

Periodicity: monthly
 Print run: 55,000
 Format: 200 x 270 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 4/4 + 1/0 UV lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
2/18	21. 12. 2018	27. 12. 2018	16. 1. 2019
3/18	25. 1. 2019	31. 1. 2019	20. 2. 2019
4/18	22. 2. 2019	28. 2. 2019	20. 3. 2019
5/18	22. 3. 2019	28. 3. 2019	17. 4. 2019
6/18	26. 4. 2019	2. 5. 2019	22. 5. 2019
7/18	24. 5. 2019	30. 5. 2019	19. 6. 2019
8/18	20. 6. 2019	26. 6. 2019	17. 7. 2019
9/18	26. 7. 2019	1. 8. 2019	21. 8. 2019
10/18	23. 8. 2019	29. 8. 2019	18. 9. 2019
11/18	20. 9. 2019	26. 9. 2019	16. 10. 2019
12/18	18. 10. 2019	24. 10. 2019	13. 11. 2019
1/19	15. 11. 2019	21. 11. 2019	11. 12. 2019
Horoskopy 2020	16. 9. 2019	20. 9. 2019	4. 10. 2019
Advent 2019	7. 10. 2019	11. 10. 2019	25. 10. 2019

ADVERTISING RATES

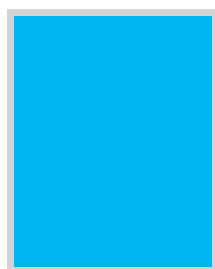
	SVĚT ŽENY	SPECIAL
SINGLE PAGE		
standard page	245,000	120,000
back outside cover	370,000	185,000
front inside cover	340,000	170,000
back inside cover	305,000	
1st single page	305,000	
2nd single page	295,000	
3rd single page	285,000	
4th single page	275,000	
5th single page	270,000	
6th single page	265,000	
single page advertorial	290,000	
scentstrip*		
glued inserts (one sheet)*	245,000	
DOUBLE PAGE		
standard double page	490,000	240,000
unfolding front Z-gate cover	715,000	
unfolding front V-gate cover	980,000	
1st double page	610,000	
2nd double page	570,000	
3rd double page	550,000	
4th double page	540,000	
5th double page	530,000	
6th double page	520,000	
double page advertorial	580,000	
1st double page after table of content	515,000	
2nd double page after table of content	510,000	
SMALL FORMATS		
half page horizontal or vertical	175,000	80,000
one third of a page vertical	175,000	
one sixth of a page	45,000	22,000

* CZK 0.25 production cost

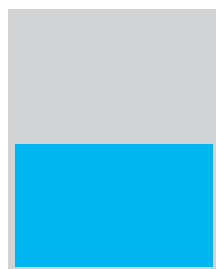
INSERTS

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

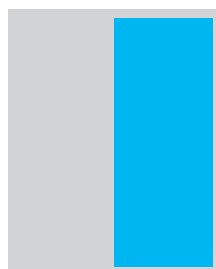
FORMAT



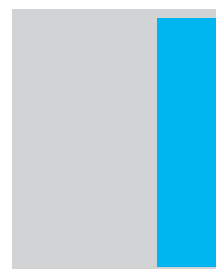
1/1
 200 x 270 mm
 trip size
 170 x 231 mm
 type area



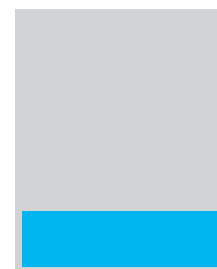
1/2 horizontal
 200 x 133 mm
 trip size
 170 x 113 mm
 type area



1/2 vertical
 98 x 270 mm
 trip size
 83 x 231 mm
 type area



1/3 vertical
 69 x 270 mm
 trip size
 54 x 231 mm
 type area



1/3 horizontal
 200 x 87 mm
 trip size
 170 x 74 mm
 type area

WEB SECTION	FORMAT	SIZE/px	IMP/MONTH	CPT	PRICE/WEEK	SIZE /kB/
all web	Rollband	990 x 250	15 000	850		50 kB
all web	Branding	1700 x 1200	110 000	1000		150 kB
all web	Megaboard	980 x 250	110 000	800		50 kB
all web	Square	300 x 300	110 000	500		50 kB
all web	Largeboard	300 x 600	110 000	600		50 kB
all web	Rectangle	610 x 200	110 000	500		50 kB
all web	Footerboard	930 x 250	110 000	600		50 kB
home page	PR article in carousel*				15 000 CZK / week	
home page	PR article**	3000 symbols / 5 images / logo / URL			10 000 CZK / week	
all web	Outstream video	610 x 340	11 000	800		
all web	Videospot 30s***		55 000	550		
all web	Banner with video****	according to choice banner	90 000		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.

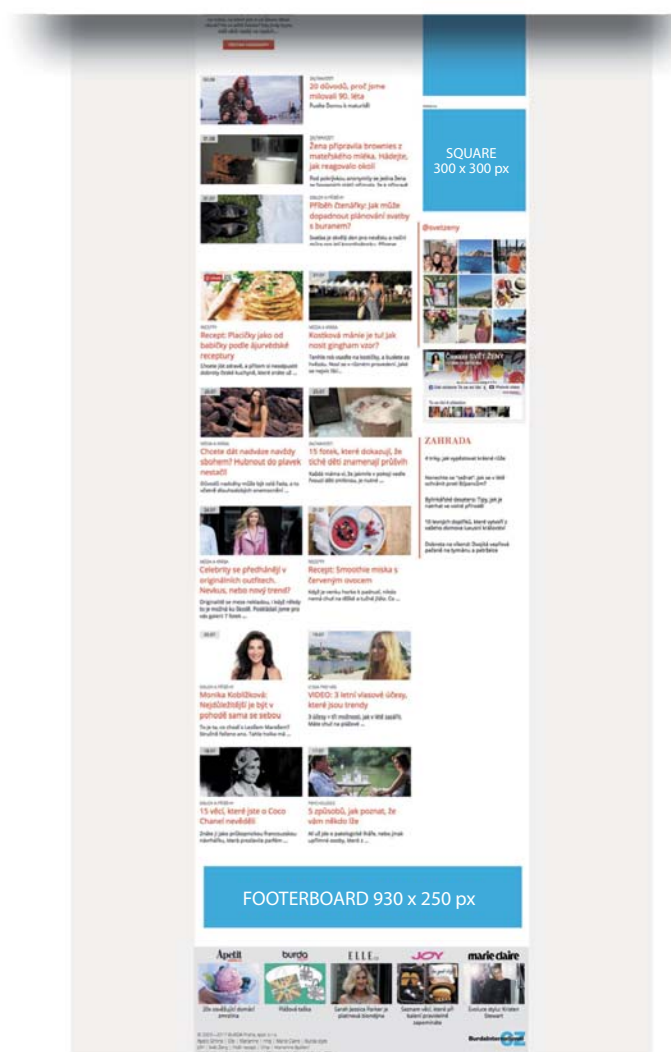
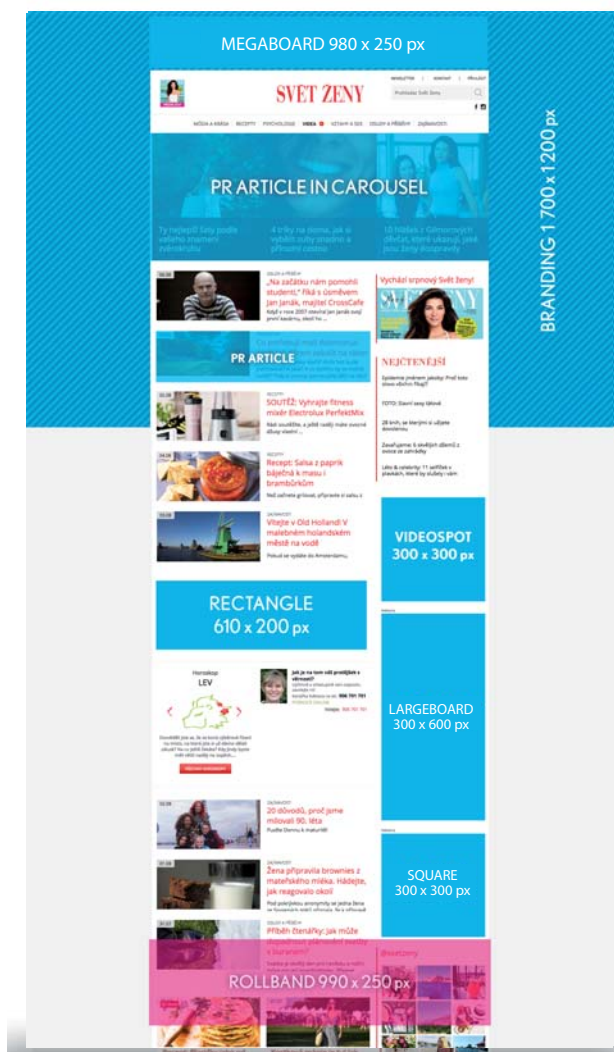
* The PR article in the top menu is displayed for three days and is then tagged in the PR article position in the top article till the end of the week.

** 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



SVĚT ŽENY

DATABASE / SOCIAL MEDIA

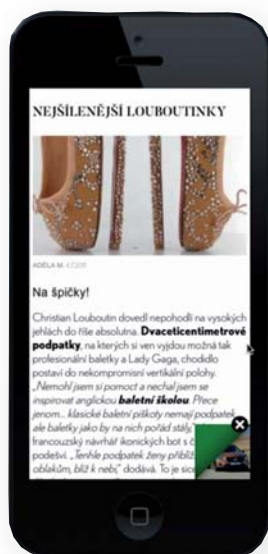
FORMAT	REACH/SIZE	PRICE
Newsletter - Text ad		3,50 CZK/contact
Newsletter - PR article in NL		3,50 CZK/contact
Newsletter square	300 x 300	3 CZK/contact
Newsletter largeboard	600 x 300	3 CZK/contact
FB post (no guarantees)*		10 000 CZK
Sponsored FB post*		15 000 CZK
Instagram (no guarantees)*		10 000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

MOBILE ADVERTISING

POSITION	FORMAT	IMP/MONTH	CPT
Mobil	Interscroller	8 000	1 200
Mobil	Cube / Cube Extra	8 000	900
Mobil	Branded video	8 000	1 100
Mobil	Peel Off	12 000	1 000
Mobil	Wipe	8 000	1 200
Mobil	Cinematograph	8 000	1 100
Mobil	Galery	8 000	1 100



INTERSCROLLER



PEEL OFF



PŘIPRAVTE SE NA JARO S BŘEZNOVÝM SVĚTEM ŽENY

Když se sejdou holky z 3v1, je to vždycky jízda a pořádně to rozleje i při rozhovoru. Jaro klape na dvěře a my víme, jak si zkrátit čekání – inspirovat se trendy v jarním líčení, v módě i v bytovém designu. Možná se taky zbavíte přebytných věcí, protože hromadění už se nenechá. Teď trčí minimalismus. A pak pro vás máme i tréninkový plán se cviky pro super postavu. Než ale s hubnutím začnete, pochutnejte si na našich velikonočních dobrotách!

Březnové číslo je v prodeji od 21. února 2018

[více zde..](#)

CO NAJDETE V NOVÉM ČÍSLE?



Číslo dvě přichází. Přečtěte si, jak připravit jedničku na příchod brásky, nebo sestřičky.



Taková „americká krása“ aneb také už do vaší křidla a sexuální vyrovnané ložnice proniká bouře zvaná MeToo?



Tato zpráva obsahuje obchodní sdělení společnosti BURDA Praha, spol. s r.o (dále jen newsletter Svět Ženy). Pokud si nepřijete zastátní dalších newsletterů Svět Ženy na Vaši e-mailovou adresu, klikněte, prosím [ZDE](#).

* 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