

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: 30 000
 Format: 210 x 275 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 4/4
 Binding: V1

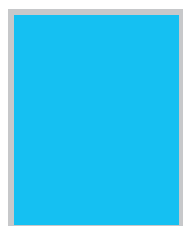
SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	30. 11. 2023	4. 12. 2023	27. 12. 2023
2/2024	29. 12. 2023	5. 1. 2024	24. 1. 2024
3/2024	29. 1. 2024	2. 2. 2024	21. 2. 2024
4/2024	26. 2. 2024	1. 3. 2024	20. 3. 2024
5/2024	28. 3. 2024	5. 4. 2024	24. 4. 2024
6/2024	29. 4. 2024	3. 5. 2024	22. 5. 2024
7/2024	27. 5. 2024	31. 5. 2024	19. 6. 2024
8/2024	28. 6. 2024	4. 7. 2024	24. 7. 2024
9/2024	29. 7. 2024	2. 8. 2024	21. 8. 2024
10/2024	26. 8. 2024	30. 8. 2024	18. 9. 2024
11/2024	30. 9. 2024	4. 10. 2024	23. 10. 2024
12/2024	25. 10. 2024	1. 11. 2024	20. 11. 2024
1/2025	25. 11. 2024	29. 11. 2024	18. 12. 2024

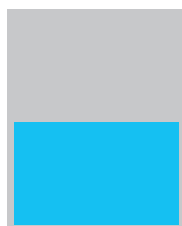
SPECIAL

NKZ SPECIAL 1/2024	12. 1. 2024	16. 1. 2024	1. 2. 2024
NKZ SPECIAL 2/2024	16. 2. 2024	20. 2. 2024	7. 3. 2024
NKZ SPECIAL 3/2024	22. 3. 2024	26. 3. 2024	11. 4. 2024
NKZ SPECIAL 4/2024	15. 4. 2024	18. 4. 2024	9. 5. 2024
NKZ SPECIAL 5/2024	17. 5. 2024	21. 5. 2024	6. 6. 2024

FORMATS



1/1
 210 x 275 mm
 trip size
 175 x 237 mm
 type area



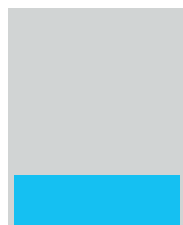
1/2 horizontal
 210 x 135 mm
 trip size
 175 x 114 mm
 type area



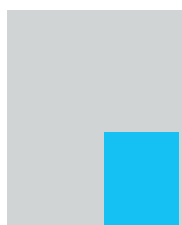
1/2 vertical
 104 x 275 mm
 trip size
 85 x 237 mm
 type area



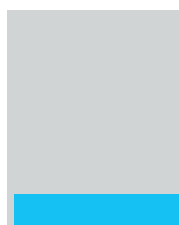
1/3 vertical
 72 x 275 mm
 trip size
 55 x 237 mm
 type area



1/3 horizontal
 210 x 90 mm
 trip size
 175 x 76 mm
 type area



1/4
 85 x 118 mm
 type area



1/4 horizontal
 175 x 56 mm
 type area

ADVERTISING RATES

SINGLE PAGE

standard page	98 000 CZK
front inside cover	135 000 CZK
back outside cover	146 000 CZK
back inside cover	124 000 CZK
1st single page	124 000 CZK
single page advertorial	119 000 CZK

DOUBLE PAGE

standard double page	194 000 CZK
double page advertorial	238 000 CZK

SMALL FORMATS

half page horizontal or vertical	57 000 CZK
one third of a page horizontal or vertical	57 000 CZK
one quarter page	32 000 CZK
one quarter page horizontal	32 000 CZK
one sixth of a page	21 000 CZK
junior page	83 000 CZK

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

*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>.



juniorpage
 135 x 210 mm
 trip size
 114 x 175 mm
 type area

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naše krásná Zahrada

CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	450 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	270 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	350 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	650 CZK	FB post	20 000 CZK
Outstream	500 CZK	FB story	15 000 CZK
PR article in TOP menu* / PR article in carousel**	25 000 CZK / 30 000 CZK	IG post	20 000 CZK
PR article (quiz)	85 000 CZK	IG story	15 000 CZK
Vignette (mobile only)	750 CZK		
Interstitial video (mobile only)	700 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

* 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

