

Prices in CZK without VAT, valid from 1.1.2024, for advertising of one brand only, non-standard formats and special campaigns are solved individually.



Periodicity: monthly
 Print run: 36 000
 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	POP-UP	SPECIAL
standard page	189 000 CZK		168 000 CZK
front inside cover	285 000 CZK		200 000 CZK
back outside cover	334 000 CZK		228 000 CZK
back inside cover	256 000 CZK		184 000 CZK
1st single page	245 000 CZK		
2nd single page	233 000 CZK		
3rd single page	233 000 CZK		
4th single page	223 000 CZK		
5th single page	212 000 CZK		
single page advertorial	223 000 CZK		200 000 CZK
glued inserts (one sheet)*	189 000 CZK		
DOUBLE PAGE			
standard double page	378 000 CZK		334 000 CZK
unfolding front V-gate cover	520 000 CZK		
1st double page	478 000 CZK		
2nd double page	445 000 CZK		
3rd double page	434 000 CZK		
4th double page	424 000 CZK		
double page advertorial	445 000 CZK		399 000 CZK
SMALL FORMATS			
half page	135 000 CZK	65 000 CZK	107 000 CZK
one third of a page vertical	135 000 CZK		107 000 CZK
one quarter page	65 000 CZK	45 000 CZK	44 000 CZK
one sixth of a page		25 000 CZK	

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	10. 11. 2023	14. 11. 2023	14. 12. 2023
2/2024	15. 12. 2023	19. 12. 2023	18. 1. 2024
3/2024	12. 1. 2024	16. 1. 2024	15. 2. 2024
4/2024	9. 2. 2024	13. 2. 2024	14. 3. 2024
5/2024	15. 3. 2024	19. 3. 2024	18. 4. 2024
6/2024	19. 4. 2024	22. 4. 2024	23. 5. 2024
7/2024	17. 5. 2024	21. 5. 2024	20. 6. 2024
8/2024	14. 6. 2024	17. 6. 2024	18. 7. 2024
9/2024	12. 7. 2024	16. 7. 2024	15. 8. 2024
10/2024	9. 8. 2024	13. 8. 2024	12. 9. 2024
11/2024	13. 9. 2024	17. 9. 2024	17. 10. 2024
12/2024	11. 10. 2024	15. 10. 2024	14. 11. 2024
1/2025	8. 11. 2024	12. 11. 2024	12. 12. 2024

Apetit specials

1/2024	9. 8. 2024	14. 8. 2024	12. 9. 2024
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*production cost 0,60 CZK

**production costs 1 silicone dot 1,30 CZK/pcs, 2 silicone dots 1,70 CZK/pcs

***production costs of an insertion into position 1,20 CZK/pcs

Note: The final price depends on the size, weight and number of inserts. Always request an individual calculation.

General conditions and technical specifications can be found at <https://burda.cz/cs/inzerce/ke-stazeni/tisk>.

GLUED INSERTS**

into position - CZK 2,70

INSERTS***

1 sheet - CZK 2,70

2 sheets - CZK 4,20

4 sheets - CZK 6,80

6 sheets - CZK 8,00

8 sheets - CZK 8,50

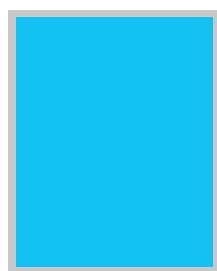
insert for subscribers - CZK 16,00



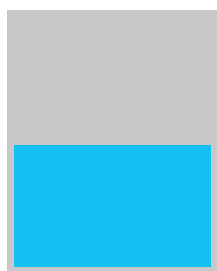
1/4

102 x 135 mm
trip size

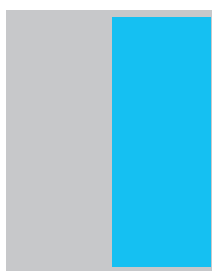
FORMATS



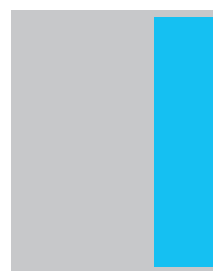
1/1
210 x 275 mm
trip size
188 x 250 mm
type area



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

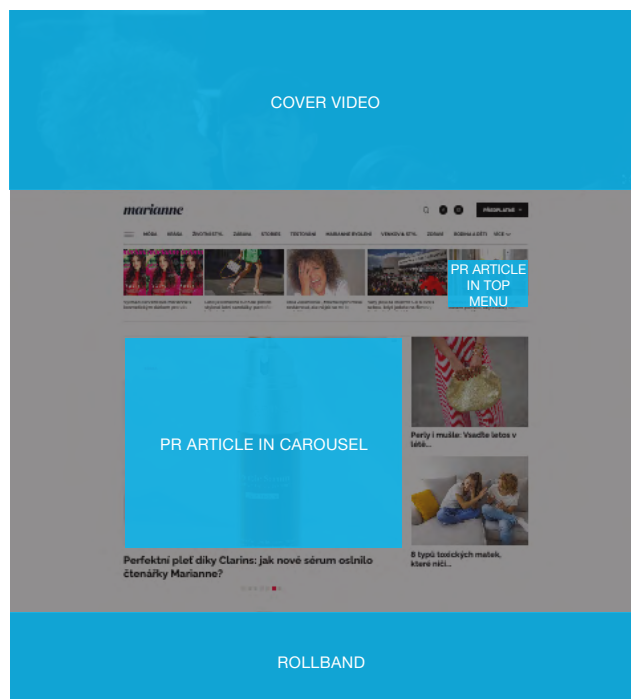
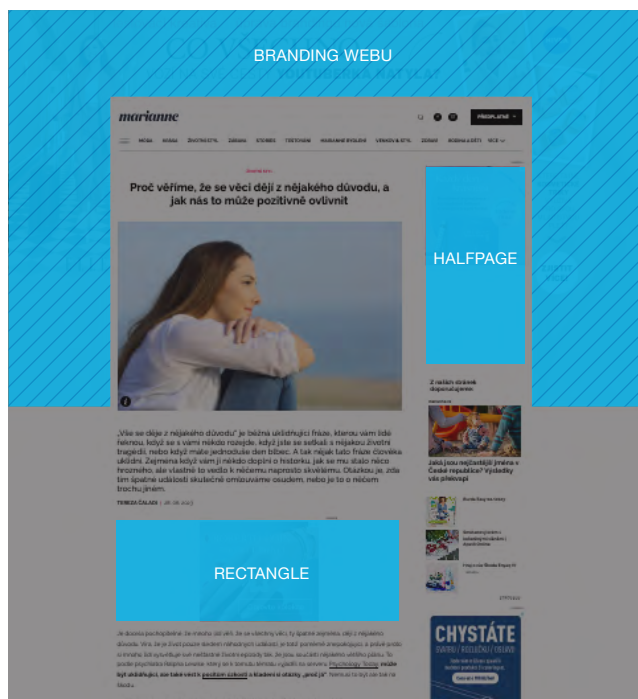
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Apetit

CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	600 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	280 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	400 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	700 CZK	FB post	40 000 CZK
Outstream	600 CZK	FB story	30 000 CZK
PR article in carousel**	45 000 CZK	IG post	40 000 CZK
PR article (quiz)	85 000 CZK	IG story	30 000 CZK
Vignette (mobile only)	800 CZK	Tik Tok post	40 000 CZK
Interstitial video (mobile only)	650 CZK		

The CPT price is per 1000 impressions. General conditions and technical specifications can be found at <https://burda.cz/en/advertising/download/print>. Campaign preparation materials must be submitted no later than 5 working days before the start of the campaign. If the documents are delivered later, we cannot guarantee the number of impressions. Graphic processing of unfinished materials, resizing, or creating a key visual is subject to individual pricing. The price depends on the total scope of graphic work. Content on social networks delivered by the client is subject to the approval of the editors. In the case of requirements for specific campaign goals, the setting and price will be individual. * The PR article in the carousel is displayed in the editorial carousel for one day and then it is tagged on HP by the end of the week.

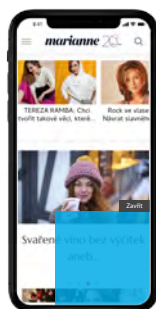
AD FORMATS DESCRIPTION



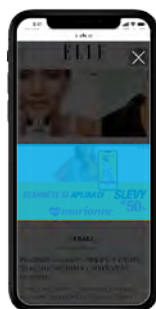
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

