SILNICE ŽELEZNICE

KONSTRUKCE MEDIA

MEDIA KIT 2027
SILNICE-ŽELEZNICE

MAGAZINE PROFILE

SILNICE ŽELEZNICE is a professional magazine focused on transport infrastructure and linear construction projects. It provides a trusted platform for sharing professional knowledge, experience and know-how among experts from both academia and the business sector. The magazine offers space for presenting major projects, innovations and technological solutions, and helps strengthen the professional standing of institutions, companies and individuals. It actively supports the education of the next generation of experts, connects theory with practice, and contributes to the development and cohesion of the professional community.

Regular sections:

• Roads • Railways • Bridges • Tunnels • Public Transport • Waterways
• People • Design and Engineering • Trains and Components
• Construction Machinery and Equipment • Legislation • Education
• People & Appointments • Industry News

OUR MISSION

We give a voice to those who have something valuable to show and share with others. Through expert articles, interviews and reports on interesting projects, we help companies present their work, experience and achievements. This enables them to raise their profile among other professionals, gain new business contacts, establish partnerships and reach prospective employees. At the same time, we want to show the younger generation how interesting and diverse the world of transport infrastructure is, and what career opportunities it offers.

Together, we are shaping the future of our industry.
With respect and pride.

TARGET GROUPS

- Professionals from companies involved in the construction of transport infrastructure
- Manufacturers and suppliers to the railway industry
- Investors
- Designers and engineering consultants
- Industry associations

CIRCULATION

- Print run: 4,000 copies
- Readership: 10,500 people

FREQUENCY

- 5 issues per year

DISTRIBUTION

- **Public administration:** Chamber of Deputies of the Parliament of the Czech Republic; public administration and local government bodies; public procurement authorities
- **Construction sector:** large, medium-sized and specialist construction companies; design and engineering offices; architects; construction subcontractors; universities; industry associations; developers
- **Railway industry:** railway manufacturers and suppliers; research, design, manufacturing and operations
- **Trade fairs, exhibitions and conferences**, according to the focus of each issue
- **Direct mail** and databases
- **Subscribers**

READER PROFILE BY COMPANY ACTIVITY

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

EDITORIAL CALENDAR

ISSUE	AD / PR COPY DUE	PUBLICATION DATE	MAGAZINE THEMES	CONFERENCES & EVENTS
1/2027	**12 Mar**	**9 Apr**	Bridges, footbridges and key projects; trends in bridge structures; municipalities and bridge registers; tunnels and underground structures; civil protection; reconstruction and expansion of airports	• Sympozium MOSTY • Konference Ocelové konstrukce • Konference Dopravní Infrastruktura • Konference Letiskové vozovky • Konference Projektování • pozemních komunikací • Odborné setkání Železnice Pardubice
2/2027	**3 May**	**31 May**	Increasing railway line capacity; new tram lines; station reconstruction; rolling stock and rail transport; train and component manufacturing; safety solutions and telematics; MADE IN CZECH RAIL special feature	• Veletrh Rail Business Days • Soutěž Dopravní stavba roku
3/2027	**18 Jun**	**20 Jul**	Urban transport infrastructure; metro; road construction and maintenance; road materials and structures; traffic signs and road safety; construction machinery; building materials	• Dopravní konference a silniční veletrh • Konference Střední Morava • Konference ředitelů projektových společností
4/2027	**3 Sep**	**29 Sep**	Completion of the motorway network; transport links between regions; road and motorway maintenance; road and motorway surfacing; noise-reduction measures	• Silniční konference • Diskuzní seminář k sympoziu Mosty • Konference Zakládání staveb • Veletrh CzechBus • Konference sdělovací a zabezpečovací techniky • Konference KONSTRUKCE • Podkladní vrstvy vozovek a zemní těleso • Betonářské dny • Konference Asfaltové vozovky • Seminář Ivana POLIAČKA (SK) • Konference Hluk • VOD (SK)
5/2027	**29 Oct**	**30 Nov**	Railway construction; prospects for rail freight transport; sustainability in transport; transport and passenger safety; expected legislative changes in 2028	• Konference Železnice • Železniční mosty a tunely • Konference Dozorování • Mezinárodní konference Současné problémy v kolejových vozidlech

The editorial team reserves the right to change topics and dates.

We offer advertisers a wide range of modern media formats to promote their brands, projects and products. In addition to **advertising and PR articles**, you can also make use of our **new editorial sections**, which we would be pleased to introduce to you in more detail. In cooperation with you, we can also prepare broader thematic features in which your company can be represented through commercial cooperation and by contributing to editorial content.

You can also take part in the production of **video podcasts** (including promotion on social media, our website and in the print magazine) or **video reports from your business environment**. These formats offer a unique opportunity to stand out from the competition and reach the people who matter most to your business.

Get involved and bring your brand closer to the decision-makers!

STANDARD ADVERTISING RATES

FORMAT	ADVERTISING RATE	PR ARTICLE RATE	DIMENSIONS
1 page	CZK 48,000	CZK 35,000	210 × 280 mm, full bleed
1/2 page	CZK 25,000	CZK 18,000	175 × 125 mm, type area (landscape) 85 × 254 mm, type area (portrait)
1/3 page	CZK 16,000	CZK 12,000	175 × 82 mm, type area (landscape) 56 × 254 mm, type area (portrait)
1/4 page	CZK 12,000	CZK 9,000	175 × 60 mm, type area (landscape) 85 × 125 mm, type area (portrait)
PHOTO FOCUS	CZK 75,000	–	2 pages
PHOTO REPORTAGE	CZK 75,000	–	2 pages
INTERVIEW / BESPOKE ARTICLE	CZK 75,000	–	2 pages
DISPLAY ADVERTISING (heavier paper stock)	CZK 60,000	–	1 page

COVERS & FRONT INSERT PAGES

PLACEMENT	RATE	DIMENSIONS
Front cover – photo + logo	CZK 80,000	210 × 280 mm, full bleed
Front cover sponsorship: bottom strip featuring the partner's logo and tagline	CZK 55,000	
First front insert page	CZK 55,000	210 × 280 mm, full bleed
Second front insert page	CZK 55,000	210 × 280 mm, full bleed
Inside front cover	CZK 58,000	210 × 280 mm, full bleed
Inside back cover	CZK 58,000	210 × 280 mm, full bleed
Outside back cover	CZK 70,000	210 × 280 mm, full bleed

BELLY BANDS & MAGAZINE INSERTS

SPECIAL ADVERTISING	RATE	DIMENSIONS
Magazine belly band	CZK 39,000	
Leaflet inserted at the client's chosen position in the magazine	CZK 30,000	Any leaflet size up to 210 × 280 mm
Promotional items supplied with the magazine	CZK 35,000	

SILNICE-ZELEZNICE.CZ WEBSITE PROFILE

We are more than a magazine – we are a community with an active online presence. We operate the **silnice-zeleznice.cz** portal, where we publish the latest industry news and complement it with selected articles from the magazine, making this content accessible to current and future professionals, including students.

Our up-to-date industry news is complemented by selected magazine articles, making them available to professionals and students in construction and related fields.

Our sections

• People • Roads • Railways • Materials and Technologies
• Urban Transport • Finance and Law • Education

WEBSITE IN NUMBERS

- 6,730 users per month
- 10,100 page views per month
- 70% of users actively engage with the content
- To extend the reach of our website content, we use LinkedIn, where we have more than 1,130 followers in our professional community

Join our digital platform and use our reach within the professional community to communicate your key messages.

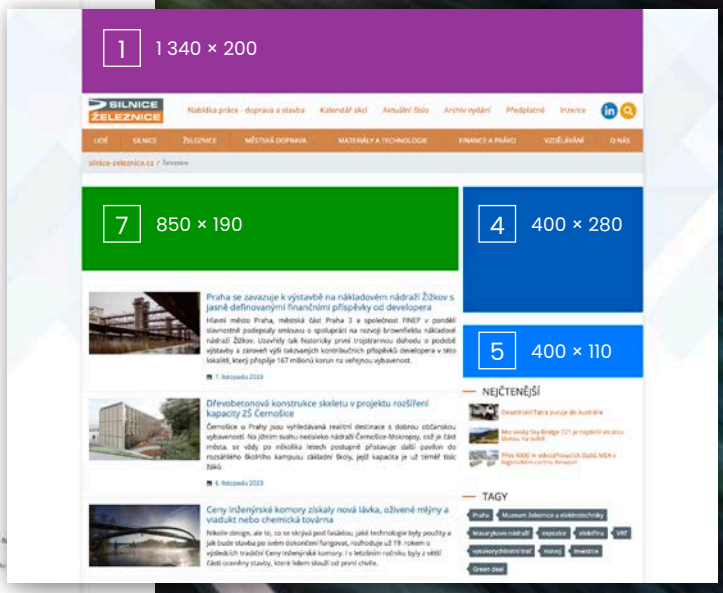
STANDARD ONLINE ADVERTISING RATES

PLACEMENT		RATE	DIMENSIONS
Website header banner (Maximum of two banners in the header.)	1	CZK 20,000	1 345 × 200 px
Main banner – position 1 (On the homepage after the first article and at the end of each article, excluding sponsored articles.)	2	CZK 15,000	850 × 190 px
Main banner – position 2 and 3 (On the homepage after articles 3 and 5 respectively.)	3	CZK 8,000	850 × 190 px
Right-hand banner – position 1 (First banner above the Most Read section.)	4	CZK 15,000	400 × 280 px
Right-hand banner – position 2 (Second banner above the Most Read section.)	5	CZK 7,000	400 × 110 px
Right-hand banner – position 3 to 6 (Four banners displayed on every page in the right-hand column below the events calendar.)	6	CZK 3,000	400 × 110 px
Exclusive section partnership (project delivery; reconstruction and remediation; materials and technologies; design and engineering; education)	7	CZK 17,000	850 × 190 px, banner featuring the partner's logo and tagline
PR article		CZK 10,000	Supply a Word file and images; our web editor handles the layout.

WEBSITE HOMEPAGE



EXCLUSIVE SECTION SPONSORSHIP



PROMOTE YOUR RECRUITMENT CAMPAIGN ON OUR WEBSITE – FREE OF CHARGE!

We understand how difficult it is to find skilled professionals in today's construction labour market, and we would like to help. We offer our clients the opportunity to advertise their company's job vacancies on silnice-zeleznice.cz completely **FREE OF CHARGE**.

INDIVIDUAL QUOTATION AND TAILOR-MADE COMMUNICATION PROPOSAL

Based on your business and marketing objectives, we can prepare a **comprehensive communication proposal** tailored to your individual needs, including a **bespoke price quotation**. For more information, please contact our sales team.



CONTACT DETAILS

Mgr. Dagmar Šír
Executive Director KONSTRUKCE Media
+420 602 644 072 | dagmar.sir@konstrukce-media.cz
www.konstrukce-media.cz

SALES TEAM

Marek Janda	+420 737 283 516	janda@konstrukce-media.cz
Igor Vach	+420 737 283 517	vach@konstrukce-media.cz
Martin Lukš	+420 739 322 703	luks@konstrukce-media.cz
Petr Svoboda	+420 733 641 248	svoboda@konstrukce-media.cz

EDITORIAL TEAM

Petr Kotek (Editor-in-Chief)	+420 602 502 789	kotek@konstrukce-media.cz
Eliška Paulová (External Contributor)	+420 605 327 628	paulova@konstrukce-media.cz