



Periodicity: monthly  
 Print run: 15,000  
 Format: 215 x 267 mm  
 Colors: 4/4 CMYK  
 Paper: LWU  
 Cover: 4/4  
 Binding: V1

## ADVERTISING RATES

	BURDA	SPECIAL
<b>SINGLE PAGE</b>		
standard page	125,000	80,000
front inside cover	175,000	95,000
back outside cover	190,000	110,000
back inside cover	155,000	95,000
1st single page	155,000	90,000
2nd single page		85,000
single page advertorial	150,000	85,000
scentstrip*	150,000	85,000
glued inserts (one sheet)*	115,000	60,000
<b>DOUBLE PAGE</b>		
standard double page	250,000	120,000
double page advertorial	300,000	170,000
<b>SMALL FORMATS</b>		
half page horizontal or vertical	90,000	45,000
one third of a page vertical	90,000	45,000
one quarter page	55,000	30,000
one sixth of a page	30,000	22,000

## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE	TITLE	BOOKING	DEADLINE	ON SALE
2/19	31. 12. 2018	2. 1. 2019	23. 1. 2019	Burda Easy 1/2019	11. 1. 2019	15. 1. 2019	31. 1. 2019
3/19	28. 1. 2019	30. 1. 2019	20. 2. 2019	Burda Kids 1/2019	8. 2. 2019	12. 2. 2019	28. 2. 2019
4/19	25. 2. 2019	27. 2. 2019	20. 3. 2019	Burda Plus 1/2019	22. 2. 2019	26. 2. 2019	14. 3. 2019
5/19	27. 3. 2019	29. 3. 2019	24. 4. 2019	Burda Easy 2/2019	9. 8. 2019	13. 8. 2019	29. 8. 2019
6/19	26. 4. 2019	30. 4. 2019	22. 5. 2019	Burda Plus 2/2019	6. 9. 2019	10. 9. 2019	26. 9. 2019
7/19	27. 5. 2019	29. 5. 2019	19. 6. 2019	Burda Baby 1/2019	20. 9. 2019	24. 9. 2019	10. 10. 2019
8/19	1. 7. 2019	3. 7. 2019	24. 7. 2019				
9/19	29. 7. 2019	31. 7. 2019	21. 8. 2019				
10/19	26. 8. 2019	28. 8. 2019	18. 9. 2019				
11/19	30. 9. 2019	2. 10. 2019	23. 10. 2019				
12/19	25. 10. 2019	30. 10. 2019	20. 11. 2019				
1/20	27. 11. 2019	29. 11. 2019	27. 12. 2019				

## 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

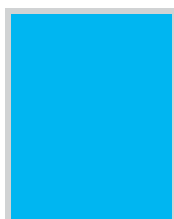
### PRODUCTION COSTS:

CZK 0.70 for placing

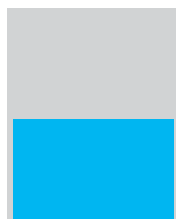


1/3 horizontal  
 215 x 87 mm  
 trip size  
 196 x 79 mm  
 type area

## FORMAT



1/1  
 215 x 267 mm  
 trip size  
 196 x 251 mm  
 type area



1/2 horizontal  
 215 x 130 mm  
 trip size  
 196 x 121 mm  
 type area



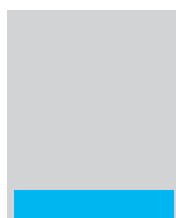
1/2 vertical  
 103 x 267 mm  
 trip size  
 95 x 251 mm  
 zrcadlo sazby



1/3 vertical  
 70 x 267 mm  
 trip size  
 63 x 251 mm  
 type area



1/4  
 95 x 123 mm  
 type area



1/4 horizontal  
 215 x 70 mm  
 trip size  
 196 x 59 mm  
 type area



1/4 vertical  
 52 x 267 mm  
 trip size  
 45 x 251 mm  
 type area



1/6  
 95 x 80 mm  
 type area



RU/month: 18 000  
IMP/month: 100 000

WEB SECTION	FORMAT	SIZE/px	IMP/MONTH	CPT	PRICE / WEEK	SIZE /kB/
all web	Rollband	990 x 250	15 000	850		50 kB
all web	Branding	1700 x 1200	100 000	1000		150 kB
all web	Megaboard	1000 x 250	100 000	800		50 kB
all web	Square	300 x 300	100 000	500		50 kB
all web	Largeboard	300 x 600	100 000	550		50 kB
all web	Footerboard	930 x 250	100 000	550		50 kB
home page	PR article in carousel*				15 000 CZK / week	
home page	PR article**	3000 symbols / 5 images / logo / URL			10 000 CZK / week	
all web	Outstream video		10 000	800		
all web	Banner with video***	according to choice banner	80 000		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.

\* PR article in the carousel is displayed in the editorial carousel for three days, and then it is placed as a PR article mini carousel till the end of a week

\*\* Part of a PR article can also be a competition, product placement, photos, video and url

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

## MOBILE ADVERTISING

POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Interscroller	5 500	1 000 CZK
Mobil	Cube / Cube Extra	5 500	800 CZK
Mobil	Mobile Layer	5 500	900 CZK
Mobil	Peel Off	9 500	850 CZK

POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Wipe	5 500	1 000 CZK
Mobil	Cinematograph	5 500	900 CZK
Mobil	Galery	5 500	900 CZK

## AD FORMATS DESCRIPTION

MEGABOARD 1000 x 250 px

BRANDING 1700 x 1200 px

LARGEBOARD 300 x 600 px

SQUARE 300 x 300 px

NOVINKY V E-SHOPU

ROLLBAND 990 x 250 px

FOOTERBOARD 930 x 250 px

NOVINKY V E-SHOPU