



Periodicity: monthly
 Print run: 40,000
 Format: 203 x 274 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 5/4 + 1/0 UV lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/19	14. 12. 2018	21. 12. 2018	16. 1. 2019
3/19	23. 1. 2019	28. 1. 2019	20. 2. 2019
4/19	20. 2. 2019	25. 2. 2019	20. 3. 2019
5/19	20. 3. 2019	25. 3. 2019	17. 4. 2019
6/19	12. 4. 2019	18. 4. 2019	15. 5. 2019
7/19	22. 5. 2019	27. 5. 2019	19. 6. 2019
8/19	19. 6. 2019	24. 6. 2019	17. 7. 2019
9/19	17. 7. 2019	22. 7. 2019	14. 8. 2019
10/19	21. 8. 2019	26. 8. 2019	18. 9. 2019
11/19	18. 9. 2019	23. 9. 2019	16. 10. 2019
12/19	18. 10. 2019	25. 10. 2019	20. 11. 2019
1/20	20. 11. 2019	25. 11. 2019	18. 12. 2019

INSERTS

INSERTS IN TITLE:

1 sheet – CZK 2.5
 2 sheets – CZK 4.0
 insert for subscribers – CZK 15

4 sheets – CZK 6.5
 6 sheets – CZK 7.5
 8 sheets – CZK 8.0

PRODUCTION COSTS:
 CZK 0.70 for placing

* CZK 0.25 production cost

ADVERTISING RATES

SINGLE PAGE

standard page	220,000
back outside cover	335,000
back inside cover	275,000
1st left next to the table of content	275,000
1st right next to the table of content	275,000
2nd single page	270,000
3rd single page	260,000
4th single page	250,000
5th single page	250,000
6th single page	240,000
7th single page	240,000
8th single page	240,000
9th single page	240,000
10th single page	240,000
single page advertorial	260,000
scentstrip*	220,000
glued inserts (one sheet)*	220,000

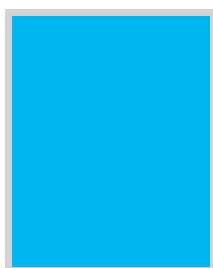
DOUBLE PAGE

standard double page	440,000
unfolding front Z-gate cover	650,000
unfolding front V-gate cover	880,000
1st double page	550,000
2nd double page	515,000
3rd double page	495,000
4th double page	485,000
5th double page	475,000
6th double page	465,000
double page advertorial	520,000
1st double page after table of content	465,000
2nd double page after table of content	460,000
3rd double page after table of content	455,000

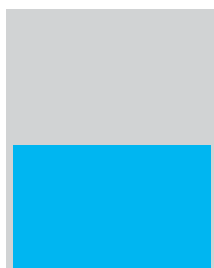
SMALL FORMATS

half page horizontal or vertical	160,000
one third of a page vertical	160,000
one sixth of a page	40,000

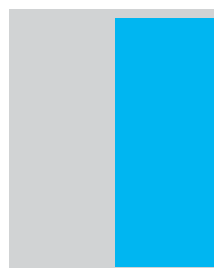
FORMAT



1/1
 203 x 274 mm
 trip size
 183 x 254 mm
 type area



1/2 horizontal
 203 x 133 mm
 trip size
 183 x 121 mm
 type area



1/2 vertical
 97 x 274 mm
 trip size
 87 x 254 mm
 type area



1/3 vertical
 65 x 274 mm
 trip size
 55 x 254 mm
 type area

marie claire

RU/month: 45 000
IMP/month: 600 000

WEB SECTION	FORMAT	SIZE/px	IMP/MĚSÍC	CPT	PRICE / WEEK	SIZE /KB/
all web	Rollband	990 x 250	60 000	1000		50 kB
all web	Branding	1700 x 1200	600 000	1200		150 kB
all web	Megaboard	1000 x 250	600 000	900		50 kB
all web	Square	300 x 300	600 000	550		50 kB
all web	Largeboard	300 x 600	600 000	650		50 kB
all web	Rectangle	610 x 200	600 000	550		50 kB
all web	Footerboard	930 x 250	600 000	650		50 kB
home page	PR article in top menu*				45 000 CZK / week	
home page	PR article in carousel*				50 000 CZK / week	
all web	Outstream video	610 x 340	40 000	900		
all web	Videospot 30s**		100 000	600		
all web	Banner with video***	according to choice banner	500 000		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.

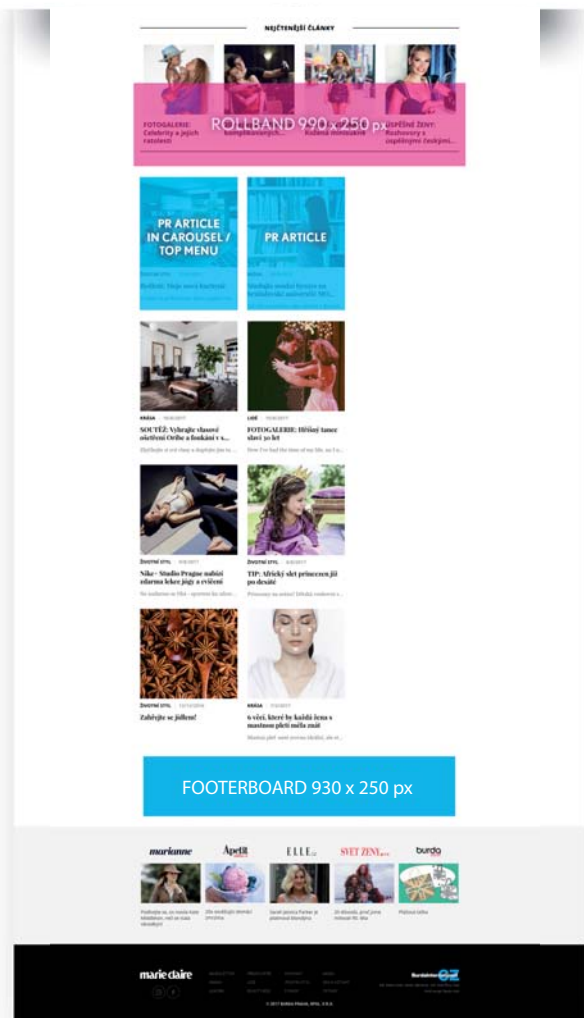
* The PR article in the top menu is displayed for three days and is then tagged in the PR article position in the top article till the end of the week.

** 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



marie claire

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

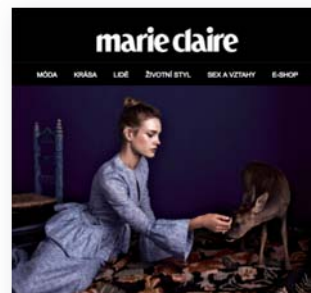
POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Interscroller	15 000	1 200
Mobil	Cube / Cube Extra	15 000	900
Mobil	Branded video	15 000	1 100
Mobil	Peel Off	40 000	1 000
Mobil	Wipe	15 000	1 200
Mobil	Cinematograph	15 000	1 100
Mobil	Galery	15 000	1 100



INTERSCROLLER



PEEL OFF



MODA: Jemná! letní svatební šaty Opatrně septe, protože jak se jaro mění, vydrží, co vám vadí...
PRŮJEM: Na módu Světová móda vstoupila na nové scénické divadlo...
KRÁSA: Na vlasy Zvláštní osudní osuduje nejen naše zdraví, ale i náš vzhled...
MOJE KRAJINA Karišová a vlny do koutku...
KOŽNĚVĚDY: Jak mít rád svého psa?...
ŠKOLNÍ PRÁZEŇ: Jak se stát učitelkou?...
MARKA MĚSÍCE: Hana Voříšková...
OPROUD: Jak se stát učitelkou?...
MILÁVKA: Milávková...
BEAUTY REPORT: Trendy pro rok 2018...
KALENDÁŘ: Kato se...
SVĚT PODLE KARLA...
ZLATÝ GLOBUS 2018: Celebrity se oblékly do černé, aby vyjádřily solidaritu s oběťmi sexuálního násilí...
NEWSLETTER SQUARE 300 x 300 px
NEWSLETTER LARGEBOARD 600 x 300 px

* Subject to editorial approval

In the case of requests for other goals, the settings will be individual
 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