

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: 18 000
 Format: 230 x 296 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 4/4 + 1/0
 UV glossy lacquer
 Binding: V2

ADVERTISING RATES

SINGLE PAGE	VENKOV A STYL	POP-UP
standard page	131 000 CZK	
front inside cover	196 000 CZK	
back outside cover	208 000 CZK	
back inside cover	186 000 CZK	
1st single page	175 000 CZK	
2nd single page	165 000 CZK	
3rd single page	152 000 CZK	
4th single page	142 000 CZK	
5th single page	137 000 CZK	
single page advertorial	158 000 CZK	
glued inserts (one sheet)*	131 000 CZK	
DOUBLE PAGE		
standard double page	261 000 CZK	
1st double page	328 000 CZK	
2nd double page	306 000 CZK	
3rd double page	295 000 CZK	
4th double page	290 000 CZK	
5th double page	285 000 CZK	
double page advertorial	317 000 CZK	
SMALL FORMATS		
half page	86 000 CZK	40 000 CZK
one third of a page vertical	86 000 CZK	
one quarter page	45 000 CZK	25 000 CZK
one sixth of a page		20 000 CZK

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	13. 11. 2023	16. 11. 2023	14. 12. 2023
2/2024	18. 12. 2023	21. 12. 2023	18. 1. 2024
3/2024	15. 1. 2024	18. 1. 2024	15. 2. 2024
4/2024	13. 2. 2024	16. 2. 2024	20. 3. 2024
5/2024	18. 3. 2024	21. 3. 2024	18. 4. 2024
6/2024	22. 4. 2024	25. 4. 2024	23. 5. 2024
7/2024	20. 5. 2024	23. 5. 2024	20. 6. 2024
8/2024	14. 6. 2024	19. 6. 2024	18. 7. 2024
9/2024	22. 7. 2024	25. 7. 2024	22. 8. 2024
10/2024	19. 8. 2024	22. 8. 2024	19. 9. 2024
11/2024	16. 9. 2024	19. 9. 2024	17. 10. 2024
12/2024	14. 10. 2024	17. 10. 2024	14. 11. 2024
1/2025	11. 11. 2024	14. 11. 2024	12. 12. 2024

GLUED INSERTS**

into position - CZK 2,70

INSERTS***

1 sheet - CZK 2,70
 2 sheets - CZK 4,20
 4 sheets - CZK 6,80

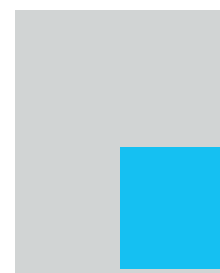
6 sheets - CZK 8,00
 8 sheets - CZK 8,50
 insert for subscribers - CZK 16,00

*production cost 0,60 CZK

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

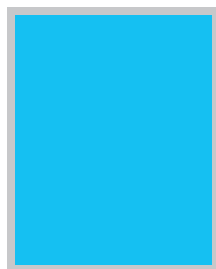
***production costs of an insertion into position 1,20 CZK/pcs

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>.

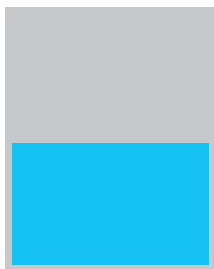


1/4
 112 x 145,5 mm
 trip size

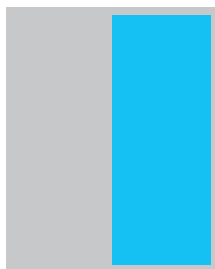
FORMATS



1/1
 230 x 296 mm
 trip size



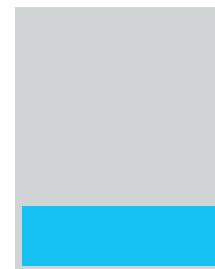
1/2 horizontal
 230 x 145,5 mm
 trip size



1/2 vertical
 112 x 296 mm
 trip size



1/3 vertical
 73 x 296 mm
 trip size



1/3 horizontal
 230 x 95 mm
 trip size