

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: 25 000
 Format: 203 x 274 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	6. 11. 2023	9. 11. 2023	13. 12. 2023
2/2024	4. 12. 2023	7. 12. 2023	17. 1. 2024
3/2024	8. 1. 2024	11. 1. 2024	14. 2. 2024
4/2024	5. 2. 2024	8. 2. 2024	13. 3. 2024
5/2024	8. 3. 2024	13. 3. 2024	17. 4. 2024
6/2024	5. 4. 2024	10. 4. 2024	15. 5. 2024
7/2024	13. 5. 2024	16. 5. 2024	19. 6. 2024
8/2024	10. 6. 2024	13. 6. 2024	17. 7. 2024
9/2024	8. 7. 2024	11. 7. 2024	14. 8. 2024
10/2024	12. 8. 2024	15. 8. 2024	18. 9. 2024
11/2024	9. 9. 2024	12. 9. 2024	16. 10. 2024
12/2024	7. 10. 2024	10. 10. 2024	13. 11. 2024
1/2025	4. 11. 2024	7. 11. 2024	11. 12. 2024

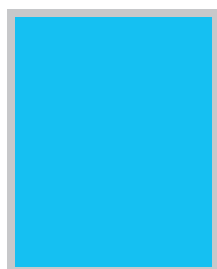
GLUED INSERTS**

into position - CZK 2,70

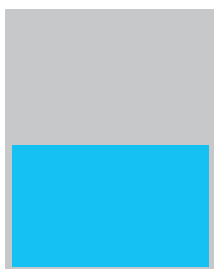
INSERTS***

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

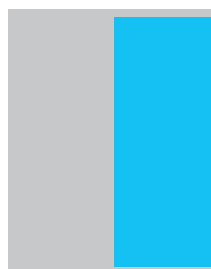
FORMATS



1/1
 203 x 274 mm
 trip size
 173 x 244 mm
 type area



1/2 horizontal
 203 x 134 mm
 trip size
 173 x 121 mm
 type area



1/2 vertical
 99 x 274 mm
 trip size
 84 x 244 mm
 type area



1/3 vertical
 65 x 274 mm
 trip size
 55 x 244 mm
 type area

ADVERTISING RATES

SINGLE PAGE	ELLE	POP-UP	SPECIAL
standard page	285 000 CZK		213 000 CZK
back outside cover	432 000 CZK		328 000 CZK
back inside cover	359 000 CZK		267 000 CZK
1st left next to the table of content	359 000 CZK		267 000 CZK
1st right next to the table of content	359 000 CZK		267 000 CZK
2nd single page	349 000 CZK		256 000 CZK
3rd single page	338 000 CZK		251 000 CZK
4th single page	328 000 CZK		240 000 CZK
5th single page	317 000 CZK		235 000 CZK
6th single page	317 000 CZK		229 000 CZK
7th single page	306 000 CZK		
8th single page	306 000 CZK		
9th single page	306 000 CZK		
10th single page	306 000 CZK		
single page advertorial	338 000 CZK		251 000 CZK
scentstrip*	285 000 CZK		213 000 CZK
glued inserts (one sheet)*	285 000 CZK		213 000 CZK
DOUBLE PAGE			
standard double page	568 000 CZK		426 000 CZK
unfolding front V-gate cover	1 080 000 CZK		
unfolding front Z-gate cover	791 000 CZK		593 000 CZK
1st double page	711 000 CZK		530 000 CZK
2nd double page	666 000 CZK		498 000 CZK
3rd double page	645 000 CZK		480 000 CZK
4th double page	634 000 CZK		469 000 CZK
5th double page	623 000 CZK		459 000 CZK
6th double page	612 000 CZK		454 000 CZK
double page advertorial	677 000 CZK		503 000 CZK
1st double page after table of content	602 000 CZK		447 000 CZK
2nd double page after table of content	595 000 CZK		442 000 CZK
3rd double page after table of content	589 000 CZK		437 000 CZK
SMALL FORMATS			
half page	205 000 CZK	82 000 CZK	153 000 CZK
one third of a page vertical	205 000 CZK		
one quarter page		57 000 CZK	
one sixth of a page		32 000 CZK	

*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>.

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ELLE

CROSS DEVICE ADVERTISING

CPT

Branding	950 CZK
Halfpage	560 CZK
Rectangle	750 CZK
Rollband	1 000 CZK
Cover video	1 350 CZK
Outstream	950 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	40 000 CZK
FB story	30 000 CZK
IG post	40 000 CZK
IG story	30 000 CZK
Tik Tok post	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 one day and then it is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION

BRANDING WEBU

HALFPAGE

RECTANGLE

COVER VIDEO

PR ARTICLE IN CAROUSEL

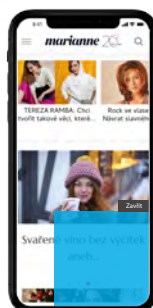
ROLLBAND



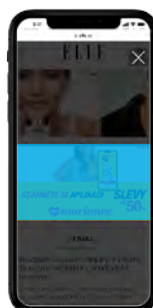
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

