

# topenářství instalace

## GENERAL CONDITIONS 2023

### Characteristics

Journal **Topenářství instalace** (Heating & Installation) was established in 1966 and since then it keeps its readers informed about the current situation regarding equipment and technology development, legislation, available products and publications, etc., in heating, ventilation, air-conditioning, installation of drinking and utility water distribution systems, waste and sewerage systems, sanitary ware and related fields (HVAC).

The periodical is read by:

- Consulting engineers and architects
- Installation and service organisation workers
- Tradesmen
- Staffs of building management companies
- Operators of heat generation facilities
- Dealers
- Asset managers of local councils and housing cooperatives
- Other involved parties

### www.topin.cz

In the beginning of March 2017, **Topenářství instalace** magazine has been successfully transformed into a completely new electronic form, which is also continuously supported by various assembly, product and other interesting videos. **Topenářství instalace** magazine is freely available at [www.topin.cz](http://www.topin.cz), including extensive archive. Online version is regularly updated with upcoming information on organized events, fairs, news, etc.

### Publisher

Topin Media s.r.o.  
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Online: [www.topin.cz](http://www.topin.cz)

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### Subscription

Subscription is taken for a calendar year, during which 6 issues are published. The subscription fee is CZK 248,00 / EUR 10,00 for Slovakia. Abroad – EUR 15,00.

### Print edition analysis

Print edition: 3000 – 3500  
Subscribed copies: 2056 (1. 12. 2022)

Target territory	Copies*	%*
Postcodes 100 to 255 (Prague and environs)	534	15
Postcodes 255 to 599	1687	49
Postcodes 600 to 799	1112	32
Slovakia	146	4

\* / Average status for the previous year

### Reader composition analysis

(Statistical evaluation of data entered by subscribers and other readers making use of the INFO service and data obtained from own activities, average status for the previous year.)

Field	Representation %
Power generation	5
Construction of heating, ventilation and air-conditioning equipment, gas, water and waste water installations, bathrooms, toilets, kitchens, etc.	35
Trading companies	6
Apprenticeship centres, schools	8
Architect studios and consulting engineering practices	27
Building managers and operators	10
Manufacturers and suppliers of HVAC equipment	8
Others	1

### Terms 2023 - Deadlines

Nr.	Deadline	Out of Print	Advertising for Fairs, Exhibitions, Conferences.
1	16. 1.	23. 2.	
2	13. 3.	20. 4.	
3	15. 5.	23. 6.	
4	10. 7.	24. 8.	
5	11. 9.	26. 10.	
6	13. 11.	21. 12.	

## Advertisement Pricelist, Specifications

## 1. Advertisement format

Magazine format – 210 x 297 mm, mirror 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.

Add 3 mm to crop.

## 2. Inserts

Inserts are produced and delivered by the customer at his expense to the shipping address. Deadline and place are set by the publisher.

Inserts are attached externally to the magazine back cover, and in this form it is wrapped in a plastic film wrapper. Insert sheets sequence, if there is more than one, can't be guaranteed. Insert price for 1 A4 in the entire print edition is 20 000 CZK or 4,90 CZK for each magazine sheet. Maximum insert format size is 210 x 297 mm, maximum paper weight is 160 g / m2. For larger inserts (sheet volume or weight), the price will be determined by individual calculation.

## 3. Handouts for Printed Advertising

Data files - print PDF - for CTP processing (CMYK color decomposition, text including print fonts, logos, etc.) must be included in the file, at no extra cost. For PR articles, TIF, EPS, JPG, 300 dpi or photos, drawings, texts in Microsoft Word from which the publisher makes the prints at the expense of the customer.

## 4. Purchase Order Confirmation, Payment Terms, Contractual Penalty, Discounts Lose

Advertisers receive a purchase order confirmation along with price calculation. Invoices are sent by the publisher via registered mail and their maturity is 14 days from the date of taxable fulfilment. In the case of late payment, the publisher is entitled to a contractual fine of 0.1% of the invoiced amount for each day of delay and can immediately withdraw from its obligations towards the customer, including provided discounts. Customer loses his rights to claim any compensation then.

## 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 later than 7 days after the deadline.

## 6. Advertising Agency Commissions

15% of the price for a particular customer upon delivery of completely processed printed documents, ie PDF file in CTP format, 5% of the price if the documents are made by the publisher.

## 7. Warranty Claim

Before publishing, text/advertisement outputs are sent by the publisher to the advertiser via e-mail for final authorization. After the final authorization it is no longer possible to claim any defects. The only exception can be incorrect ad placement or colour defect, assuming the publisher has previously agreed and confirmed this requirement.

## 8. Validity, VAT

These conditions are valid from 1<sup>st</sup> December 2022. All prices exclude VAT.

Presentation volume 2023	Price
1 page A4	CZK 19 960
2 pages A4	CZK 35 500
4 pages A4 + Topin Partner (logo at homepage, presentation in the catalog of companies)	CZK 64 700
8 pages A4 + Topin Partner + unlimited online presentation	CZK 99 800
8 pages A4 + cover page + Topin Partner + unlimited online presentation	CZK 127 100
10 pages A4 + Topin Partner + unlimited online presentation	CZK 127 100
10 pages A4 + cover page + Topin Partner + unlimited online presentation	CZK 152 400

The number of ordered print pages cannot be exceeded.

Price for page format different than 1 A4 will be determined by individual calculation.

Volume of presentation other than mentioned above will be determined by individual calculation.

Each issue of the magazine is gradually transferred into [www.topin.cz](http://www.topin.cz) after the magazine's release:

- Magazine articles are transferred into online full-text articles.
- Topin Partner print advertisements are transferred into online banners displayed alternatively in matching categories along with both PR articles of relevant company and with possibility of click on the company's website or its product.
- Products presented in the magazine as News are transferred into the form of online products.

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

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