

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.



## CROSS DEVICE ADVERTISING

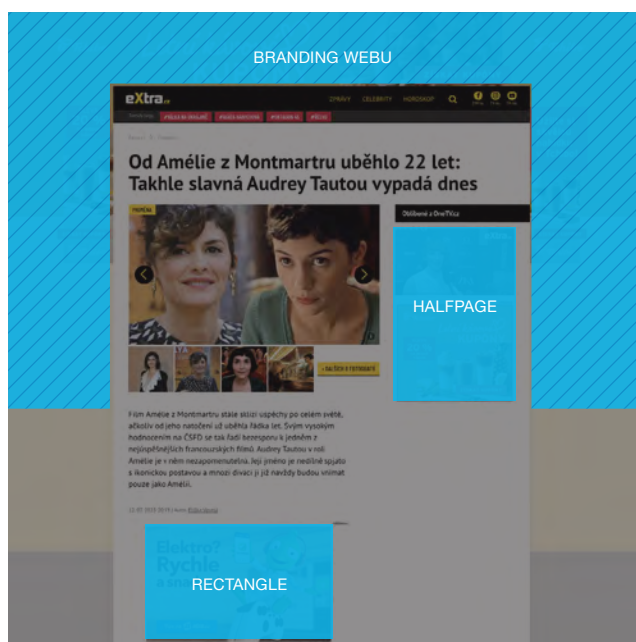
	CPT
Branding	600 CZK
Halfpage	300 CZK
Rectangle	370 CZK
PR article	35 000 CZK
Instream	590 CZK
Vignette (mobile only)	750 CZK

## NEWSLETTER / SOCIAL MEDIA

	PRICE
FB post	40 000 CZK
FB story	25 000 CZK
IG post	35 000 CZK
IG story	25 000 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.

## AD FORMATS DESCRIPTION



INTERSCROLLER  
MOBILE RECTANGLE