 page	86 x 129, 176 x 61
1/8 page	86 x 61

\* Bleed format must be agreed in advance. Its use depends on editorial options.

Please add 3 mm for trimming.

## 2. INSERTS

Inserts are produced and delivered by the customer at their own expense to the delivery address specified by the publisher. The deadline and delivery location are determined by the publisher.

Inserts are attached externally to the back cover of the magazine, and the magazine is wrapped in plastic film.

If more than one insert sheet is used, the sequence cannot be guaranteed.

The insert price for one A4 sheet in the full print run is CZK 20,000 or CZK 4.90 per copy.

The maximum insert format is 210 × 297 mm.

The maximum paper weight is 160 g/m<sup>2</sup>.

For larger or heavier inserts, the price will be determined individually.

## 3. HANDOUTS FOR PRINTED ADVERTISING

Print-ready data files must be supplied as PDF for CTP processing. Files must be in CMYK colour mode and must include all fonts and logos. These materials are provided at no extra cost. For PR articles, TIF, EPS or JPG files with a resolution of 300 dpi are accepted. Photographs, drawings and texts in Microsoft Word are also accepted. The publisher prepares the final print materials at the customer's expense.

## 4. PURCHASE ORDER CONFIRMATION, PAYMENT TERMS, CONTRACTUAL PENALTIES, LOSS OF DISCOUNTS

Advertisers receive a purchase order confirmation together with a price calculation. Invoices are issued by the publisher, and the payment due date is 14 days from the date of taxable supply. In the event of late payment, the publisher is entitled to charge a contractual penalty of 0.1% of the invoiced amount for each day of delay and may immediately withdraw from its obligations towards the customer, including any granted discounts. In such cases, the customer loses the right to claim any compensation.

## 5. CANCELLATION FEES

No cancellation fee is charged for purchase orders cancelled before the deadline. A 10% cancellation fee is charged for purchase orders cancelled within 7 days after the deadline. A 100% cancellation fee is charged for purchase orders cancelled more than 7 days after the deadline.

## 6. ADVERTISING AGENCY COMMISSIONS

An agency commission of 15% applies for a specific customer upon delivery of fully prepared print-ready materials (PDF in CTP format). A commission of 5% applies if the advertising materials are prepared by the publisher.

## 7. WARRANTY CLAIMS

Before publication, advertising materials are sent by the publisher to the advertiser by e-mail for final approval. After final approval, it is no longer possible to claim any defects. The only exception is incorrect advertisement placement or colour defects, provided that such requirements were previously agreed and confirmed by the publisher.

## 8. VALIDITY and VAT

These conditions are valid from 1 December 2025. All prices exclude VAT.

PRESENTATION VOLUME 2026	Price (CZK)
1 page A4	19,960
2 pages A4	35,500
4 pages A4 + Topin Partner (logo on the homepage, presentation in the catalog of companies)	64,700
8 pages A4 + Topin Partner + unlimited online presentation	99,800
8 pages A4 + cover page + Topin Partner + unlimited online presentation	127,100
10 pages A4 + Topin Partner + unlimited online presentation	127,100
10 pages A4 + cover page + Topin Partner + unlimited online presentation	152,400

**The number of print pages ordered may not be exceeded.** The price for a page format other than A4 will be determined by individual calculation.

A presentation volume other than those listed above will be determined by individual calculation.

Each issue of the magazine is gradually transferred to [www.topin.cz](http://www.topin.cz) after the magazine is published.

a) Magazine articles are transferred into online full-text articles.

b) Topin Partner print advertisements are transferred into online banners. These banners are displayed alternately in relevant categories, together with the company's PR articles, and include the option to link to the company's website or product.

c) Products presented in the magazine as News are transferred into online product listings.

Unlimited online presentation includes products, articles (including images and videos) and banners.