

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: 18 000
 Format: 195 x 285 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4 (or 5/4)
 + 1/0 UV glossy lacquer
 Binding: V2

ADVERTISING RATES

SINGLE PAGE

standard page	133 000 CZK
front inside cover	221 000 CZK
back outside cover	279 000 CZK
back inside cover	200 000 CZK
1st single page	194 000 CZK
single page advertorial	156 000 CZK

DOUBLE PAGE

standard double page	265 000 CZK
unfolding front V-gate cover	433 000 CZK
double page advertorial	311 000 CZK

SMALL FORMATS

half page horizontal or vertical	98 000 CZK
half page advertorial	109 000 CZK
one third of a page horizontal or vertical	87 000 CZK
one quarter page	68 000 CZK
one quarter page horizontal	68 000 CZK
junior page	125 000 CZK

SCHEDULE

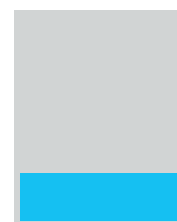
ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	22. 11. 2023	29. 11. 2023	13. 12. 2023
2/2024	3. 1. 2024	10. 1. 2024	24. 1. 2024
3/2024	7. 2. 2024	14. 2. 2024	28. 2. 2024
4/2024	6. 3. 2024	13. 3. 2024	27. 3. 2024
5/2024	3. 4. 2024	10. 4. 2024	24. 4. 2024
6/2024	30. 4. 2024	7. 5. 2024	22. 5. 2024
7/2024	29. 5. 2024	5. 6. 2024	19. 6. 2024
8/2024	3. 7. 2024	10. 7. 2024	24. 7. 2024
9/2024	31. 7. 2024	7. 8. 2024	21. 8. 2024
10/2024	28. 8. 2024	4. 9. 2024	18. 9. 2024
11/2024	25. 9. 2024	2. 10. 2024	16. 10. 2024
12/2024	23. 10. 2024	30. 10. 2024	13. 11. 2024
1/2025	27. 11. 2024	4. 12. 2024	18. 12. 2024

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

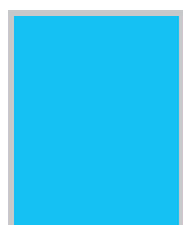
*production costs of an insertion into position 1,20 CZK/pcs

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>.

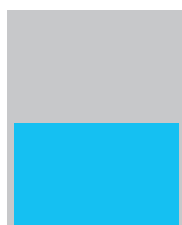


1/3 horizontal
 195 x 93 mm
 trip size
 173 x 80 mm
 type area

FORMATS



1/1
 195 x 285 mm
 trip size
 173 x 260 mm
 type area



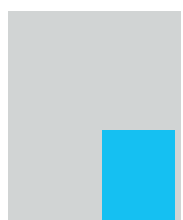
1/2 horizontal
 195 x 140 mm
 trip size
 173 x 127 mm
 type area



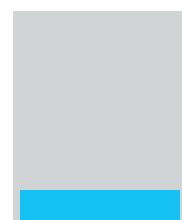
1/2 vertical
 95 x 285 mm
 trip size
 81 x 260 mm
 type area



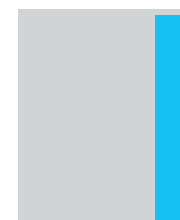
1/3 vertical
 62 x 285 mm
 trip size
 53 x 260 mm
 type area



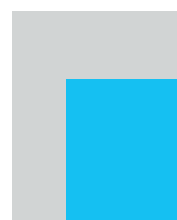
1/4
 95 x 140 mm
 trip size
 83 x 127 mm
 type area



1/4 horizontal
 195 x 68 mm
 trip size
 173 x 60 mm
 type area



1/4 vertical
 45 x 285 mm
 trip size
 35 x 260 mm
 type area



juniorpage
 130 x 195 mm
 trip size
 115 x 182 mm
 type area

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CROSS DEVICE ADVERTISING

CPT

Branding	600 CZK
Halfpage	280 CZK
Rectangle	400 CZK
Rollband	700 CZK
PR article in TOP menu* / PR article in carousel**	35 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	650 CZK

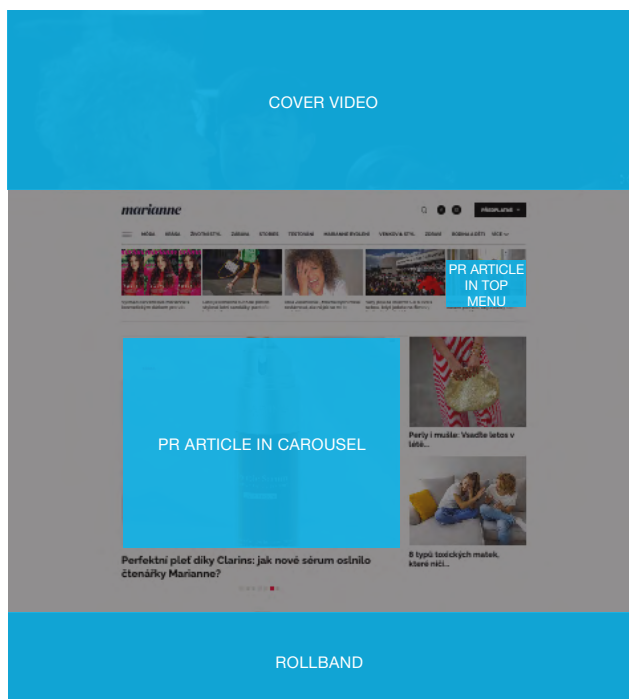
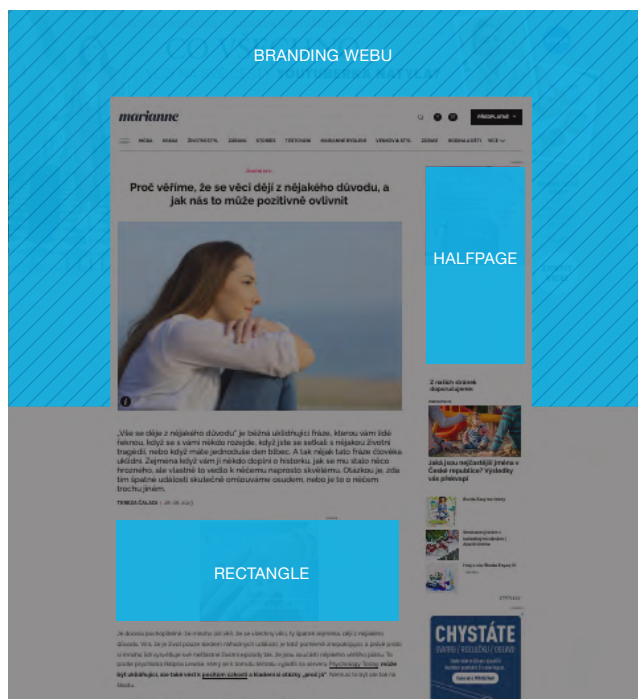
NEWSLETTER / SOCIAL MEDIA

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	10 000 CZK
FB story	10 000 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 top menu is displayed for three days and then it is tagged on HP by the end of the week.
 ** 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.

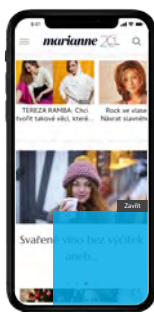
AD FORMATS DESCRIPTION



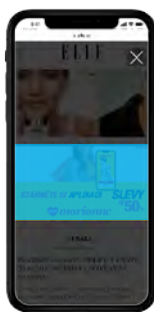
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

