

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: quarterly
 Print run: 18 000
 Format: 220 x 285 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 4/4 + 1/0
 UV glossy lacquer
 Binding: V2

ADVERTISING RATES

SINGLE PAGE	ELLE DECORATION	POP-UP
standard page	153 000 CZK	
front inside cover	208 000 CZK	
back outside cover	229 000 CZK	
back inside cover	191 000 CZK	
1st single page	191 000 CZK	
2nd single page	186 000 CZK	
3rd single page	181 000 CZK	
4th single page	175 000 CZK	
5th single page	170 000 CZK	
single page advertorial	181 000 CZK	
glued inserts (one sheet)*	152 000 CZK	
DOUBLE PAGE		
standard double page	306 000 CZK	
unfolding front V-gate cover	426 000 CZK	
1st double page	383 000 CZK	
2nd double page	355 000 CZK	
3rd double page	344 000 CZK	
4th double page	338 000 CZK	
5th double page	333 000 CZK	
double page advertorial	360 000 CZK	
SMALL FORMATS		
half page	110 000 CZK	50 000 CZK
one third of a page vertical	110 000 CZK	
one quarter page		30 000 CZK
one sixth of a page		22 000 CZK

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2025	14. 2. 2025	19. 2. 2025	19. 3. 2025
2/2025	23. 5. 2025	28. 5. 2025	25. 6. 2025
3/2025	22. 8. 2025	27. 8. 2025	24. 9. 2025
4/2025	14. 10. 2025	17. 10. 2025	19. 11. 2025

INSERTS***

into position - CZK 2,70

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 cost 0,60 CZK

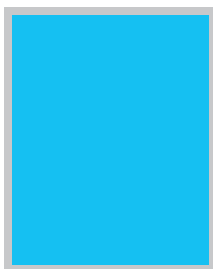
**production costs 1 silicone dot 1,30 CZK/pcs, 2 silicone dots 1,70 CZK/pcs

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

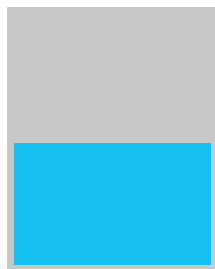
Note: The final price depends on the size, weight and number of inserts. Always request an individual calculation.

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

FORMATS



1/1
 220 x 285 mm
 trip size
 185 x 254 mm
 type area



1/2 horizontal
 220 x 140 mm
 trip size
 185 x 120 mm
 type area



1/2 vertical
 107,5 x 285 mm
 trip size
 86 x 254 mm
 type area



2/1
 440 x 285 mm
 trip size

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CROSS DEVICE ADVERTISING

CPT

Branding	950 CZK
Halfpage	560 CZK
Rectangle	650 CZK
Rollband	1 000 CZK
Cover video	1 350 CZK
PR article in TOP menu* / PR article in carousel**	70 000 CZK / 85 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	1 100 CZK
Interstitial video (mobile only)	900 CZK

NEWSLETTER / SOCIAL MEDIA

PRICE

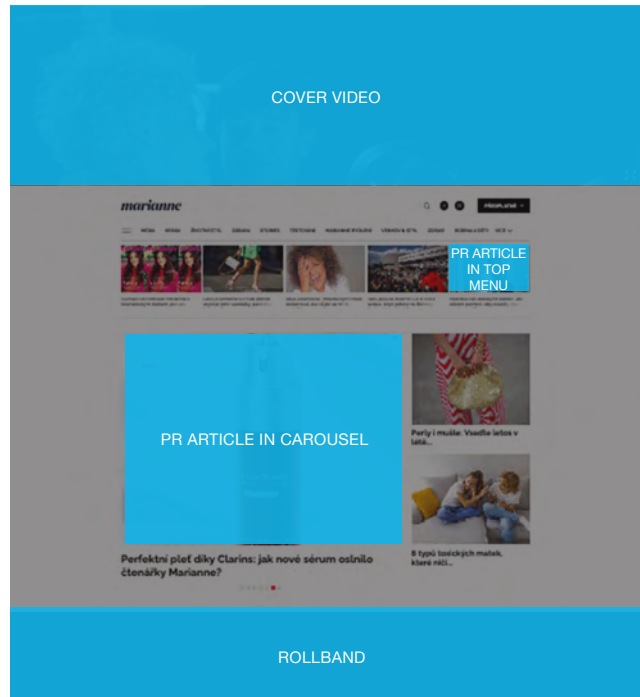
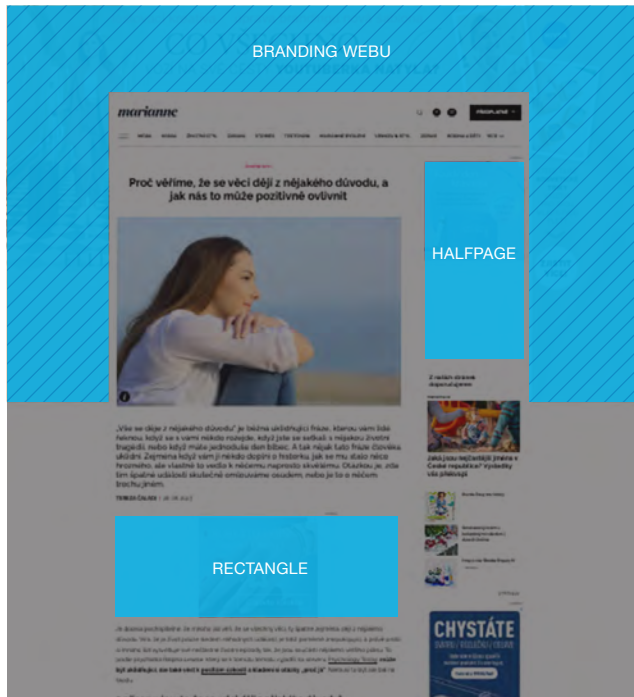
Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	60 000 CZK
FB story	40 000 CZK
IG post	60 000 CZK
IG story	40 000 CZK

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 same conditions also apply to Elle Decoration.

* 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 24 hours and is tagged on HP by the end of the week.

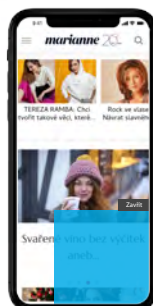
AD FORMATS DESCRIPTION



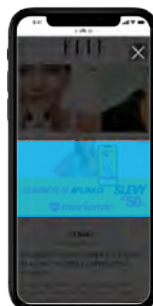
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

