

# YEARBOOK

## IFMA Czech Republic

MEDIAKIT



**Ing. Jiří Knap**  
IFMA CZ president



In 2020, the IFMA association, the CZ branch, celebrated 20th anniversary of establishment. The role and importance of the facility manager in every company significantly increased in connection with the organization and implementation of anti-covid measures in the last two years.

We decided to introduce this indispensable profession closer to any company and the general professional public.

Professionals working in an interdisciplinary environment have a proven track record and a significant impact on the life cycle costs of the managed property, for this they deserve from many owners or financial directors large Thanks.

The IFMA CZ Association is an association of experts across the field of the facility management, from among providers, clients, consultants, operators CAFM software and academics teaching the field at universities.

We draw on knowledge and cooperate with a worldwide network of partners IFMA, an association of more than 30,000 members.

# FORMS OF THE YEARBOOK OF PARTNERSHIP

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## Main partner

- Full-page advertising
- PR article = company profile
- Insertion of the logo at the beginning of the publication
- 10 free publications, another with a 50 % discount

**Price for advertising: 50,000 CZK**

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## Partner

- ½ page ad
- Insertion of the logo at the beginning of the publication
- 5 free publications, another with a 50 % discount

**Price for advertising: 25,000 CZK**

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## Business card

- ⅛ advertising page in the list of suppliers / sorted alphabetically
- 2 free publications, another with a 50 % discount

**Price for advertising: 8,000 CZK**



# PUBLICATION CONTENT

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- Summary data of the Czech facility management market
- Expert view of the market segment from IFMA CZ specialists
- Analysis of post-covid development in all areas of industry, retail, logistics and hospitality
- A source of information for facility managers in companies and public institutions
- Contacts to all important players in the market
- English and German summary



illustration preview of the yearbook

## The main reasons to advertise in the IFMA Yearbook

- **unique publication** mapping 20 years of the field in the range at least of 80 pages
- the only **authorized overview of the facility management** market in the Czech Republic
- contacts for „players“ in the field
- **targeted distribution** to 500+ addresses
- distribution during Facility Management Week – November 2021



illustration preview of the yearbook

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\* deadline for advertising 20 / 10 / 2021

| distribution 8 / 11 / 2021