

MEDIA DATA 2024

SILNICE-ŽELEZNICE

WHY SILNICE-ŽELEZNICE MAGAZINE?

SILNICE-ŽELEZNICE magazine plays a leading role among Czech and Slovak specialist publications. Thanks to the cooperation with its prestigious foreign counterparts, it includes technical and economic information and news from the field from various European countries and the rest of the world. Specialists from Czech and Slovak universities cooperate with the magazine to publish theoretical design examples. A substantial portion of the editorial team report the experiences of structural engineers, draughtsmen and other professionals. The magazine is in the list of Czech peer-reviewed periodicals maintained by the Research, Development and Innovation Council of the Government of the Czech Republic.

Regular columns:

- ROADS • RAILWAYS • BRIDGES • TUNNELS • PUBLIC TRANSPORT
- WATERWAYS • INTERESTING PEOPLE • DESIGN • TRAINS AND COMPONENTS
- CONSTRUCTION MACHINES AND EQUIPMENT • LEGISLATION • EDUCATION
- PERSONAL DATA • INTERESTING FACTS FROM THE FIELD

OUR MISSION

Our mission is to be a source of inspiration and technical information to help experts to achieve professional triumphs.

TARGET GROUPS

- Professionals from companies active in the construction of transport infrastructure
- Rail industry manufacturers and suppliers
- Investors
- Draughtsmen
- Professional associations

CIRCULATION

- Circulation: 4 000
- Number of readers: 10,500

FREQUENCY

- 5 times a year

DISTRIBUTION

- **State administration:** Parliament of the Czech Republic, Ministry of Transport, SŽDC, ŘSD, České dráhy, a.s., SÚS and building authorities
- **Construction sector:** big, medium-sized and specialist construction companies, design offices, architects, construction company subcontractors, universities, professional associations and developers
- **Rail industry:** manufacturers and suppliers, research, design, manufacturing and operation
- Trade fairs, exhibitions and conferences related to the magazine theme
- Direct mail and database
- Subscribers

PROFILE OF READERS BY SECTOR

- Construction companies 45 %
- Architects, draughtsmen 16 %
- Suppliers of material 14 %
- Investors 12 %
- Schools and research institutions 11 %
- Other 2 %

WHY CHOOSE OUR SERVICES

Through advertisements and technical articles in our magazine you can address your potential clients – from both the private and state sector. Show them that you are an erudite, experienced, high quality and innovative partner – simply put – professional.

By using our services, you will raise awareness of your company or the products and services you wish to promote. WE WILL HELP YOU TO GROW.

2024 ISSUE PLAN

ISSUE NUMBER	DEADLINE FOR ADVERTISEMENTS AND PR ARTICLES	ISSUE	THEME	CONFERENCES
1/2024	08/03	29/03	Bridges and current key projects, trends in bridge construction, separation of means of transport, emergency prevention	<ul style="list-style-type: none"> • BRIDGES 2024 symposium • Steel Structures • Conference Lime, Cement, Ecology 2024 • Road design • Transport Infrastructure
2/2024	10/05	24/05	Rails & points, trains and components, noise control measures, communication systems, reconstruction of railway stations, facilities	<ul style="list-style-type: none"> • Rail Business Days
3/2024	20/06	11/07	Construction machines and materials, waterways and their facilities, reconnection of the individual means of transport, public transport infrastructure and vehicles, construction companies and ESG	<ul style="list-style-type: none"> • Transport conference and road infrastructure trade fair • Project Company Directors Conference • Central Moravia Conference • Foundation layers and pavement beds • Transport Construction of the Year • Public debate at the BRIDGES 2024 symposium
4/2024	06/09	27/09	Highway network completion, road reconnection of regional capitals, rest areas and facilities, the maintenance of roads and highways, the Green Deal and its amendment, energies for transport	<ul style="list-style-type: none"> • Road Conference • Foundation Structures, Brno • Conference on Railway Communication and Safety Installations • Concrete pavements • KONSTRUKCE 2024 conference
5/2024	04/11	25/11	Railway projects, transport and passenger safety, telematics, construction companies and ESG, changes in legislation expected in 2025	<ul style="list-style-type: none"> • Railway Conference 2025 • Railway Bridges and Tunnels 2025 • Site Supervision 2025 • Forum of Rail Transport 2025 • Enlarged board meeting of the Association of Transport Companies

The editorial team reserves the right to change topics or deadlines.

Each issue of the magazine will focus on key transport projects – the highway network expansion, improvements in the quality of first-class roads, the reconstruction and increase in the capacity of existing railway tracks and the preparation of HSR tracks. We will also bring news about other transport projects such as facilities for passengers and motorists, as well as all the technology that is used within infrastructure projects.

STANDARD ADVERTISING PRICE LIST, 2024

FORMAT	PRICE FOR ADVERTISEMENT	PRICE FOR A PR ARTICLE	SIZE
1 page	2,000 EUR	1,460 EUR	210 × 280 mm – bleed
1/2 page	1,050 EUR	750 EUR	175 × 125 mm – mirror (horizontally) 85 × 254 mm – mirror (vertically)
1/3 page	670 EUR	500 EUR	175 × 82 mm – mirror (horizontally) 56 × 254 mm – mirror (vertically)
1/4 page	500 EUR	380 EUR	175 × 60 mm – mirror (horizontally) 85 × 125 mm – mirror (vertically)
PHOTO FOCUS	3,125 EUR	–	2 pages
PHOTO REPORT	3,125 EUR	–	2 pages
INTERVIEW/ CUSTOM ARTICLE	3,125 EUR	–	2 pages
SPOT ADVERTISEMENT (higher paper weight)	2,500 EUR	–	1 page

COVER PAGE AND ENDPAPERS

PAGE	PRICE	SIZE
1 st cover page – photo + logo	3,290 EUR	210 × 280 mm – bleed
Front page sponsorship – text in the bottom 1/8 page / the logo and claim of the partner	2,290 EUR	
1 st endpaper	2,290 EUR	210 × 280 mm – bleed
2 nd endpaper	2,290 EUR	210 × 280 mm – bleed
2 nd cover page	2,420 EUR	210 × 280 mm – bleed
3 rd cover page	2,420 EUR	210 × 280 mm – bleed
4 th cover page	2,920 EUR	210 × 280 mm – bleed

BELLY BAND AND SUPPLEMENTS

SPECIAL ADVERTISEMENT	PRICE	SIZE
Belly Band advertisement wrapped around the magazine	1,625 EUR	
Insertion of a leaflet between the pages of the magazine as defined by the client	1,250 EUR	The leaflet can be of various sizes but not larger than 210 × 280 mm.
Attachment of promotional items to the magazine	1,460 EUR	–

SPECIAL BONUS PRICE OFFER

In addition to our magazine, you can also advertise on our web site: silnice-zeleznice.cz. Selected areas are available for your advertisements with **discounts of up to 50 %**.

PROFILE OF THE SILNICE-ZELEZNICE.CZ WEB SITE

We are not only a magazine but also a community that lives on-line. Our web portal **silnice-zeleznice.cz** includes the most up-to-date news from the field as well as the most interesting articles from the magazine so that they are available to all current and future professionals – students. Up-to-the-minute news from the field is supplemented by the most interesting articles in the magazine so that they are available to all workers and students in the construction industry.

Our sections:

- People • Roads • Railways • Materials and technology
- Public transport • Finance and law • Education

WEB SITE TRAFFIC

- 7,500 users per month
- 13,500 visits per month
- 70 % of users actively read the content
- To improve the impact of our web site, we use LinkedIn, with more than 1,000 followers in our professional community.

So spread better your message and get on-line. Join our digital environment and use our influence within the professional community to more effectively communicate your crucial messages.

STANDARD WEB SITE ADVERTISING PRICE LIST, 2024

PAGE		PRICE	SIZE
Banner in the web site header (Maximum: 2 banners in the web site header.)	1	835 EUR	1 345 × 200 px
Main banner – area 1 (Below the first article on the main page and below all articles, except for sponsored articles.)	2	625 EUR	850 × 190 px
Main banner – area 2, 3 (Below the third or fifth article on the main page.)	3	335 EUR	850 × 190 px
Banner on the right side of the web site – area 1 (First banner in the right-hand column above the section "The Most Read News".)	4	625 EUR	400 × 280 px
Banner on the right side of the web site – area 2 (Second banner in the right-hand column above the section "The Most Read News".)	5	290 EUR	400 × 110 px
Banner on the right side of the web site – areas 3 – 6 In total, four banners in the right-hand column, below the events calendar, on every page.	6	125 EUR	400 × 110 px
Exclusive Partner's section (construction of buildings; rebuilding and redevelopments; materials and technology; designs and education)	7	710 EUR	850 × 190 px, banner including the logo and claim of the partner
PR article		420 EUR	The service includes a text in MS Word and pictures – the graphics are prepared by the web site editor.

1 1345 x 200



Na nových úsecích kardinou na jih Čech se testovala rychlost 200 km/h. Na moderně dokončených nových úsecích dráhy bezmála kilometrů se uskutečnila řada testů při rychlostech až 200 km/h, jejich cílem bylo...

4 400 x 280

2 850 x 190

8000 miliard na VRT: Velká příležitost pro české firmy. V České republice je v tuto chvíli v přípravě 700 kilometrů vysokorychlostních železničních tratí, tak ověřená VRT, doplněných by měla být do roku 2030...

5 400 x 110

Elektrou, nebo filtrovanou? Železnice mohou být i bílá pláště. Projekt Železnice bez pláště má přínášet udržitelnou alternativu k kulturní vodě v PET láhvích...

NEJČTENĚJŠÍ TAGY KALENDÁŘ AKCÍ

3 850 x 190

Prážské tramvaje jedou až na Děčín. Nová trať stála přes 800 milionů. Prážské tramvaje kódu 22 a 23 oslovují od pondělí 23. října cestující a v rámci v úseku Sívoce, ale jedou až na úsek Děčín. Na nové trati je při práci...

6 400 x 110

Martin Hedlíček: Chceme, aby se Česká komora zeměměřičů stala skutečným oborovým pilířem odbornosti. „Dělatel jsem toho, že ověřování zeměměřičských prací bylo v našem...

6 400 x 110

6 400 x 110

6 400 x 110

3 850 x 190

Ze šumpenských výroby Škoda Group vyjel první jednotka RegioPartner. První elektrickou jednotku RegioPartner s kapacitou 20 Ev přivezly od dodavatele České dráhy (ČD) Provozovatel z busů v Olomouckém kraji...

Území budoucí stavby Prážského okružku v úseku D1 - Běchovice prozkoumali archeologové i pyrotechnici. Archeologové, specializace na archeofyziku, ale i pyrotechnici se postupně vypořádali na území budoucí stavby Prážského okružku v úseku D1...

Radek má: Zákazníci dříve než v červnu dostávají do 70 let. „Naším cílem je dosáhnout zákazníkovi už do deseti let, tedy nejpozději do roku 2023. Křídlové slavnosti jako je třeba DVO, chceme mít rovněž ještě výborné šifry“ říká generální ředitel Rudolfová šlágr a síla (RDS).

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MAIN PAGE ON THE WEB SITE

EXCLUSIVE PARTNER'S SECTION

1 1340 x 200

7 850 x 190

4 400 x 280

5 400 x 110

Praha se zavazuje k výstavbě na nákladovém nádraží Žižkov s jasně definovanými finančními přílohami od developera. Hlavní město Praha, městoská část Praha 3 a společnost FINEP v podání...

Dřevobetonové konstrukce skeletu v projektu rozšíření kapacity ZS Čermčovic. Čermčovice v Praze jsou vřelá místa realitní domácnosti s dobrou občanskou vybaveností...

Ceny inženýrské komory získaly nová látka, sčervené měřny a vialučet nebo chemická ložárna. Inženýrské komory získaly nová látka, sčervené měřny a vialučet nebo chemická ložárna...

NEJČTENĚJŠÍ TAGY

ASK FOR A DISCOUNT OF UP TO 50 %!

It's easy – combine your advertisement with a presentation of your company in the SILNICE-ŽELEZNICE magazine and we will provide you with selected on-line advertising areas for an advantageous price with a **discount of up to 50 %**.

ADVERTISE YOUR VACANCIES FOR PROFESSIONALS ON OUR WEB SITE FREE OF CHARGE!

We know how difficult it can be today to find construction industry experts on the labour market. We would like to help you. Our clients can use the silnice-zeleznice.cz web site to advertise their vacancies completely **FREE OF CHARGE**.

INDIVIDUAL PRICE OFFERS AND TAILOR-MADE COMMUNICATION

We can prepare a **complex draft for your communication strategy**, based on your business and marketing goals. It will meet all your **individual needs, for an individual price**. For more information, please contact one of our sales representatives.

CONTACT DETAILS

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