

# KTIRIO

GREEK TECHNICAL EDITIONS



MEDIA DATA 2021

# KTIPIO

10 ISSUES / YEAR



**MAGAZINES**  
ISSN no. 1106-6598

KTIPIO / 4 ISSUES / YEAR



PRODUCT CATALOGUE  
1 ISSUE / YEAR



RENOVATION  
1 ISSUE / YEAR



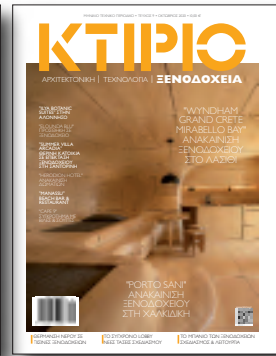
ENERGY  
1 ISSUE / YEAR



ARCHITECTURE  
1 ISSUE / YEAR



BAR & RESTAURANT  
1 ISSUE / YEAR



HOTELS  
1 ISSUE / YEAR

**PURCHASE PRICE**

- Annual subscription
- Greece / individuals € 85
  - Greece / companies € 105
  - International € 160

- Single copy
- 10.00 € excl. postage
- Product Catalogue
- 15.00 € excl. postage
- Architecture
- 15.00 € excl. postage

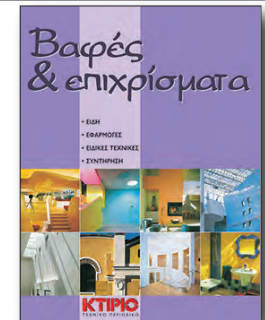
**BOOKS**



TECHNICAL GUIDES SERIES



ARCHITECTURAL SERIES



TECHNICAL SERIES

**ON LINE**



www.ktirio.gr



BANNER NEWSLETTER KTIPIO / 9.600 recipients



CORPORATE NEWSLETTER / 9.600 recipients

## PROFILE

KTIRIO is the first building design and technology magazine that was ever published in Greece. It is a monthly, national publication, which has been active since 1986. KTIRIO has its headquarters in Thessaloniki and as well an office in Athens. The magazine's editorial team is constituted exclusively by trained architects and engineers. Throughout its running years, it has managed to become one of the most widely known communication means for the promotion of new technologies and new materials. KTIRIO through its valid, well-documented and technically oriented contents has become an indispensable tool for the construction professionals. The magazine is widely recognized and its success is evident by the fact that it is the periodical with the highest circulation among professionals of the construction field.

KTIRIO publishes technical articles, new products, new buildings and presents every subject related to constructions in Greece, focusing on innovative technologies that apply in constructions in all developed countries. Due to the scientific, proficient, technical structure of the magazine, KTIRIO gained the trust of architects, civil engineers and contractors in Greece and won the first place in circulation and readership among competition.

## FREQUENCY

- 4 issues KTIRIO/ARCHITECTURE AND TECHNOLOGY
- 1 issue KTIRIO / ARCHITECTURE AND DESIGN
- 1 issue CATALOGUE OF CONSTRUCTION PRODUCTS
- 1 issue KTIRIO / ARCHITECTURE AND HOTELS
- 1 issue KTIRIO / ARCHITECTURE AND ENERGY
- 1 issue KTIRIO / ARCHITECTURE AND RENOVATION
- 1 issue KTIRIO / BAR & RESTAURANT

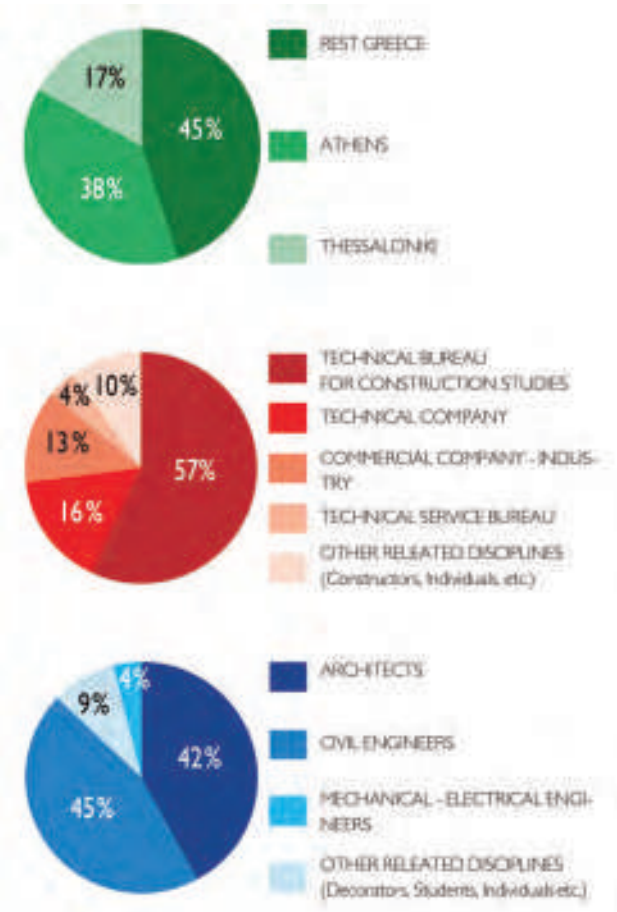
## WEBSITE

Our website's number of visitors is worthy of note. According to the latest data, (Google Analytics, 2020) last year, 384.000 unique visitors (32.000 per month) visited 1.290.000 pages of KTIRIO'S website. The average time spent on our website per visitor is an impressive 2':00".

As it is demonstrated by the above data, our frequently updated website has proven to be an extremely useful tool among its users. It offers a rich database on

## CIRCULATION & READERSHIP BREAKDOWN

The magazine's monthly circulation is approximately 5.000 copies. It has 3.500 annual subscribers and it is distributed in central bookstores and newsstands. Thus, KTIRIO informs and communicates ideas to numerous architectural practices, construction companies and developers throughout Greece. Its readership breakdown regards almost solely the construction section professionals such as:



construction materials and companies, technical guidance, and building design and technology articles. Moreover it functions as a showcase for the work of prominent Greek architects by presenting examples of their work. The contents of our website are currently available only in Greek.

Therefore, KTIRIO offers all the means for effectively communicating building design and technology ideas and issues as well as to successfully promote the companies of the construction field.

## TECHNICAL SPECIFICATIONS

### Dates

Publication schedule: **10 times a year**

Publication dates: **In the first day of the month**

Booking deadline: **Four weeks prior to publication**

Copy deadline: **Four weeks prior to publication**

Format: **230 ≈ 300 mm Trim Size,**

**210 ≈ 280 mm Bleed Size, all edges**

**4 mm trim per cutting edge**

Print method Offset printing / adhesive binding

### Paper

**KTIRIO architecture & technology,**

Inside pages: Velvet Quattro silk 100 g/m<sup>2</sup>,

Cover: Velvet Quattro silk 200 g/m<sup>2</sup>,

**KTIRIO architecture**

Inside pages: Velvet Quattro silk 115 g/m<sup>2</sup>,

Cover: bitacot 300 g/m<sup>2</sup>,

### PRODUCT KATALOGUE

Inside pages: Velvet Quattro silk 100 g/m<sup>2</sup>,

Cover: Velvet Quattro silk 200 g/m<sup>2</sup>

### Copy / Artwork

The preferred data format is PDF.

All used fonts must be embedded.

Also possible are unseparated tiff and eps files.

Open data (e.g. InDesign, QuarkXPress, etc.)

should be avoided. Colour mode CMYK, 300 dpi,

graphic data in bitmap mode, min. 1200 dpi.

Trimming: min. 4 mm per bleed edge.

Colour templates are required for all advertisements:

digital proofs.

### Delivery address

KTIRIO, technical magazine

PO BOX 8136, 2, Kranidioti str

57001 Themi, Thessaloniki

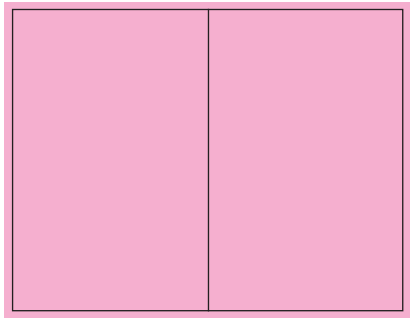
Greece

Tel.: +30 2310 480 540

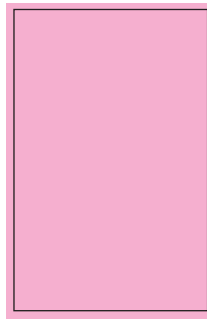
Artwork can also be sent via e-mail:

[adv@ktirio.gr](mailto:adv@ktirio.gr)

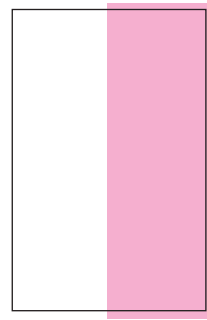
### Trim (Page size 230 x 300 mm) / Bleed Ads (Width x Height = W x H)



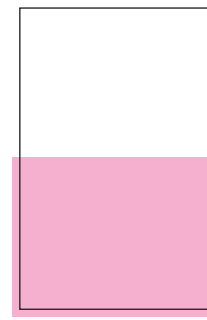
Double page ads  
WXH mm 468 X 308



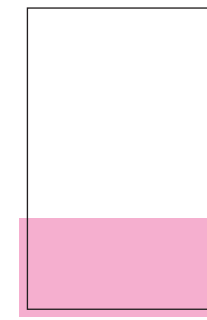
Full page ads  
W X H mm 238 X 308



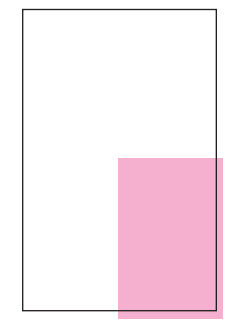
1/2 page ads  
W X H mm 119 X 308



1/2 page ads  
W X H mm 238 X 152

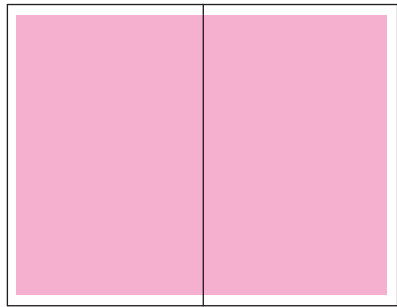


1/3 page ads  
W X H mm 238 X 102

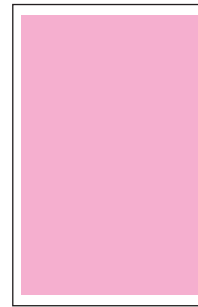


1/4 page ads  
W X H mm 119 X 154

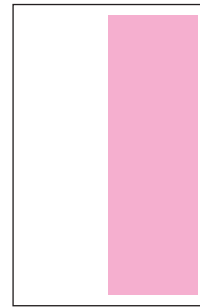
### Type area



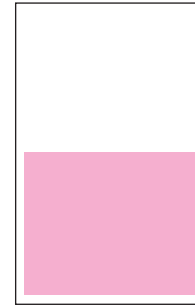
Double page ads  
WXH mm 440 X 280



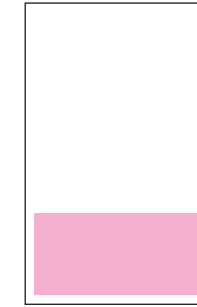
Full page ads  
W X H mm 210 X 280



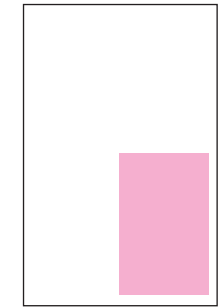
1/2 page ads  
W X H mm 105 X 280



1/2 page ads  
W X H mm 210 X 140



1/3 page ads  
W X H mm 210 X 90



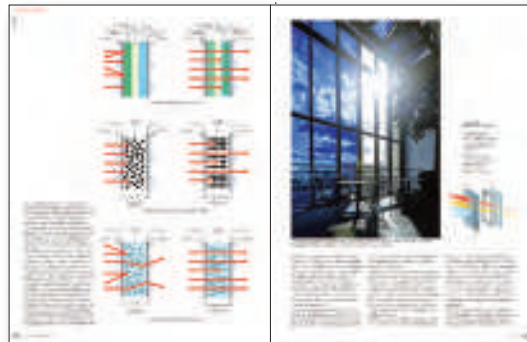
1/4 page ads  
W X H mm 105 X 140

### SUPPLEMENTS INSERTS

Size: max. W X H mm 238 X 380,  
Cost upon request.

### SITE & NEWSLETTER BANNERS

Cost upon request.



## TECHNICAL ARTICLE

4-6 pages



## COMPANIES' TECHNOLOGIES

2 pages



## COMPANIES' TECHNOLOGIES

1 page



## COMPANIES' PRODUCTS

1/6 page



## COMPANIES' PRESS RELEASES

1/3, 1/4page