

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.



Periodicity: monthly  
 Print run: 24 000  
 Format: 200 x 270 mm  
 Colors: 4/4 CMYK  
 Paper: LWC  
 Cover: 5/4 + 1/0  
 UV glossy lacquer  
 Binding: V2

## ADVERTISING RATES

SINGLE PAGE	SVĚT ŽENY	POP-UP	SPECIAL
standard page	265 000 CZK		130 000 CZK
front inside cover	368 000 CZK		184 000 CZK
back outside cover	399 000 CZK		199 000 CZK
back inside cover	329 000 CZK		
1st single page	329 000 CZK		
2nd single page	319 000 CZK		
3rd single page	309 000 CZK		
4th single page	297 000 CZK		
5th single page	292 000 CZK		
6th single page	287 000 CZK		
single page advertorial	314 000 CZK		
scentstrip*	265 000 CZK		
glued inserts (one sheet)*	265 000 CZK		

### DOUBLE PAGE

standard double page	530 000 CZK	259 000 CZK
unfolding front V-gate cover	1 010 000 CZK	
unfolding front Z-gate cover	735 000 CZK	
1st double page	658 000 CZK	
2nd double page	616 000 CZK	
3rd double page	595 000 CZK	
4th double page	584 000 CZK	
5th double page	573 000 CZK	
6th double page	563 000 CZK	
double page advertorial	627 000 CZK	
1st double page after table of content	557 000 CZK	
2nd double page after table of content	551 000 CZK	

### SMALL FORMATS

half page	194 000 CZK	82 000 CZK	88 000 CZK
one quarter page		58 000 CZK	
one sixth of a page		30 000 CZK	

## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2025	22. 11. 2024	28. 11. 2024	18. 12. 2024
2/2025	27. 12. 2024	2. 1. 2025	22. 1. 2025
3/2025	24. 1. 2025	30. 1. 2025	19. 2. 2025
4/2025	21. 2. 2025	27. 2. 2025	19. 3. 2025
5/2025	25. 3. 2025	31. 3. 2025	23. 4. 2025
6/2025	24. 4. 2025	30. 4. 2025	21. 5. 2025
7/2025	23. 5. 2025	29. 5. 2025	18. 6. 2025
8/2025	27. 6. 2025	3. 7. 2025	23. 7. 2025
9/2025	25. 7. 2025	31. 7. 2025	20. 8. 2025
10/2025	22. 8. 2025	28. 8. 2025	17. 9. 2025
11/2025	26. 9. 2025	2. 10. 2025	22. 10. 2025
12/2025	24. 10. 2025	30. 10. 2025	19. 11. 2025
1/2026	21. 11. 2025	27. 11. 2025	17. 12. 2025

## GLUED INSERTS\*\*

into position - CZK 2,70

## 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

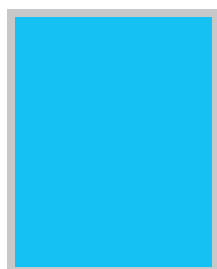
\*production cost 0,60 CZK

\*\*production costs 1 silicone dot 1,30 CZK/pcs, 2 silicone dots 1,70 CZK/pcs

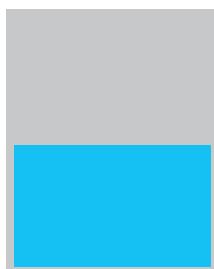
\*\*\*production costs of an insertion into position 1,20 CZK/pcs

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>.

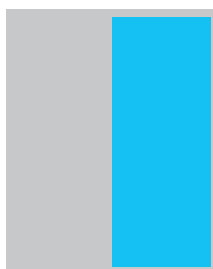
## FORMATS



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

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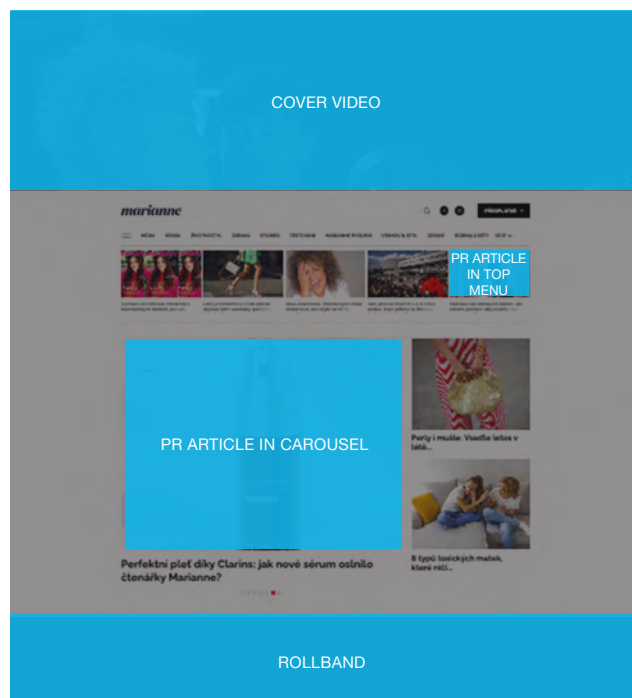
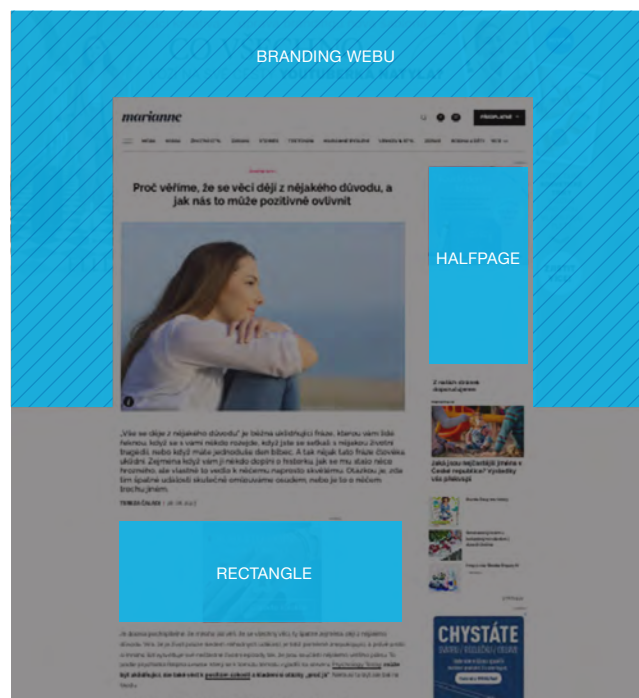
## SVĚT ŽENY

CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	600 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	300 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	370 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	700 CZK	FB post	20 000 CZK
PR article in TOP menu* / PR article in carousel**	50 000 CZK / 55 000 CZK	FB story	15 000 CZK
PR article (quiz)	85 000 CZK	IG post	10 000 CZK
Vignette (mobile only)	800 CZK	IG story	10 000 CZK
Interstitial video (mobile only)	750 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.

\* 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.

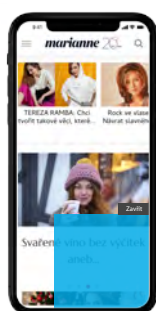
## AD FORMATS DESCRIPTION



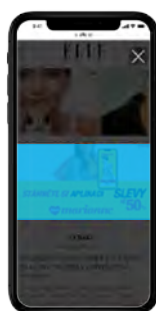
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

