

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: 20 000
 Format: 215 x 267 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4
 Binding: V1

ADVERTISING RATES

| | BURDA | SPECIAL |
|------------------------------|-------------|-------------|
| SINGLE PAGE | | |
| standard page | 139 000 CZK | 89 000 CZK |
| front inside cover | 194 000 CZK | 106 000 CZK |
| back outside cover | 212 000 CZK | 122 000 CZK |
| back inside cover | 173 000 CZK | 106 000 CZK |
| 1st single page | 173 000 CZK | 100 000 CZK |
| 2nd single page | | 95 000 CZK |
| single page advertorial | 167 000 CZK | 95 000 CZK |
| DOUBLE PAGE | | |
| standard double page | 278 000 CZK | 134 000 CZK |
| double page advertorial | 334 000 CZK | 189 000 CZK |
| SMALL FORMATS | | |
| half page | 104 000 CZK | 51 000 CZK |
| one third of a page vertical | 104 000 CZK | 51 000 CZK |
| one quarter page | 64 000 CZK | 35 000 CZK |

SCHEDULE

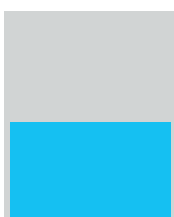
| ISSUE | BOOKING | DEADLINE | ON SALE | SPECIAL | BOOKING | DEADLINE | ON SALE |
|---------|--------------|--------------|--------------|----------------------|--------------|--------------|--------------|
| 1/2024 | 16. 11. 2023 | 30. 11. 2023 | 20. 12. 2023 | Burda Pletení 1/2024 | 2. 1. 2024 | 5. 1. 2024 | 24. 1. 2024 |
| 2/2024 | 22. 12. 2023 | 28. 12. 2023 | 17. 1. 2024 | Burda Plus 1/2024 | 6. 2. 2024 | 9. 2. 2024 | 28. 2. 2024 |
| 3/2024 | 19. 1. 2024 | 1. 2. 2024 | 21. 2. 2024 | Burda Easy 1/2024 | 13. 2. 2024 | 16. 2. 2024 | 6. 3. 2024 |
| 4/2024 | 23. 2. 2024 | 29. 2. 2024 | 20. 3. 2024 | Burda Kids 1/2024 | 2. 4. 2024 | 5. 4. 2024 | 24. 4. 2024 |
| 5/2024 | 22. 3. 2024 | 28. 3. 2024 | 17. 4. 2024 | Burda Plus 2/2024 | 30. 4. 2024 | 3. 5. 2024 | 22. 5. 2024 |
| 6/2024 | 19. 4. 2024 | 24. 4. 2024 | 15. 5. 2024 | Burda Easy 2/2024 | 4. 6. 2024 | 7. 6. 2024 | 26. 6. 2024 |
| 7/2024 | 24. 5. 2024 | 30. 5. 2024 | 19. 6. 2024 | Burda Plus 3/2024 | 13. 8. 2024 | 16. 8. 2024 | 4. 9. 2024 |
| 8/2024 | 20. 6. 2024 | 27. 6. 2024 | 17. 7. 2024 | Burda Easy 3/2024 | 3. 9. 2024 | 6. 9. 2024 | 25. 9. 2024 |
| 9/2024 | 19. 7. 2024 | 1. 8. 2024 | 21. 8. 2024 | Burda Pletení 2/2024 | 1. 10. 2024 | 4. 10. 2024 | 23. 10. 2024 |
| 10/2024 | 23. 8. 2024 | 29. 8. 2024 | 18. 9. 2024 | Burda Plus 4/2024 | 15. 10. 2024 | 18. 10. 2024 | 6. 11. 2024 |
| 11/2024 | 20. 9. 2024 | 26. 9. 2024 | 16. 10. 2024 | Burda Easy 4/2024 | 19. 11. 2024 | 22. 11. 2024 | 11. 12. 2024 |
| 12/2024 | 18. 10. 2024 | 24. 10. 2024 | 13. 11. 2024 | | | | |
| 1/2025 | 22. 11. 2024 | 28. 11. 2024 | 18. 12. 2024 | | | | |

INSERTS*

| | |
|---------------------|------------------------------------|
| 1 sheet - CZK 2,70 | 6 sheets - CZK 8,00 |
| 2 sheets - CZK 4,20 | 8 sheets - CZK 8,50 |
| 4 sheets - CZK 6,80 | insert for subscribers - CZK 16,00 |

*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>.

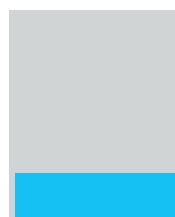
FORMATS



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
 type area



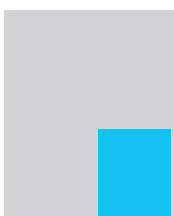
1/3 horizontal
 215 x 87 mm
 trip size
 196 x 79 mm
 type area



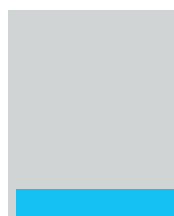
1/1
 215 x 267 mm
 trip size
 196 x 251 mm
 type area



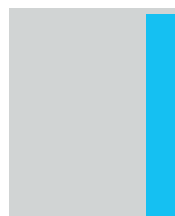
1/3 vertical
 70 x 267 mm
 trip size
 63 x 251 mm
 type area



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

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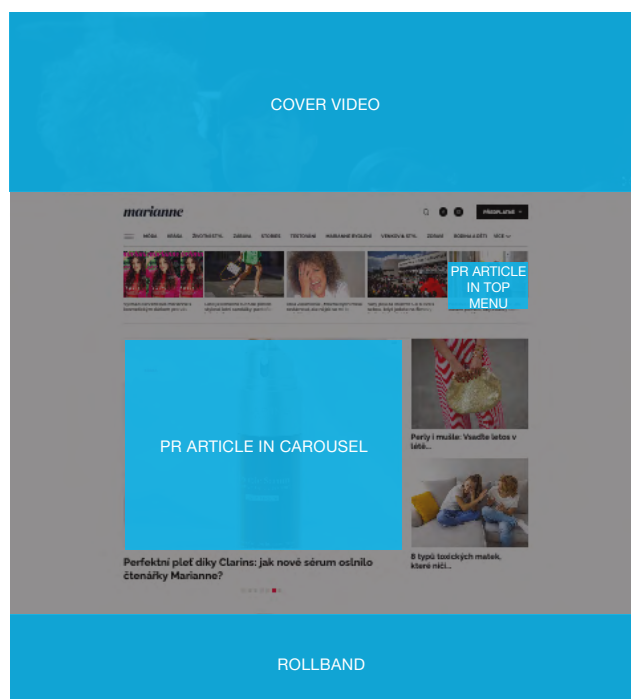
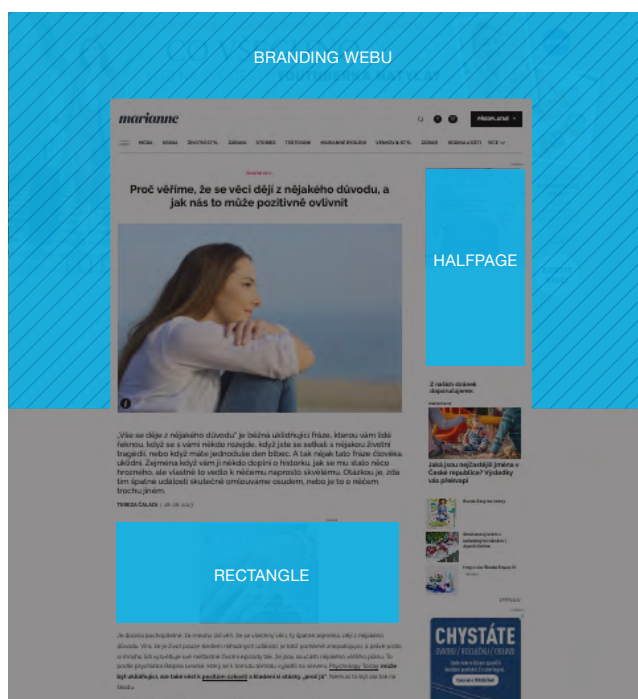


| CROSS DEVICE ADVERTISING | CPT |
|----------------------------------|------------|
| Branding | 450 CZK |
| Halfpage | 270 CZK |
| Rectangle | 350 CZK |
| Rollband | 650 CZK |
| Outstream | 500 CZK |
| PR article in carousel** | 25 000 CZK |
| PR article (quiz) | 85 000 CZK |
| Vignette (mobile only) | 700 CZK |
| Interstitial video (mobile only) | 550 CZK |

| NEWSLETTER / SOCIAL MEDIA | PRICE |
|-------------------------------|------------------|
| Newsletter product tip/image | 3,50 CZK/contact |
| Newsletter link to PR article | 3,50 CZK/contact |
| Newsletter partnership | 4,50 CZK/contact |
| FB post | 20 000 CZK |
| FB story | 15 000 CZK |
| IG post | 20 000 CZK |
| IG story | 15 000 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.

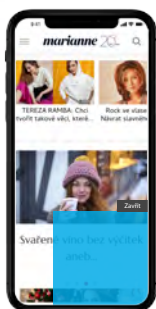
AD FORMATS DESCRIPTION



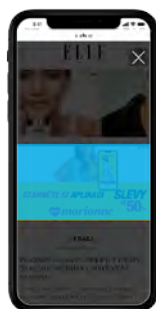
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

