



Periodicity: monthly
 Print run: 36,000
 Format: 168 x 223 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 5/4 + 1/0 UV lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	BOOKING
2/19	6. 12. 2018	12. 12. 2018	10. 1. 2019
3/19	15. 1. 2019	21. 1. 2019	14. 2. 2019
4/19	12. 2. 2019	18. 2. 2019	14. 3. 2019
5/19	12. 3. 2019	18. 3. 2019	15. 4. 2019
6/19	12. 4. 2019	18. 4. 2019	16. 5. 2019
7/19	14. 5. 2019	20. 5. 2019	13. 6. 2019
8/19	11. 6. 2019	17. 6. 2019	11. 7. 2019
9/19	16. 7. 2019	22. 7. 2019	15. 8. 2019
10/19	13. 8. 2019	19. 8. 2019	12. 9. 2019
11/19	10. 9. 2019	16. 9. 2019	10. 10. 2019
12/19	15. 10. 2019	21. 10. 2019	14. 11. 2019
1/20	12. 11. 2019	18. 11. 2019	12. 12. 2019

ADVERTISING RATES

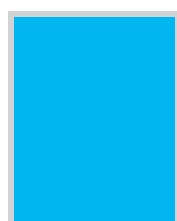
SINGLE PAGE	JOY
standard page	210,000
front inside cover	306,000
back outside cover	316 000
back inside cover	265,000
1st single page	260,000
2nd single page	255,000
3rd single page	245,000
4th single page	235,000
5th single page	230,000
6th single page	224,000
single page advertorial	255,000
scentstrip*	209,000
glued inserts (one sheet)*	209,000
DOUBLE PAGE	
standard double page	418,000
unfolding front V-gate cover	612,000
1st double page	520,000
2nd double page	490,000
3rd double page	469,000
4th double page	459,000
5th double page	454,000
6th double page	444,000
double page advertorial	510,000
1st double page after table of content	444,000
2nd double page after table of content	439,000
SMALL FORMATS	
half page horizontal or vertical	148,000
one third of a page vertical	148,000
one quarter page	
one sixth of a page	39,000

* CZK 0.25 production cost

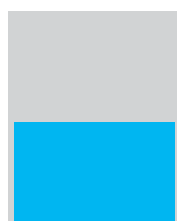
INSERTS

INSERTS IN TITLE:	4 sheets – CZK 6.5	PRODUCTION COSTS: CZK 0.70 for placing
1 sheet – CZK 2.5	6 sheets – CZK 7.5	
2 sheets – CZK 4.0	8 sheets – CZK 8.0	
insert for subscribers – CZK 15		

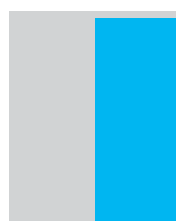
FORMAT



1/1
 168 x 223 mm
 trip size
 138 x 190 mm
 type area



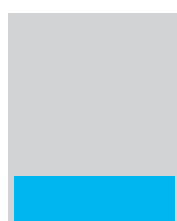
1/2 horizontal
 168 x 110 mm
 trip size
 138 x 93 mm
 type area



1/2 vertical
 82 x 223 mm
 trip size
 67 x 190 mm
 type area



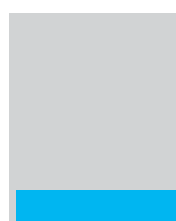
1/3 vertical
 53 x 223 mm
 trip size
 43 x 190 mm
 type area



1/3 horizontal
 168 x 72 mm
 trip size
 138 x 61 mm
 type area



1/4
 82 x 110 mm
 trip size
 67 x 93 mm
 type area



1/4 horizontal
 168 x 56 mm
 trip size



1/6
 84 x 74 mm
 type area



RU/month: 60 000
IMP/month: 1 100 000

WEB SECTION	FORMAT	SIZE/px	IMP/MONTH	CPT	PRICE/WEEK	SIZE /KB/
all web	Rollband	990 x 250	110 000	1100		50 KB
all web	Branding	1700 x 1200	1 100 000	1300		150 KB
all web	Megaboard	1000 x 250	1 100 000	1000		50 KB
all web	Square	300 x 300	1 100 000	600		50 KB
all web	Largeboard	300 x 600	1 100 000	700		50 KB
all web	Rectangle	610 x 200	1 100 000	600		50 KB
all web	Footerboard	930 x 250	1 100 000	700		50 KB
home page	PR article in top menu*				50 000 CZK / week	
home page	PR article in carousel*				55 000 CZK / week	
all web	Outstream video	610 x 340	50 000	1000		
all web	Videospot 30s**		110 000	650		
all web	Banner with video***	according to choice banner	600 000		price of position + 20% of the price	

The price list is in CZK without VAT and is valid for 2019. CPT price is for 1000 impressions. We reserve the right to change prices 4 times a year. For Terms & Conditions and technical specifications, please visit www.burda.cz. Campaign details must be submitted within 5 business days before the beginning of the campaign. If the documents are delivered later, we can not guarantee the number of impressions.

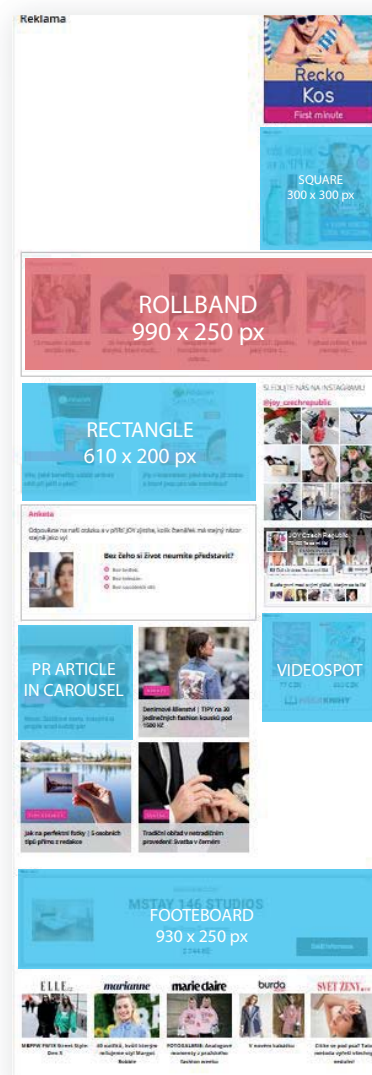
* The PR article in the top menu is displayed for three days and is then tagged in the PR article position in the top article till the end of the week.

** The PR article in the carousel is displayed in the editorial carousel for one day and then is tagged in the PR article position in the top article till the end of the week.

*** Video placed in the section of editorial video. Maximal video size is 300 x 300 px.

**** Video can be placed in all standard advertising format: square, largeboard, megaboard, rollband, footerboard, etc.

AD FORMATS DESCRIPTION





DATABASE / SOCIAL MEDIA

FORMAT	REACH/SIZE	PRICE
Newsletter - Text ad		3,50 CZK/contact
Newsletter - PR article in NL		3,50 CZK/contact
Newsletter square	300 x 300	3 CZK/contact
Newsletter largeboard	600 x 300	3 CZK/contact
FB post (no guarantees)*		10 000 CZK
Sponsored FB post*		15 000 CZK
Instagram (no guarantees)*		10 000 CZK
Sponsored IG post*		20 000 CZK

MOBILE ADVERTISING

POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Interscroller	20 000	1 300
Mobil	Cube / Cube Extra	20 000	1 000
Mobil	Branded video	20 000	1 200
Mobil	Peel Off	30 000	1 100
Mobil	Wipe	20 000	1 300
Mobil	Cinematograph	20 000	1 200
Mobil	Galery	20 00	1 200



INTERSCROLLER



PEEL OFF

The screenshot displays the JOY online.cz website interface. At the top, there's a navigation menu with categories: BEAUTY, CELEBRITY, FASHION, FITNESS, MIX, and E-SHOP. Below the menu is a large image of a woman's face. The main content area features several articles and advertisements:

- NEWSLETTER TEXT AD:** A blue banner with white text for a newsletter text ad.
- Beauty Article:** "Nejlepší parfémů roku 2016 pro holky" (Best perfumes of the year 2016 for girls) by Kosmetická redaktorka Marianne otestovala stovky nových vůní.
- Fitness Article:** "Novoroční předsevzetí: S našimi tipy je dodržíte!" (New Year resolutions: With our tips you will keep them!) by Kosmetická redaktorka Marianne otestovala stovky nových vůní.
- NEWSLETTER PR ARTICLE IN NL:** A blue banner for a newsletter PR article in NL.
- Magazine Cover:** "Únorová JOY 02 / 2017" (February JOY 02 / 2017) with a "PROHLÉDNOUT ČÍSLO" (View issue) button and a "PŘEDPLATNÉ" (Subscription) button.
- Fashion Article:** "8 důvodů, proč milujeme Adama Drivera. A vy také" (8 reasons why we love Adam Driver. And you too) by Kosmetická redaktorka Marianne otestovala stovky nových vůní.
- Beauty Article:** "Jak si správně žehlit vlasy a čeho se rozhodně vyvarovat" (How to properly iron hair and what to definitely avoid) by Kosmetická redaktorka Marianne otestovala stovky nových vůní.
- Newsletter Advertisements:** Two blue banners at the bottom for "NEWSLETTER SQUARE 300 x 300 px" and "NEWSLETTER LARGEBOARD 600 x 300 px".

* Subject to editorial approval

Other options according to individual agreement and appraisal



POSSIBILITIES OF THE DIGITAL ADVERTISING

- Active link to the advertiser's website (website address, any word or image)
- Video placement
 - Insertion directly into the frame on the site and automatic start
 - Triggered by a graphical button on the site (in full screen mode)
- Placement of the recording
- Placement of picture gallery
- 360 °view on the object
- Creation of special graphics (motion) over the ad

PRICESHEET

	PRICE
Interactive link / video / photogallery in current ad	10 000 CZK
New page 1/1 (location at the end of digital version)	25 000 CZK
New double page 2/1 (location within digital version according to topic)	50 000 CZK