

Prices in CZK without VAT, valid from 1.1.2025, 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

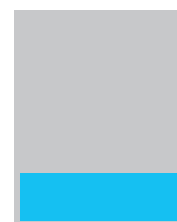
ISSUE	BOOKING	DEADLINE	ON SALE
1/2025	27. 11. 2024	4. 12. 2024	18. 12. 2024
2/2025	8. 1. 2025	15. 1. 2025	29. 1. 2025
3/2025	5. 2. 2025	12. 2. 2025	26. 2. 2025
4/2025	5. 3. 2025	12. 3. 2025	26. 3. 2025
5/2025	2. 4. 2025	9. 4. 2025	23. 4. 2025
6/2025	30. 4. 2025	7. 5. 2025	21. 5. 2025
7/2025	28. 5. 2025	4. 6. 2025	18. 6. 2025
8/2025	2. 7. 2025	9. 7. 2025	23. 7. 2025
9/2025	30. 7. 2025	6. 8. 2025	20. 8. 2025
10/2025	27. 8. 2025	3. 9. 2025	17. 9. 2025
11/2025	24. 9. 2025	1. 10. 2025	15. 10. 2025
12/2025	22. 10. 2025	29. 10. 2025	12. 11. 2025
1/2026	26. 11. 2025	3. 12. 2025	17. 12. 2025

## 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

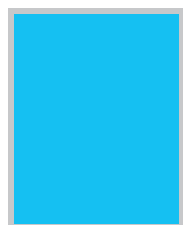
\*production costs of an insertion into position 1,20 CZK/pcs

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>.

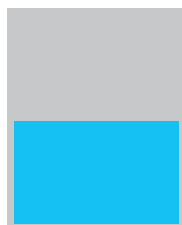


**1/3 horizontal**  
 195 x 93 mm  
 trip size  
 173 x 80 mm  
 type area

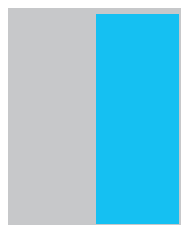
## FORMATS



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



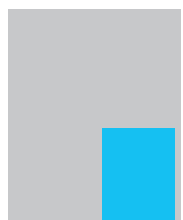
**1/2 horizontal**  
 195 x 140 mm  
 trip size  
 173 x 127 mm  
 type area



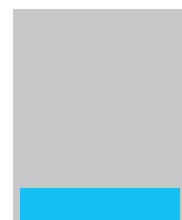
**1/2 vertical**  
 95 x 285 mm  
 trip size  
 81 x 260 mm  
 type area



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



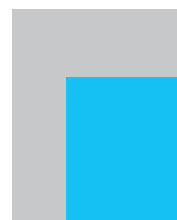
**1/4**  
 95 x 140 mm  
 trip size  
 83 x 127 mm  
 type area



**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	300 CZK
Rectangle	370 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

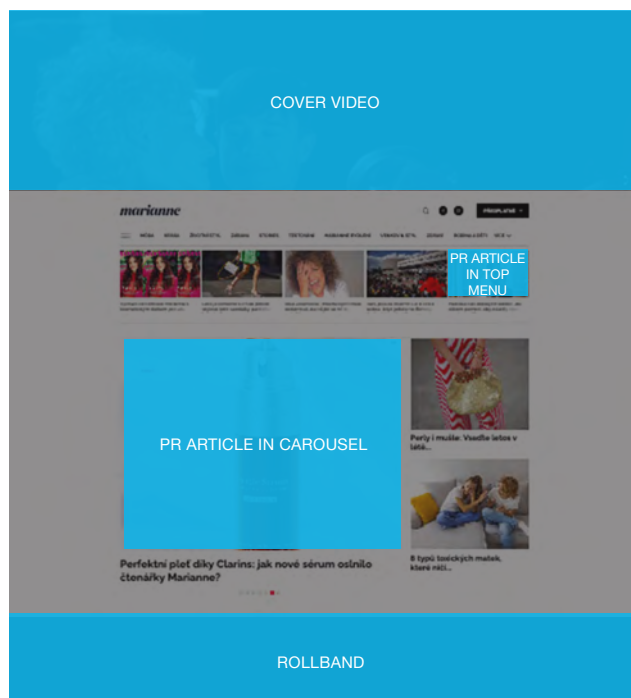
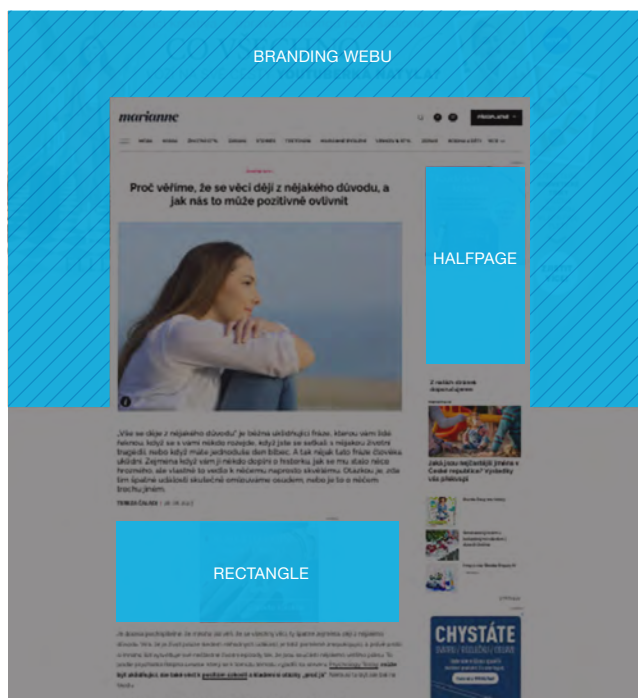
## NEWSLETTER / SOCIAL MEDIA

## 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.

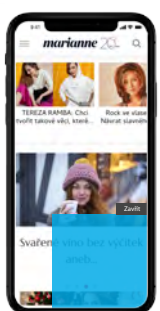
## AD FORMATS DESCRIPTION



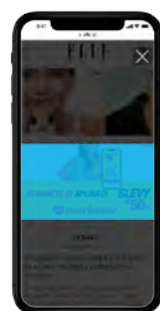
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

