

# MEDIA DATA 2026

# SILNICE-ŽELEZNICE

## WHY SILNICE-ŽELEZNICE?

The magazine **SILNICE-ŽELEZNICE** is a trusted platform for professionals from both the academic and commercial sectors engaged in linear infrastructure projects. We enable the sharing of expert knowledge and know-how, thereby strengthening the reputation of institutions, companies, and individuals alike. At the same time, we actively contribute to educating the next generation of professionals.

### Regular sections include:

- ROADS • RAILWAYS • BRIDGES • TUNNELS • URBAN TRANSPORT • WATERWAYS
- PERSONALITIES • DESIGN AND ENGINEERING • ROLLING STOCK AND COMPONENTS
- CONSTRUCTION MACHINERY AND EQUIPMENT • LEGISLATION • EDUCATION
- HR AND CAREER • INDUSTRY INSIGHTS

## WHAT OUR TARGET GROUP THINKS

***"I want to do work that makes sense and helps move the industry forward.  
I need to inform others about what we're doing."***

## HOW WE RESPOND TO THAT:

**We provide a platform where professionals can present their expertise and references – and through that:**

- Build their reputation in the market
- Gain new contacts or employees
- Educate others within the community
- Inspire and mentor the next generation of professionals

**Together, we shape the future of the industry –  
with respect and pride.**



## TARGET GROUP & REACH

- Professionals from companies involved in transport infrastructure construction
- Manufacturers and suppliers in the rail industry
- Investors
- Designers and engineers
- Industry associations

## CIRCULATION

- Print run: 4,000 copies
- Readership: approx. 10,500 readers

## FREQUENCY

- 5 issues per year

## DISTRIBUTION

- **Public administration:** Chamber of Deputies of the Parliament of the Czech Republic; government and local authorities; public procurement bodies
- **Construction sector:** large, medium, and specialized construction companies; design offices; architects; subcontractors; universities; professional associations; developers
- **Railway industry:** manufacturers and suppliers; research, design, production, and operations entities
- **Trade fairs, exhibitions, and conferences** relevant to the issue's focus
- **Direct mail** and database distribution
- **Subscribers**

## READER PROFILE BY COMPANY TYPE

- Construction companies – 45%
- Architects and designers – 16%
- Material suppliers – 14%
- Investors – 12%
- Universities and research institutes – 11%
- Others – 2%



## EDITORIAL PLAN

ISSUE NUMBER	ADVERTISING & PR DEADLINE	PUBLICATION DATE	KEY TOPICS	MAIN EVENTS & DISTRIBUTION
1/2026	Feb 27	Mar 20	Bridges and footbridges – key projects and trends in bridge engineering; municipalities and bridge databases; tunnels and underground construction	<ul style="list-style-type: none"> <li>• Symposium Bridges</li> <li>• Conference Steel Structures</li> <li>• Transport Infrastructure Conference</li> <li>• Underground Structures Prague</li> </ul>
2/2026	Apr 30	May 25	Railway capacity expansion; progress in HSR preparation; new tram lines; station reconstructions; rolling stock and rail transport; vehicle and component production; safety systems and telematics	<ul style="list-style-type: none"> <li>• Rail Business Days</li> <li>• Conference Road Design and Engineering</li> </ul>
3/2026	Jun 12	Jul 13	Urban transport infrastructure; metro; road construction and maintenance; road materials and structures; traffic signage and safety; construction machinery and materials	<ul style="list-style-type: none"> <li>• Transport Conference and Road Fair</li> <li>• Central Moravia Conference</li> <li>• Directors of Design Companies Conference</li> <li>• Transport Structure of the Year</li> </ul>
4/2026	Sep 4	Sep 28	Completion of motorway network; interregional transport links; road and motorway maintenance; pavement structures; noise reduction measures; student special	<ul style="list-style-type: none"> <li>• Road Conference</li> <li>• Discussion Seminar at Bridges Symposium</li> <li>• Foundations Conference</li> <li>• Signaling &amp; Security Systems Conference</li> <li>• CONSTRUCTION Conference</li> <li>• Pavement Layers and Subgrades</li> <li>• Concrete Pavements Conference</li> <li>• Concrete Days</li> <li>• Student fairs Gaudeamus Prague &amp; Brno, Student &amp; Job</li> </ul>
5/2026	Nov 6	Nov 27	Railway construction; prospects for rail freight; transport sustainability; transport and passenger safety; expected legislative changes for 2027	<ul style="list-style-type: none"> <li>• Railway Conference</li> <li>• Rail Bridges and Tunnels</li> <li>• Supervision Conference</li> </ul>

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

We offer our advertisers **a wide selection of modern media formats** to showcase their brand, projects, or products. Beyond traditional **advertising and PR articles**, you can take advantage of our **new editorial sections** – let us present them to you in detail. We're happy to collaborate and create broader thematic features, allowing you to promote your business through commercial partnerships or by co-creating editorial content.

You're invited to participate in the production of **video podcasts** (with promotion across social media, our website, and print magazine) or engaging **video reports from your business environment**. These formats present a unique opportunity to stand out from competitors and connect directly with the key decision-makers for your business.

**Take your brand further and reach those who matter most!**



## STANDARD ADVERTISING PRICE LIST

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 <sup>st</sup> 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 <sup>st</sup> endpaper	2,290 EUR	210 × 280 mm – bleed
2 <sup>nd</sup> endpaper	2,290 EUR	210 × 280 mm – bleed
2 <sup>nd</sup> cover page	2,420 EUR	210 × 280 mm – bleed
3 <sup>rd</sup> cover page	2,420 EUR	210 × 280 mm – bleed
4 <sup>th</sup> 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

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.







## 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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