



Periodicity: monthly
 Print run: 53,500
 Format: 210 x 275 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 5/4 + 1/0 UV glossy lacquer
 Binding: V2

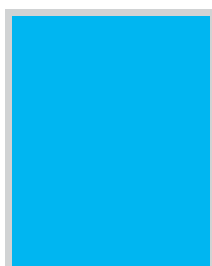
ADVERTISING RATES

	SINGLE PAGE	APETIT	SPECIAL	MASOOO!
standard page		172,000	121,000	152,000
front inside cover		258,000	167,000	182,000
back outside cover		303,000	202,000	207,000
back inside cover		232,000	152,000	167,000
1st single page		222,000		
2nd single page		212,000		
3rd single page		212,000		
4th single page		202,000		
5th single page		192,000		
single page advertorial		202,000	152,000	182,000
scentstrip*		172,000		
glued inserts (one sheet)*		172,000		
DOUBLE PAGE				
standard double page		343,000		303,000
unfolding front V-gate cover		505,000		
1st double page		434,000		
2nd double page		404,000		
3rd double page		394,000		
4th double page		384,000		
double page advertorial		404,000		364,000
SMALL FORMATS				
half page		121,000	81,000	96,000
one third of a page vertical		121,000		96,000
one quarter page		58,000		40,000
one sixth of a page		35,000		

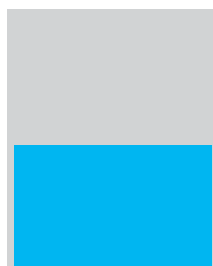
SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/18	18. 12. 2018	21. 12. 2018	16. 1. 2019
3/18	21. 1. 2019	24. 1. 2019	20. 2. 2019
4/18	18. 2. 2019	21. 2. 2019	20. 3. 2019
5/18	18. 3. 2019	21. 3. 2019	17. 4. 2019
6/18	12. 4. 2019	15. 4. 2019	15. 5. 2019
7/18	17. 5. 2019	20. 5. 2019	19. 6. 2019
8/18	14. 6. 2019	17. 6. 2019	17. 7. 2019
9/18	15. 7. 2019	18. 7. 2019	14. 8. 2019
10/18	19. 8. 2019	22. 8. 2019	18. 9. 2019
11/18	16. 9. 2019	19. 9. 2019	16. 10. 2019
12/18	11. 10. 2019	14. 10. 2019	13. 11. 2019
1/19	18. 11. 2019	21. 11. 2019	18. 12. 2019
Apetit specials			
Veggie 1/2019	1. 3. 2019	4. 3. 2019	28. 3. 2019
masooo!	3. 5. 2019	6. 5. 2019	30. 5. 2019
Veggie 2/2019	27. 8. 2019	30. 8. 2019	26. 9. 2019
Vánoční speciál	24. 9. 2019	27. 9. 2019	24. 10. 2019

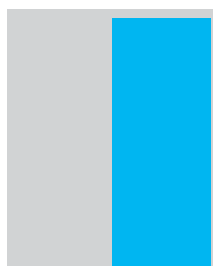
FORMAT



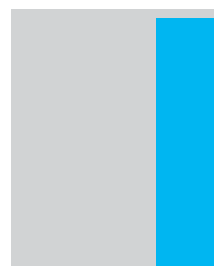
1/1
 210 x 275 mm
 trip size
 188 x 250 mm
 type area



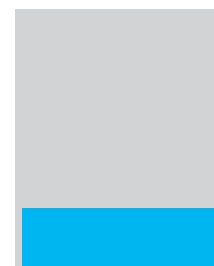
1/2 horizontal
 210 x 135 mm
 trip size
 188 x 122 mm
 type area



1/2 vertical
 102 x 275 mm
 trip size
 92 x 250 mm
 type area



1/3 vertical
 67 x 275 mm
 trip size
 60 x 250 mm
 type area



1/3 horizontal
 210 x 88 mm
 trip size
 188 x 77 mm
 type area

* CZK 0.25 production cost

INSERTS

INSERTS IN TITLE:

- 1 sheet – CZK 2.5
- 2 sheets – CZK 4.0
- 4 sheets – CZK 6.5
- 6 sheets – CZK 7.5
- 8 sheets – CZK 8.0
- insert for subscribers – CZK 15

PRODUCTION COSTS:

CZK 0.70 for placing



1/4 vertical
 102 x 135 mm
 trip size

Apetit

RU/month: 900 000
IMP/month: 3 000 000

WEB SECTION	FORMAT	SIZE/px	IMP/MONTH	CPT	PRICE/WEEK	SIZE /kB/
all web	Rollband	990 x 250	425 000	850		50 kB
all web	Branding	1700 x 1200	3 000 000	1000		150 kB
all web	Megaboard	940 x 250	3 000 000	800		50 kB
all web	Square	300 x 300	3 000 000	550		50 kB
all web	Largeboard	300 x 600	3 000 000	650		50 kB
all web	Rectangle	610 x 200	3 000 000	550		50 kB
all web	Footerboard	930 x 250	3 000 000	650		50 kB
home page	PR article in carousel*				75 000 CZK / week	
all web	Outstream video	610 x 340	500 000	800		
all web	Videospot 30s**		1 000 000	600		
all web	Banner with video***	according to choice banner	2 400 000		price of position + 20% of the price	

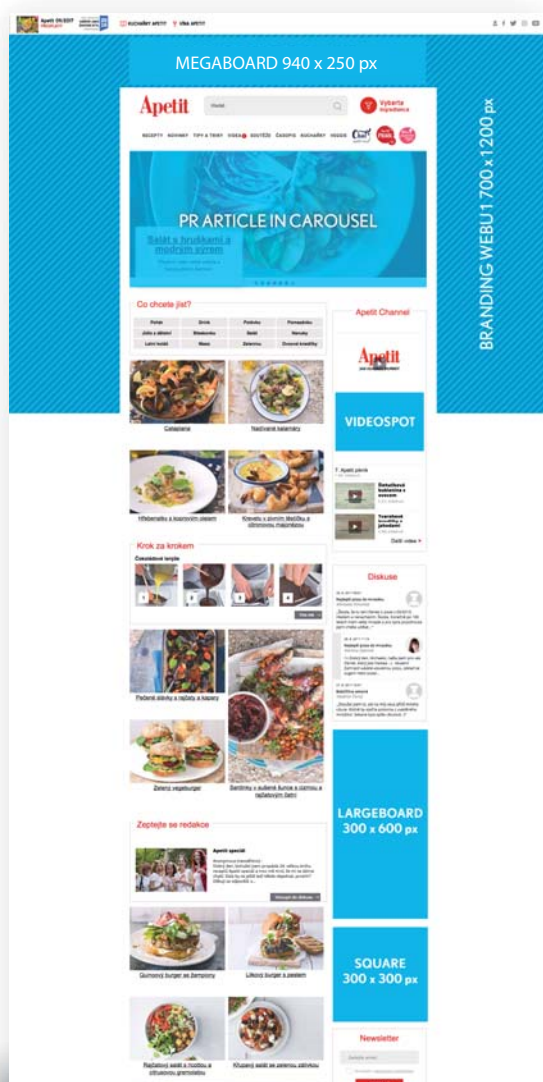
The price list is in CZK without VAT and is valid for 2019. CPT price is for 1000 impressions. We reserve the right to change prices 4 times a year. For Terms & Conditions and technical specifications, please visit www.burda.cz. Campaign details must be submitted within 5 business days before the beginning of the campaign. If the documents are delivered later, we can not guarantee the number of impressions.

* The PR article in the carousel is displayed in the editorial carousel for one day and then is tagged in the PR article position in the top article till the end of the week.

** Video placed in the section of editorial video. Maximal video size is 300 x 300 px.

*** Video can be placed in all standard advertising format: square, largeboard, megaboard, rollband, footerboard, etc.

AD FORMATS DESCRIPTION



Apetit

DATABASE / SOCIAL MEDIA

FORMAT	REACH/SIZE	PRICE
Newsletter - Text ad		3,50 CZK/contact
Newsletter - PR article in NL		3,50 CZK/contact
Newsletter square	300 x 300	3 CZK/contact
Newsletter largeboard	300 x 600	3 CZK/contact
FB post (no guarantees)*		5 000 CZK
Sponsored FB post*		15 000 CZK
Instagram (no guarantees)*		5 000 CZK
Sponsored IG post*		20 000 CZK

MOBILE ADVERTISING

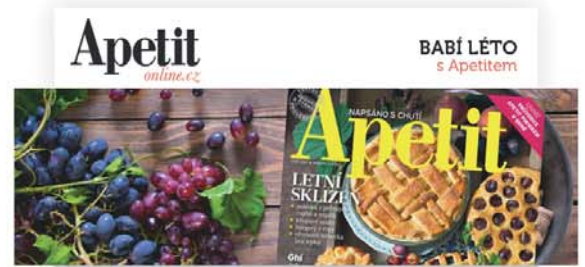
POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Interscroller	350 000	1200
Mobil	Cube / Cube Extra	350 000	900
Mobil	Branded video	350 000	1100
Mobil	Peel Off	400 000	1000
Mobil	Wipe	350 000	1200
Mobil	Cinematograph	350 000	1100
Mobil	Galery	350 000	1100



INTERSCROLLER



PEEL OFF



Záříjové vydání Apetitů právě v prodeji!

NEWSLETTER TEXT AD

Záříjové číslo je plné... která je právě ve...
vstředná témata. Na... v...
okrasné kuličky (p...
francouzské cukrářny a...
velký manuál pro rodiče, je...
co přepřel svým dětem v...
nedávni leti...
na výrobu přepuštěného másla) a nápady, jak snadno a levně ozvládnout kuchyň.

NEWSLETTER PR ARTICLE IN NL

Snový košík s oSTRUŽINAMI
Kouzelné letní léta

Hledáte nápady, co podniknout s košíkem plným hub?

> Podívejte se!

Kančí na víně se švestkami a hrozny

Jednoduchý a přesto rafinovaný pokrm.

Kapsičky se šunkou a houbami

Sytá svačina do ruky.

Pečená jablka s křupavou náplní a čokoládou

Dokonalá sladká tečka.

Přehledka veggie chuti je tady!

Apetit VEGGIE!

59 Kč

ROZŠÍŘENÍ NA GRIL

predplatne.apetitonline.cz

Tak chutnají prázdniny!

LĚTO

NOVINKA

obchod.apetitonline.cz

PŘEDPLAŤTE SI ČASOPIS APETIT

NEWSLETTER SQUARE

300 x 300 px

NEWSLETTER LARGEBOARD

600 x 300 px

* Subject to editorial approval
Other options according to individual agreement and appraisal

APETIT DIGITAL VERSION

prices in CZK, valid from 1. 1. 2019 and for advertising of one brand only

2019



POSSIBILITIES OF THE DIGITAL ADVERTISING

- Active link to the advertiser's website (website address, any word or image)
- Video placement
 - Insertion directly into the frame on the site and automatic start
 - Triggered by a graphical button on the site (in full screen mode)
- Placement of the recording
- Placement of picture gallery
- 360 °view on the object
- Creation of special graphics (motion) over the ad

PRICESHEET

	PRICE
Interactive link / video / photogallery in current ad	10 000 CZK
New page 1/1 (location at the end of digital version)	25 000 CZK
New double page 2/1 (location within digital version according to topic)	50 000 CZK



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