

BurdaMedia Extra_rate card 2024



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LIFEE.CZ

G.cz

toprecepty.cz



Extralife.cz

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: 25 000
 Format: 203 x 274 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

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

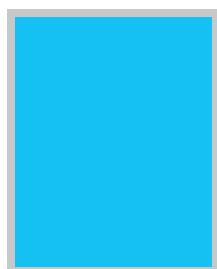
GLUED INSERTS**

into position - CZK 2,70

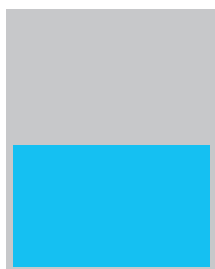
INSERTS***

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

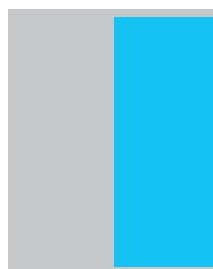
FORMATS



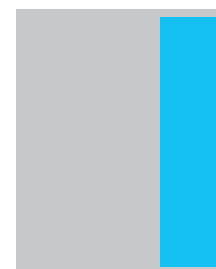
1/1
 203 x 274 mm
 trip size
 173 x 244 mm
 type area



1/2 horizontal
 203 x 134 mm
 trip size
 173 x 121 mm
 type area



1/2 vertical
 99 x 274 mm
 trip size
 84 x 244 mm
 type area



1/3 vertical
 65 x 274 mm
 trip size
 55 x 244 mm
 type area

ADVERTISING RATES

SINGLE PAGE	ELLE	POP-UP	SPECIAL
standard page	285 000 CZK		213 000 CZK
back outside cover	432 000 CZK		328 000 CZK
back inside cover	359 000 CZK		267 000 CZK
1st left next to the table of content	359 000 CZK		267 000 CZK
1st right next to the table of content	359 000 CZK		267 000 CZK
2nd single page	349 000 CZK		256 000 CZK
3rd single page	338 000 CZK		251 000 CZK
4th single page	328 000 CZK		240 000 CZK
5th single page	317 000 CZK		235 000 CZK
6th single page	317 000 CZK		229 000 CZK
7th single page	306 000 CZK		
8th single page	306 000 CZK		
9th single page	306 000 CZK		
10th single page	306 000 CZK		
single page advertorial	338 000 CZK		251 000 CZK
scentstrip*	285 000 CZK		213 000 CZK
glued inserts (one sheet)*	285 000 CZK		213 000 CZK
DOUBLE PAGE			
standard double page	568 000 CZK		426 000 CZK
unfolding front V-gate cover	1 080 000 CZK		
unfolding front Z-gate cover	791 000 CZK		593 000 CZK
1st double page	711 000 CZK		530 000 CZK
2nd double page	666 000 CZK		498 000 CZK
3rd double page	645 000 CZK		480 000 CZK
4th double page	634 000 CZK		469 000 CZK
5th double page	623 000 CZK		459 000 CZK
6th double page	612 000 CZK		454 000 CZK
double page advertorial	677 000 CZK		503 000 CZK
1st double page after table of content	602 000 CZK		447 000 CZK
2nd double page after table of content	595 000 CZK		442 000 CZK
3rd double page after table of content	589 000 CZK		437 000 CZK
SMALL FORMATS			
half page	205 000 CZK	82 000 CZK	153 000 CZK
one third of a page vertical	205 000 CZK		
one quarter page		57 000 CZK	
one sixth of a page		32 000 CZK	

*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>.

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.

ELLE

CROSS DEVICE ADVERTISING

CPT

Branding	950 CZK
Halfpage	560 CZK
Rectangle	750 CZK
Rollband	1 000 CZK
Cover video	1 350 CZK
Outstream	950 CZK
PR article in TOP menu* / PR article in carousel**	70 000 CZK / 85 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	1 100 CZK
Interstitial video (mobile only)	900 CZK

NEWSLETTER / SOCIAL MEDIA

PRICE

Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	40 000 CZK
FB story	30 000 CZK
IG post	40 000 CZK
IG story	30 000 CZK
Tik Tok post	40 000 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 same conditions also apply to Elle Decoration.

* 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

BRANDING WEBU

HALFPAGE

RECTANGLE

COVER VIDEO

PR ARTICLE IN CAROUSEL

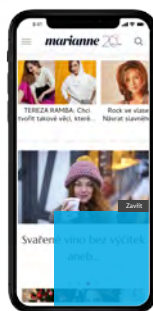
ROLLBAND



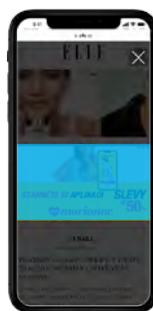
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 43 000
 Format: 203 x 274 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

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

ADVERTISING RATES

SINGLE PAGE	MARIANNE	POP-UP	SPECIAL
standard page	267 000 CZK		131 000 CZK
front inside cover			186 000 CZK
back outside cover	404 000 CZK		203 000 CZK
back inside cover	333 000 CZK		175 000 CZK
1st single page	333 000 CZK		175 000 CZK
2nd single page	322 000 CZK		165 000 CZK
3rd single page	312 000 CZK		158 000 CZK
4th single page	300 000 CZK		152 000 CZK
5th single page	295 000 CZK		147 000 CZK
6th single page	290 000 CZK		142 000 CZK
single page advertorial	317 000 CZK		165 000 CZK
scentstrip*	267 000 CZK		131 000 CZK
glued inserts (one sheet)*	267 000 CZK		131 000 CZK

DOUBLE PAGE

standard double page	534 000 CZK	261 000 CZK
unfolding front V-gate cover	1 020 000 CZK	
unfolding front Z-gate cover	744 000 CZK	375 000 CZK
1st double page	666 000 CZK	350 000 CZK
2nd double page	623 000 CZK	317 000 CZK
3rd double page	602 000 CZK	306 000 CZK
4th double page	589 000 CZK	295 000 CZK
5th double page	579 000 CZK	290 000 CZK
6th double page	568 000 CZK	279 000 CZK
double page advertorial	634 000 CZK	328 000 CZK
1st double page after table of content	563 000 CZK	279 000 CZK
2nd double page after table of content	557 000 CZK	274 000 CZK

SMALL FORMATS

half page	196 000 CZK	82 000 CZK	89 000 CZK
one third of a page vertical	196 000 CZK		89 000 CZK
one quarter page		58 000 CZK	
one sixth of a page		30 000 CZK	

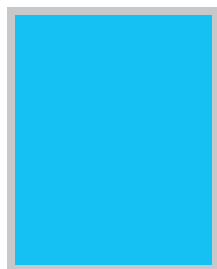
*production cost 0,60 CZK

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

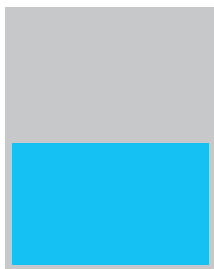
***production costs of an insertion into position 1,20 CZK/pcs

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>.

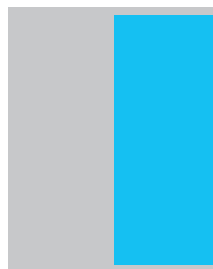
FORMATS



1/1
 203 x 274 mm
 trip size
 173 x 244 mm
 type area



1/2 horizontal
 203 x 134 mm
 trip size
 173 x 121 mm
 type area



1/2 vertical
 99 x 274 mm
 trip size
 84 x 244 mm
 type area



1/3 vertical
 65 x 274 mm
 trip size
 55 x 244 mm
 type area

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.

marianne

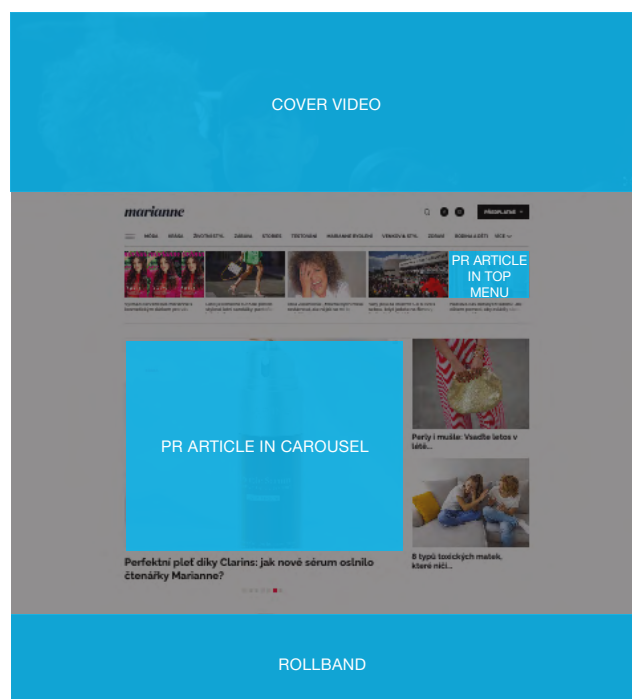
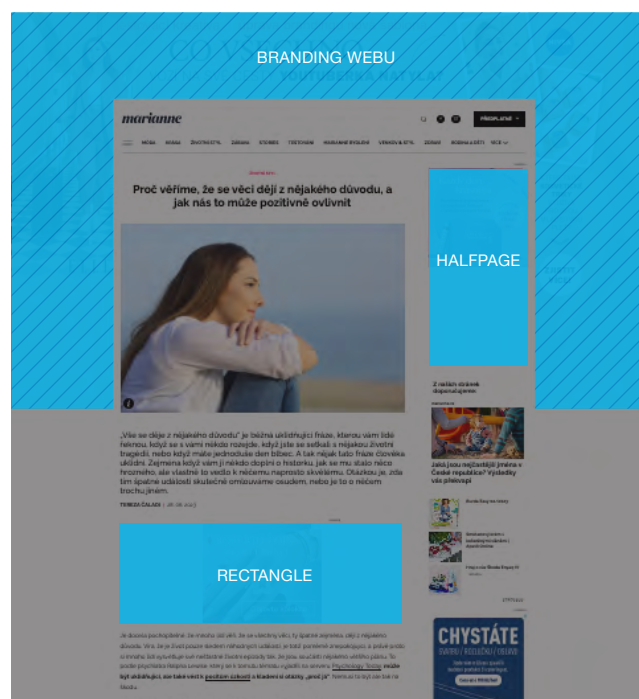
CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	840 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	420 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	600 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	900 CZK	FB post	40 000 CZK
Cover video	1 200 CZK	FB story	25 000 CZK
Outstream	840 CZK	IG post	35 000 CZK
PR article in TOP menu* / PR article in carousel**	50 000 CZK / 55 000 CZK	IG story	25 000 CZK
PR article (quiz)	85 000 CZK		
Vignette (mobile only)	1 000 CZK		
Interstitial video (mobile only)	800 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 same conditions also apply to Marianne Venkov a styl.

* 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.

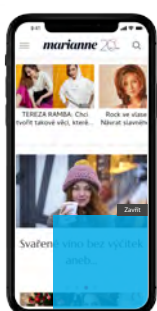
AD FORMATS DESCRIPTION



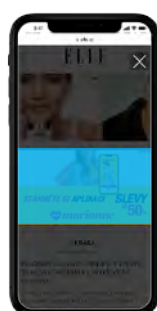
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 26 000
 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 third of a page vertical	194 000 CZK		
one quarter page		58 000 CZK	
one sixth of a page		30 000 CZK	

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	16. 11. 2023	23. 11. 2023	13. 12. 2023
2/2024	22. 12. 2023	28. 12. 2023	17. 1. 2024
3/2024	19. 1. 2024	25. 1. 2024	14. 2. 2024
4/2024	23. 2. 2024	29. 2. 2024	20. 3. 2024
5/2024	22. 3. 2024	28. 3. 2024	17. 4. 2024
6/2024	19. 4. 2024	25. 4. 2024	15. 5. 2024
7/2024	24. 5. 2024	30. 5. 2024	19. 6. 2024
8/2024	20. 6. 2024	26. 6. 2024	17. 7. 2024
9/2024	19. 7. 2024	25. 7. 2024	14. 8. 2024
10/2024	23. 8. 2024	29. 8. 2024	18. 9. 2024
11/2024	20. 9. 2024	26. 9. 2024	16. 10. 2024
12/2024	18. 10. 2024	24. 10. 2024	13. 11. 2024
1/2025	22. 11. 2024	28. 11. 2024	18. 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

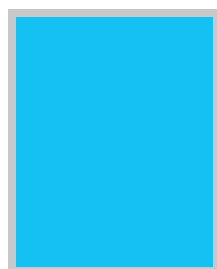
*production cost 0,60 CZK

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

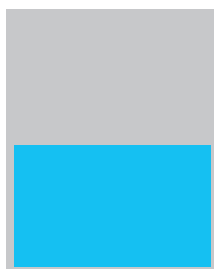
***production costs of an insertion into position 1,20 CZK/pcs

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>.

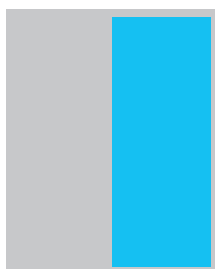
FORMATS



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



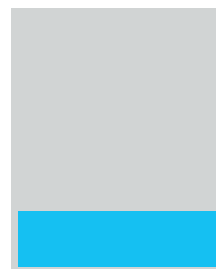
1/2 horizontal
 200 x 133 mm
 trip size
 170 x 113 mm
 type area



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



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

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.

SVĚT ŽENY

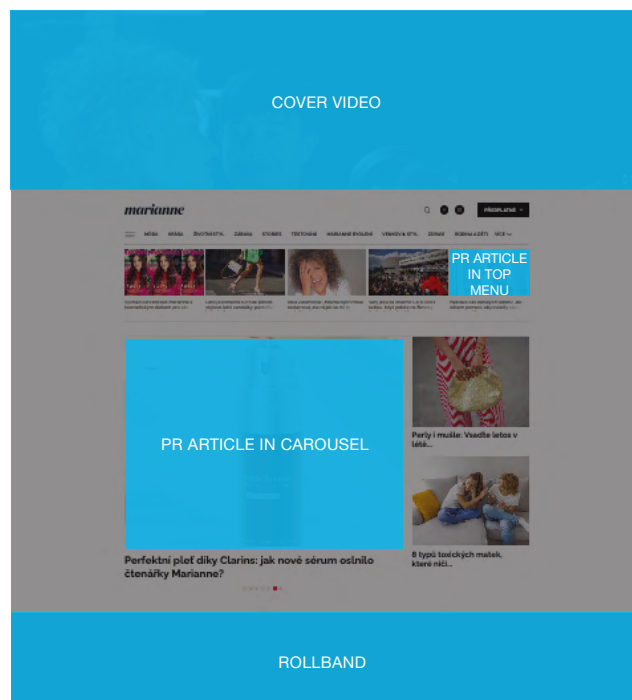
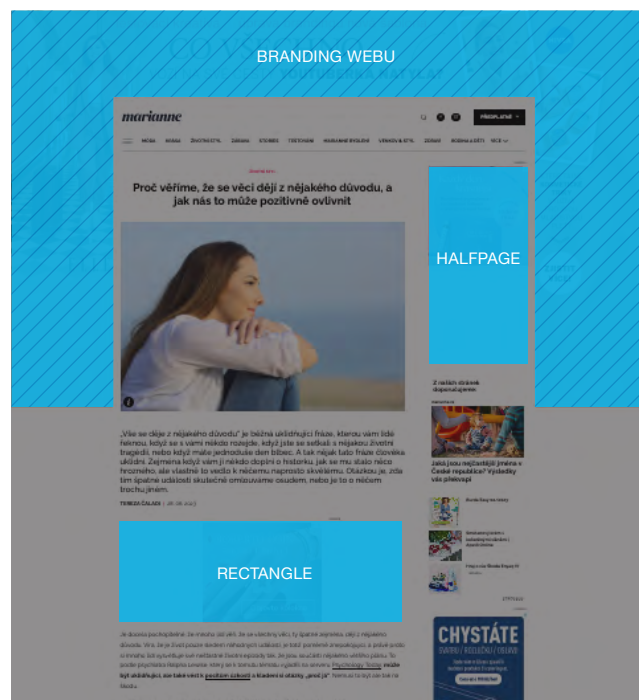
CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	600 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	280 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	400 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	700 CZK	FB post	20 000 CZK
Outstream	600 CZK	FB story	15 000 CZK
PR article in TOP menu* / PR article in carousel**	50 000 CZK / 55 000 CZK	IG post	10 000 CZK
PR article (quiz)	85 000 CZK	IG story	10 000 CZK
Vignette (mobile only)	800 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.

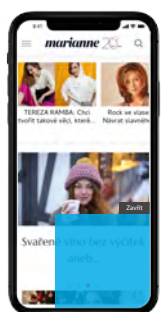
AD FORMATS DESCRIPTION



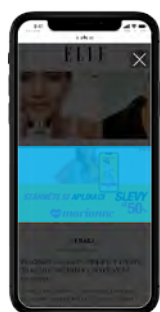
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 20 000
 Format: 215 x 267 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4
 Binding: V1

ADVERTISING RATES

	BURDA	SPECIAL
SINGLE PAGE		
standard page	139 000 CZK	89 000 CZK
front inside cover	194 000 CZK	106 000 CZK
back outside cover	212 000 CZK	122 000 CZK
back inside cover	173 000 CZK	106 000 CZK
1st single page	173 000 CZK	100 000 CZK
2nd single page		95 000 CZK
single page advertorial	167 000 CZK	95 000 CZK
DOUBLE PAGE		
standard double page	278 000 CZK	134 000 CZK
double page advertorial	334 000 CZK	189 000 CZK
SMALL FORMATS		
half page	104 000 CZK	51 000 CZK
one third of a page vertical	104 000 CZK	51 000 CZK
one quarter page	64 000 CZK	35 000 CZK

SCHEDULE

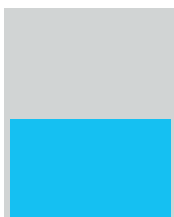
ISSUE	BOOKING	DEADLINE	ON SALE	SPECIAL	BOOKING	DEADLINE	ON SALE
1/2024	16. 11. 2023	30. 11. 2023	20. 12. 2023	Burda Pletení 1/2024	2. 1. 2024	5. 1. 2024	24. 1. 2024
2/2024	22. 12. 2023	28. 12. 2023	17. 1. 2024	Burda Plus 1/2024	6. 2. 2024	9. 2. 2024	28. 2. 2024
3/2024	19. 1. 2024	1. 2. 2024	21. 2. 2024	Burda Easy 1/2024	13. 2. 2024	16. 2. 2024	6. 3. 2024
4/2024	23. 2. 2024	29. 2. 2024	20. 3. 2024	Burda Kids 1/2024	2. 4. 2024	5. 4. 2024	24. 4. 2024
5/2024	22. 3. 2024	28. 3. 2024	17. 4. 2024	Burda Plus 2/2024	30. 4. 2024	3. 5. 2024	22. 5. 2024
6/2024	19. 4. 2024	24. 4. 2024	15. 5. 2024	Burda Easy 2/2024	4. 6. 2024	7. 6. 2024	26. 6. 2024
7/2024	24. 5. 2024	30. 5. 2024	19. 6. 2024	Burda Plus 3/2024	13. 8. 2024	16. 8. 2024	4. 9. 2024
8/2024	20. 6. 2024	27. 6. 2024	17. 7. 2024	Burda Easy 3/2024	3. 9. 2024	6. 9. 2024	25. 9. 2024
9/2024	19. 7. 2024	1. 8. 2024	21. 8. 2024	Burda Pletení 2/2024	1. 10. 2024	4. 10. 2024	23. 10. 2024
10/2024	23. 8. 2024	29. 8. 2024	18. 9. 2024	Burda Plus 4/2024	15. 10. 2024	18. 10. 2024	6. 11. 2024
11/2024	20. 9. 2024	26. 9. 2024	16. 10. 2024	Burda Easy 4/2024	19. 11. 2024	22. 11. 2024	11. 12. 2024
12/2024	18. 10. 2024	24. 10. 2024	13. 11. 2024				
1/2025	22. 11. 2024	28. 11. 2024	18. 12. 2024				

INSERTS*

1 sheet - CZK 2,70	6 sheets - CZK 8,00
2 sheets - CZK 4,20	8 sheets - CZK 8,50
4 sheets - CZK 6,80	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>.

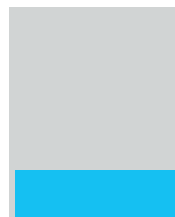
FORMATS



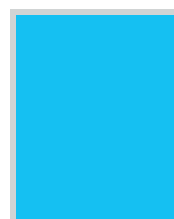
1/2 horizontal
 215 x 130 mm
 trip size
 196 x 121 mm
 type area



1/2 vertical
 103 x 267 mm
 trip size
 95 x 251 mm
 type area



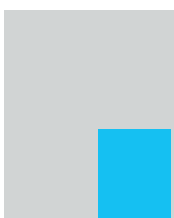
1/3 horizontal
 215 x 87 mm
 trip size
 196 x 79 mm
 type area



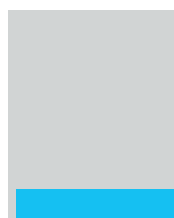
1/1
 215 x 267 mm
 trip size
 196 x 251 mm
 type area



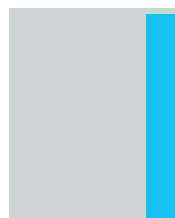
1/3 vertical
 70 x 267 mm
 trip size
 63 x 251 mm
 type area



1/4
 95 x 123 mm
 type area



1/4 horizontal
 215 x 70 mm
 trip size
 196 x 59 mm
 type area



1/4 vertical
 52 x 267 mm
 trip size
 45 x 251 mm
 type area

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.

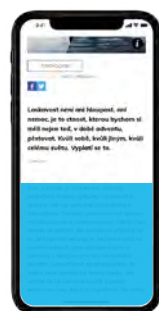
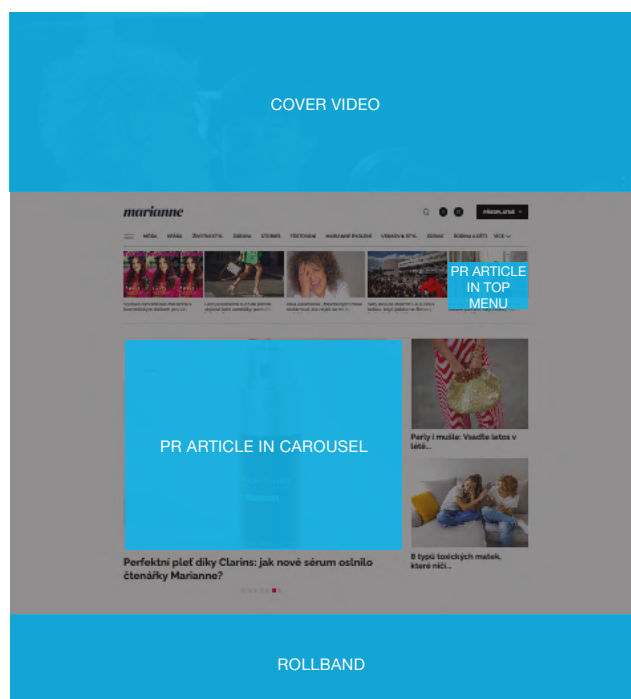
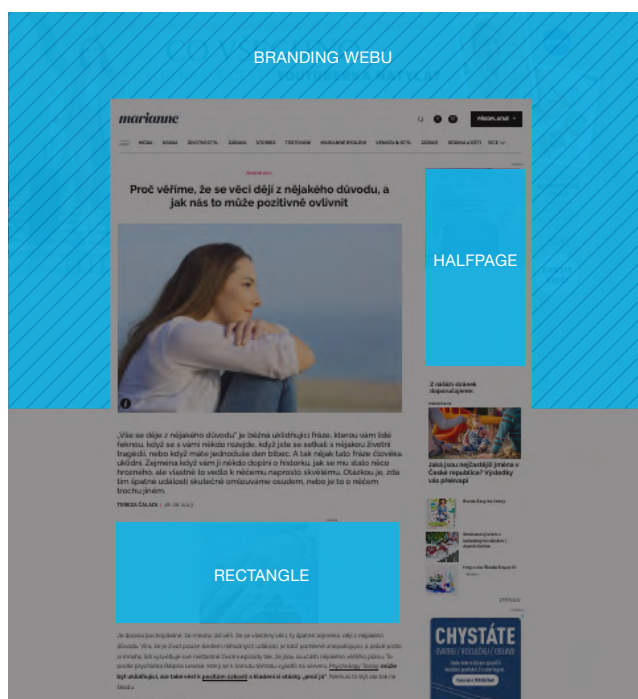


CROSS DEVICE ADVERTISING	CPT
Branding	450 CZK
Halfpage	270 CZK
Rectangle	350 CZK
Rollband	650 CZK
Outstream	500 CZK
PR article in carousel**	25 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	700 CZK
Interstitial video (mobile only)	550 CZK

NEWSLETTER / SOCIAL MEDIA	PRICE
Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	20 000 CZK
FB story	15 000 CZK
IG post	20 000 CZK
IG story	15 000 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 carousel is displayed in the editorial carousel for one day and then it is tagged on HP by the end of the week.

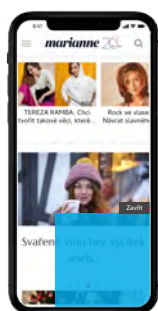
AD FORMATS DESCRIPTION



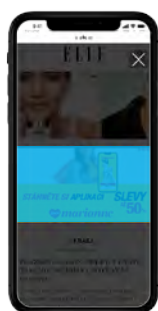
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



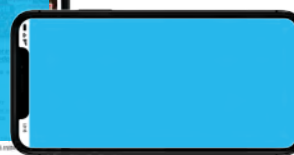
POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 36 000
 Format: 210 x 275 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

ADVERTISING RATES

SINGLE PAGE	APETIT	POP-UP	SPECIAL
standard page	189 000 CZK		168 000 CZK
front inside cover	285 000 CZK		200 000 CZK
back outside cover	334 000 CZK		228 000 CZK
back inside cover	256 000 CZK		184 000 CZK
1st single page	245 000 CZK		
2nd single page	233 000 CZK		
3rd single page	233 000 CZK		
4th single page	223 000 CZK		
5th single page	212 000 CZK		
single page advertorial	223 000 CZK		200 000 CZK
glued inserts (one sheet)*	189 000 CZK		
DOUBLE PAGE			
standard double page	378 000 CZK		334 000 CZK
unfolding front V-gate cover	520 000 CZK		
1st double page	478 000 CZK		
2nd double page	445 000 CZK		
3rd double page	434 000 CZK		
4th double page	424 000 CZK		
double page advertorial	445 000 CZK		399 000 CZK
SMALL FORMATS			
half page	135 000 CZK	65 000 CZK	107 000 CZK
one third of a page vertical	135 000 CZK		107 000 CZK
one quarter page	65 000 CZK	45 000 CZK	44 000 CZK
one sixth of a page		25 000 CZK	

SCHEDULE

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

Apetit specials

1/2024	9. 8. 2024	14. 8. 2024	12. 9. 2024
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*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>.

GLUED INSERTS**

into position - CZK 2,70

INSERTS***

1 sheet - CZK 2,70

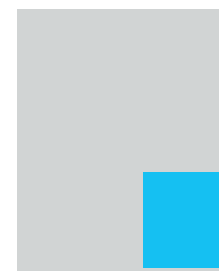
2 sheets - CZK 4,20

4 sheets - CZK 6,80

6 sheets - CZK 8,00

8 sheets - CZK 8,50

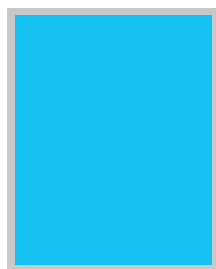
insert for subscribers - CZK 16,00



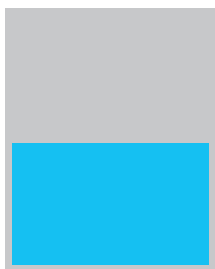
1/4

102 x 135 mm
trip size

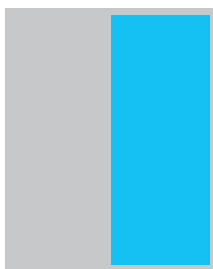
FORMATS



1/1
210 x 275 mm
trip size
188 x 250 mm
type area



1/2 horizontal
210 x 135 mm
trip size
188 x 122 mm
type area



1/2 vertical
102 x 275 mm
trip size
92 x 250 mm
type area



1/3 vertical
67 x 275 mm
trip size
60 x 250 mm
type area



1/3 horizontal
210 x 88 mm
trip size
188 x 77 mm
type area

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.

Apetit

CROSS DEVICE ADVERTISING

CPT

Branding	600 CZK
Halfpage	280 CZK
Rectangle	400 CZK
Rollband	700 CZK
Outstream	600 CZK
PR article in carousel**	45 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	650 CZK

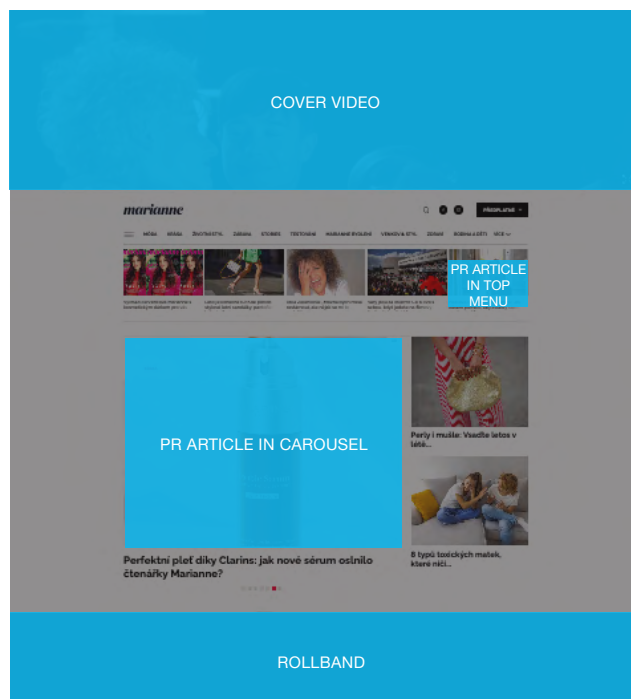
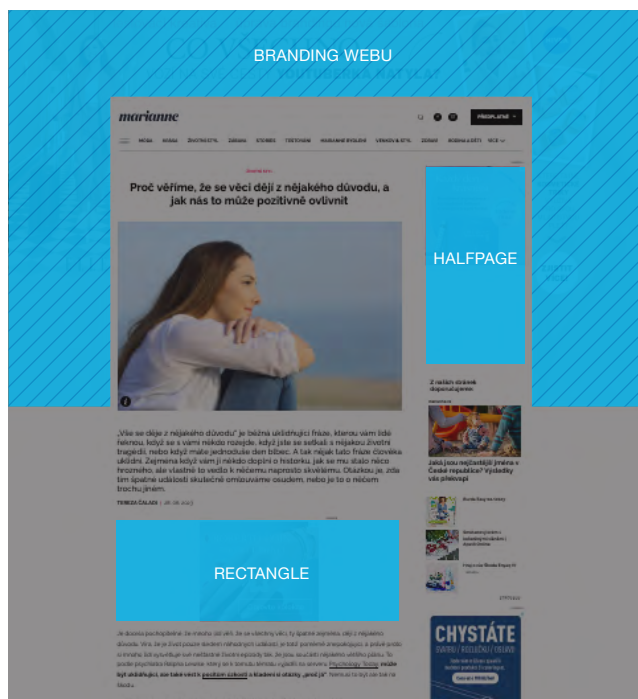
NEWSLETTER / SOCIAL MEDIA

PRICE

Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	40 000 CZK
FB story	30 000 CZK
IG post	40 000 CZK
IG story	30 000 CZK
Tik Tok post	40 000 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 carousel is displayed in the editorial carousel for one day and then it is tagged on HP by the end of the week.

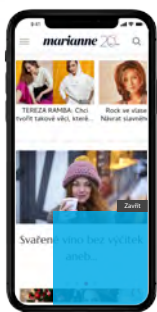
AD FORMATS DESCRIPTION



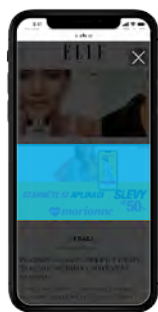
INTERSCROLLER (BRANDING)



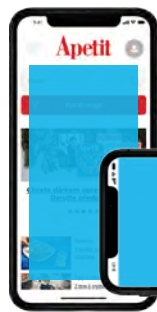
POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 195 x 285 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4 (or 5/4)
 + 1/0 UV glossy lacquer
 Binding: V2

ADVERTISING RATES

SINGLE PAGE

standard page	133 000 CZK
front inside cover	221 000 CZK
back outside cover	279 000 CZK
back inside cover	200 000 CZK
1st single page	194 000 CZK
single page advertorial	156 000 CZK

DOUBLE PAGE

standard double page	265 000 CZK
unfolding front V-gate cover	433 000 CZK
double page advertorial	311 000 CZK

SMALL FORMATS

half page horizontal or vertical	98 000 CZK
half page advertorial	109 000 CZK
one third of a page horizontal or vertical	87 000 CZK
one quarter page	68 000 CZK
one quarter page horizontal	68 000 CZK
junior page	125 000 CZK

SCHEDULE

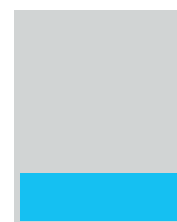
ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	22. 11. 2023	29. 11. 2023	13. 12. 2023
2/2024	3. 1. 2024	10. 1. 2024	24. 1. 2024
3/2024	7. 2. 2024	14. 2. 2024	28. 2. 2024
4/2024	6. 3. 2024	13. 3. 2024	27. 3. 2024
5/2024	3. 4. 2024	10. 4. 2024	24. 4. 2024
6/2024	30. 4. 2024	7. 5. 2024	22. 5. 2024
7/2024	29. 5. 2024	5. 6. 2024	19. 6. 2024
8/2024	3. 7. 2024	10. 7. 2024	24. 7. 2024
9/2024	31. 7. 2024	7. 8. 2024	21. 8. 2024
10/2024	28. 8. 2024	4. 9. 2024	18. 9. 2024
11/2024	25. 9. 2024	2. 10. 2024	16. 10. 2024
12/2024	23. 10. 2024	30. 10. 2024	13. 11. 2024
1/2025	27. 11. 2024	4. 12. 2024	18. 12. 2024

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

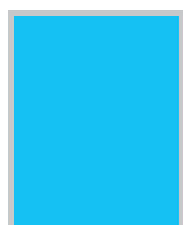
*production costs of an insertion into position 1,20 CZK/pcs

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>.

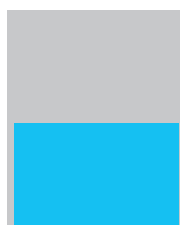


1/3 horizontal
 195 x 93 mm
 trip size
 173 x 80 mm
 type area

FORMATS



1/1
 195 x 285 mm
 trip size
 173 x 260 mm
 type area



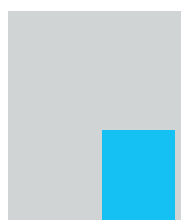
1/2 horizontal
 195 x 140 mm
 trip size
 173 x 127 mm
 type area



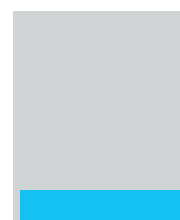
1/2 vertical
 95 x 285 mm
 trip size
 81 x 260 mm
 type area



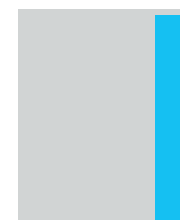
1/3 vertical
 62 x 285 mm
 trip size
 53 x 260 mm
 type area



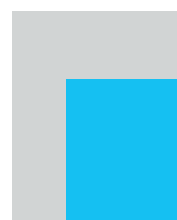
1/4
 95 x 140 mm
 trip size
 83 x 127 mm
 type area



1/4 horizontal
 195 x 68 mm
 trip size
 173 x 60 mm
 type area



1/4 vertical
 45 x 285 mm
 trip size
 35 x 260 mm
 type area



juniorpage
 130 x 195 mm
 trip size
 115 x 182 mm
 type area

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.



CROSS DEVICE ADVERTISING

CPT

Branding	600 CZK
Halfpage	280 CZK
Rectangle	400 CZK
Rollband	700 CZK
PR article in TOP menu* / PR article in carousel**	35 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	650 CZK

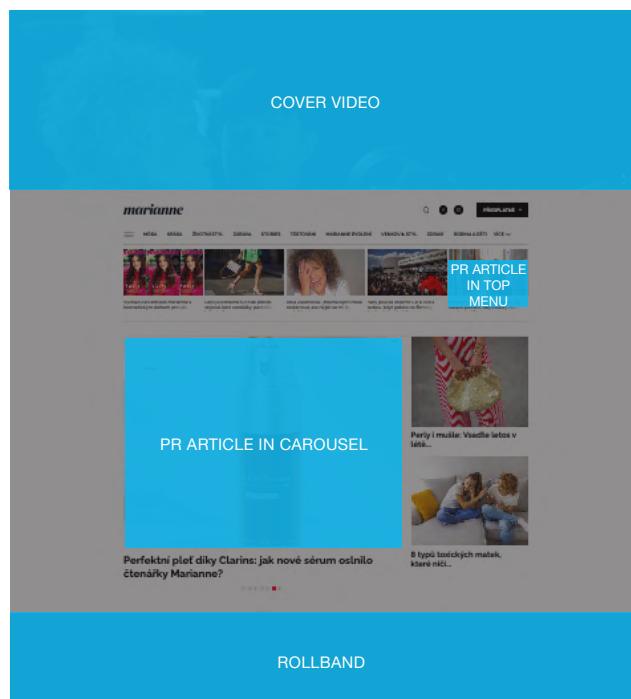
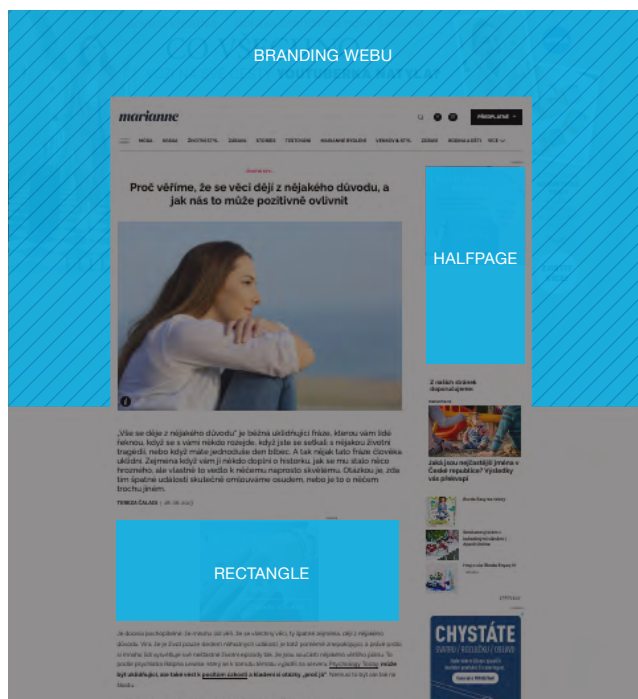
NEWSLETTER / SOCIAL MEDIA

PRICE

Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	10 000 CZK
FB story	10 000 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.

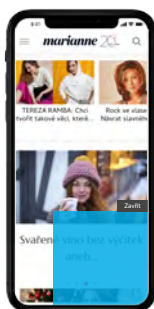
AD FORMATS DESCRIPTION



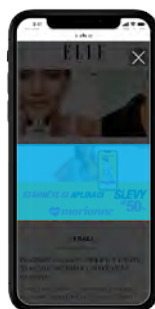
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



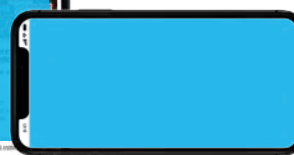
POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 20 000
 Format: 210 x 275 mm
 Colors: 4/4 CMYK
 Paper: LWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	16. 11. 2023	20. 11. 2023	20. 12. 2023
2/2024	19. 12. 2023	22. 12. 2023	24. 1. 2024
3/2024	19. 1. 2024	22. 1. 2024	21. 2. 2024
4/2024	16. 2. 2024	19. 2. 2024	20. 3. 2024
5/2024	15. 3. 2024	18. 3. 2024	18. 4. 2024
6/2024	16. 4. 2024	19. 4. 2024	22. 5. 2024
7/2024	17. 5. 2024	20. 5. 2024	19. 6. 2024
8/2024	14. 6. 2024	17. 6. 2024	17. 7. 2024
9/2024	19. 7. 2024	22. 7. 2024	21. 8. 2024
10/2024	19. 8. 2024	22. 8. 2024	18. 9. 2024
11/2024	20. 9. 2024	23. 9. 2024	23. 10. 2024
12/2024	18. 10. 2024	21. 10. 2024	20. 11. 2024
1/2025	15. 11. 2024	18. 11. 2024	18. 12. 2024

*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>.

ADVERTISING RATES

SINGLE PAGE	MARIANNE BYDLENÍ	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

GLUED INSERTS**

into position - CZK 2,70

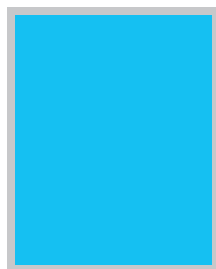
INSERTS***

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

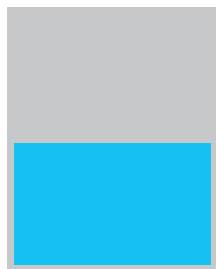


1/4
 102 x 135 mm
 trip size

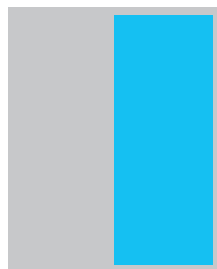
FORMATS



1/1
 210 x 275 mm
 trip size
 188 x 250 mm
 type area



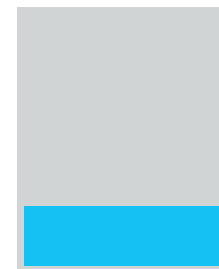
1/2 horizontal
 210 x 135 mm
 trip size
 188 x 122 mm
 type area



1/2 vertical
 102 x 275 mm
 trip size
 92 x 250 mm
 type area



1/3 vertical
 67 x 275 mm
 trip size
 60 x 250 mm
 type area



1/3 horizontal
 210 x 88 mm
 trip size
 188 x 77 mm
 type area

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.

marianne bydlení

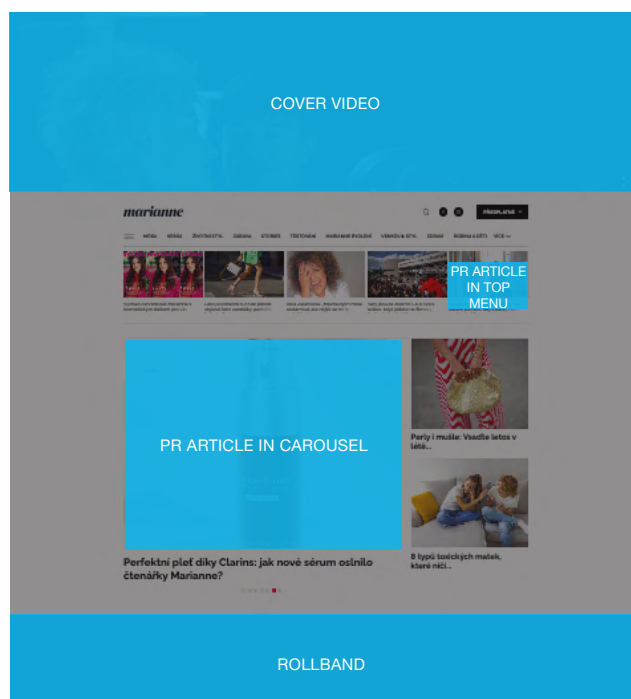
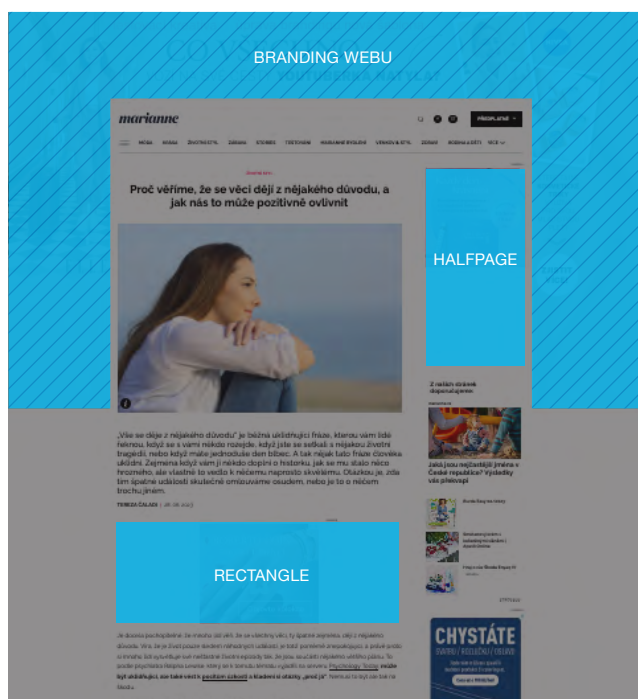
CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	840 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	420 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	600 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	900 CZK	FB post	40 000 CZK
Cover video	1 200 CZK	FB story	25 000 CZK
Outstream	840 CZK	IG post	35 000 CZK
PR article in TOP menu* / PR article in carousel**	50 000 CZK / 55 000 CZK	IG story	25 000 CZK
PR article (quiz)	85 000 CZK		
Vignette (mobile only)	1 000 CZK		
Interstitial video (mobile only)	800 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.

* 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.

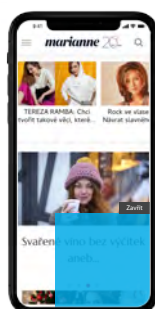
AD FORMATS DESCRIPTION



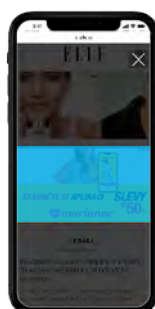
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



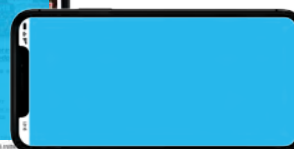
POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: quarterly
 Print run: 18 000
 Format: 220 x 285 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 4/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2024	16. 2. 2024	21. 2. 2024	20. 3. 2024
2/2024	24. 5. 2024	29. 5. 2024	26. 6. 2024
3/2024	23. 8. 2024	28. 8. 2024	25. 9. 2024
4/2024	18. 10. 2024	23. 10. 2024	20. 11. 2024

INSERTS***

into position - CZK 2,70

INSERTS***

1 sheet - CZK 2,70 6 sheets - CZK 8,00
 2 sheets - CZK 4,20 8 sheets - CZK 8,50
 4 sheets - CZK 6,80 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

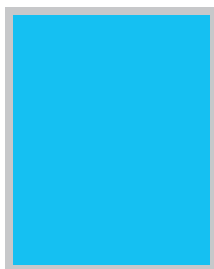
Note: The final price depends on the size, weight and number of inserts. Always request an individual calculation.

General conditions and technical specifications can be found at <https://burda.cz/cs/inzerce/ke-stazeni/tisk>.

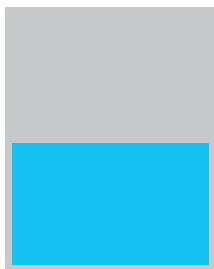
ADVERTISING RATES

SINGLE PAGE	ELLE DECORATION	POP-UP
standard page	153 000 CZK	
front inside cover	208 000 CZK	
back outside cover	229 000 CZK	
back inside cover	191 000 CZK	
1st single page	191 000 CZK	
2nd single page	186 000 CZK	
3rd single page	181 000 CZK	
4th single page	175 000 CZK	
5th single page	170 000 CZK	
single page advertorial	181 000 CZK	
glued inserts (one sheet)*	152 000 CZK	
DOUBLE PAGE		
standard double page	306 000 CZK	
unfolding front V-gate cover	426 000 CZK	
1st double page	383 000 CZK	
2nd double page	355 000 CZK	
3rd double page	344 000 CZK	
4th double page	338 000 CZK	
5th double page	333 000 CZK	
double page advertorial	360 000 CZK	
SMALL FORMATS		
half page	110 000 CZK	50 000 CZK
one third of a page vertical	110 000 CZK	
one quarter page		30 000 CZK
one sixth of a page		22 000 CZK

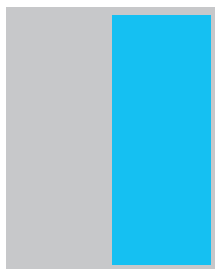
FORMATS



1/1
 220 x 285 mm
 trip size
 185 x 254 mm
 type area



1/2 horizontal
 220 x 140 mm
 trip size
 185 x 120 mm
 type area



1/2 vertical
 107,5 x 285 mm
 trip size
 86 x 254 mm
 type area



2/1
 440 x 285 mm
 trip size

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

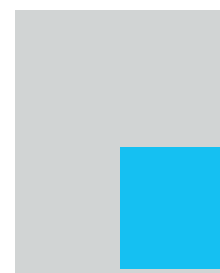
6 sheets - CZK 8,00
 8 sheets - CZK 8,50
 insert for subscribers - CZK 16,00

*production cost 0,60 CZK

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

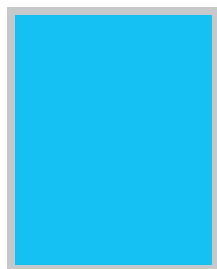
***production costs of an insertion into position 1,20 CZK/pcs

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>.

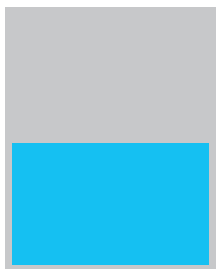


1/4
 112 x 145,5 mm
 trip size

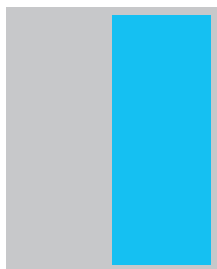
FORMATS



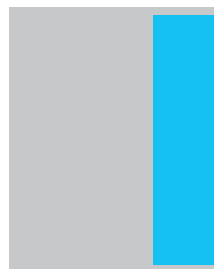
1/1
 230 x 296 mm
 trip size



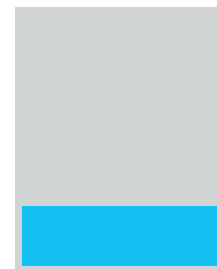
1/2 horizontal
 230 x 145,5 mm
 trip size



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

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

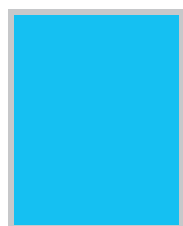
SCHEDULE

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

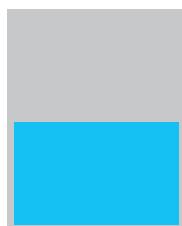
SPECIAL

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



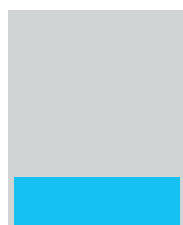
1/2 horizontal
 210 x 135 mm
 trip size
 175 x 114 mm
 type area



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



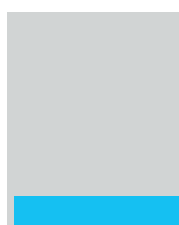
1/3 vertical
 72 x 275 mm
 trip size
 55 x 237 mm
 type area



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

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.

naše krásná Zahrada

CROSS DEVICE ADVERTISING	CPT
Branding	450 CZK
Halfpage	270 CZK
Rectangle	350 CZK
Rollband	650 CZK
Outstream	500 CZK
PR article in TOP menu* / PR article in carousel**	25 000 CZK / 30 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	750 CZK
Interstitial video (mobile only)	700 CZK

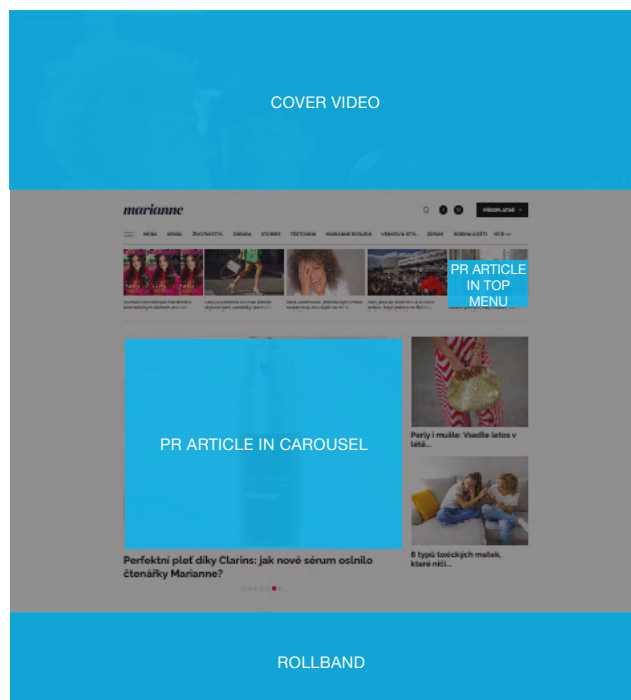
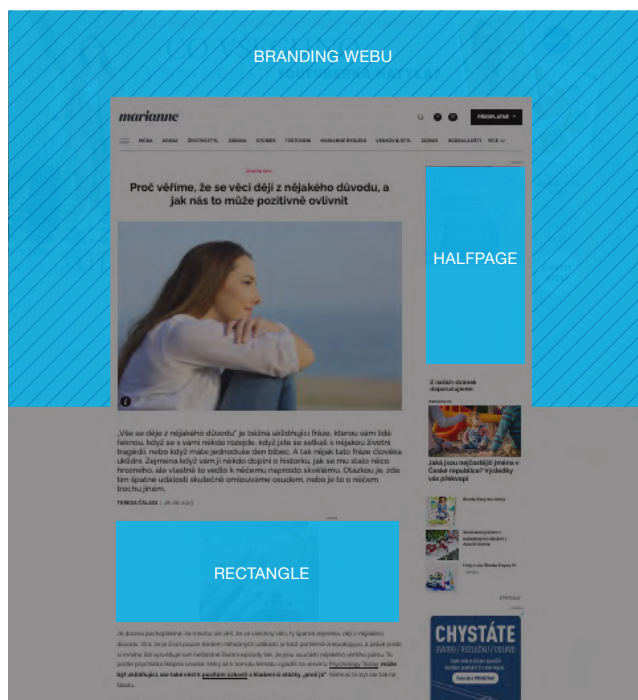
NEWSLETTER / SOCIAL MEDIA	PRICE
Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	20 000 CZK
FB story	15 000 CZK
IG post	20 000 CZK
IG story	15 000 CZK

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.

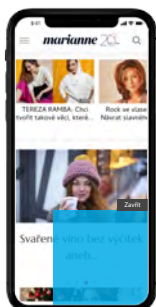
AD FORMATS DESCRIPTION



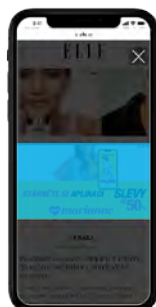
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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, surcharge of 30% for placement



ADVERTISING RATES

SINGLE PAGE

standard page	62 000 CZK
front inside cover	67 000 CZK
back outside cover	72 000 CZK
back inside cover	62 000 CZK

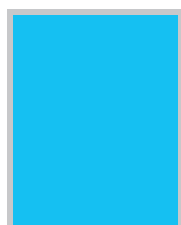
DOUBLE PAGE

standard double page	123 000 CZK
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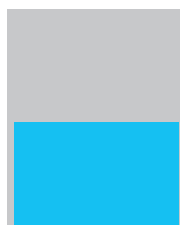
MALÉ FORMÁTY*

half page	40 000 CZK
one third of a page	40 000 CZK
one quarter page	24 000 CZK

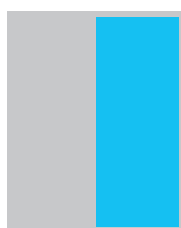
FORMATS**



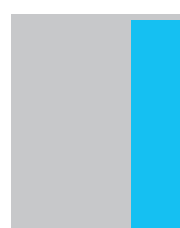
1/1
195 x 255 mm
148 x 205 mm
145 x 205 mm



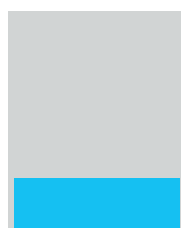
1/2 horizontal
195 x 125 mm
145 x 100 mm



1/2 vertical
95 x 255 mm
70 x 205 mm



1/3 vertical
62 x 255 mm
45 x 205 mm



1/3 horizontal
195 x 81 mm
145 x 65 mm



1/4
95 x 125 mm
70 x 100 mm

* Not available in Sudoku titles.

** Titles of Křížovky have a variety of formats. The specific dimensions of advertising are specified within the advertising order.

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, surcharge of 30% for placement

SCHEDULE

JANUARY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	2/2024	7. 12. 2023	15. 12. 2023	3. 1. 2024
Pošli recept Číselné křížovky	2/2024	8. 12. 2023	12. 12. 2023	3. 1. 2024
Pošli recept Křížovky MIX	2/2024	8. 12. 2023	12. 12. 2023	3. 1. 2024
Katka Sudoku	2/2024	13. 12. 2023	15. 12. 2023	4. 1. 2024
Katka Křížovky MIX	1/2024	8. 12. 2023	11. 12. 2023	8. 1. 2024
Křížovky na cestách	1/2024	13. 12. 2023	15. 12. 2023	8. 1. 2024
Svět ženy Číselné křížovky	2/2024	11. 12. 2023	13. 12. 2023	8. 1. 2024
SPKR Relax křížovky - Číselné křížovky - Kvízy a recepty	1/2024	19. 12. 2023	21. 12. 2023	10. 1. 2024
Dáša Číselné křížovky	2/2024	22. 12. 2023	28. 12. 2023	15. 1. 2024
Dáša Číselno-Švédské křížovky	1/2024	22. 12. 2023	28. 12. 2023	15. 1. 2024
Katka Křížovky	3/2024	20. 12. 2023	28. 12. 2023	15. 1. 2024
Svět ženy Křížovky	2/2024	22. 12. 2023	28. 12. 2023	15. 1. 2024
Katka Sudoku	3/2024	13. 12. 2023	15. 12. 2023	18. 1. 2024
Katka Číselné křížovky	2/2024	22. 12. 2023	3. 1. 2024	22. 1. 2024
Katka Číselno-Švédské křížovky	1/2024	29. 12. 2023	4. 1. 2024	22. 1. 2024
Pošli recept Superporce Sudoku	1/2024	5. 12. 2023	8. 12. 2023	25. 1. 2024
Katka Křížovky	4/2024	3. 1. 2024	11. 1. 2024	29. 1. 2024
Křížovky s celebritami	1/2024	9. 1. 2024	11. 1. 2024	29. 1. 2024
Svět ženy Číselné luštění	2/2024	2. 1. 2024	10. 1. 2024	29. 1. 2024
Katka Sudoku	4/2024	12. 1. 2024	16. 1. 2024	31. 1. 2024

MARCH

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Křížovky na cestách	2/2024	13. 2. 2024	15. 2. 2024	4. 3. 2024
SPKR Křížovky pro zahrádkáře	1/2024	14. 2. 2024	16. 2. 2024	4. 3. 2024
Svět ženy Číselné křížovky	4/2024	12. 2. 2024	14. 2. 2024	4. 3. 2024
Pošli recept Číselné křížovky	4/2024	13. 2. 2024	16. 2. 2024	6. 3. 2024
Pošli recept Křížovky MIX	4/2024	13. 2. 2024	16. 2. 2024	6. 3. 2024
SPKR Výběr číselno-švédské	1/2024	20. 2. 2024	22. 2. 2024	6. 3. 2024
Katka Křížovky 100	1/2024	2. 2. 2024	5. 2. 2024	7. 3. 2024
Dáša Číselné křížovky	4/2024	20. 2. 2024	22. 2. 2024	11. 3. 2024
Katka Křížovky	7/2024	14. 2. 2024	22. 2. 2024	11. 3. 2024
Svět ženy Křížovky	4/2024	19. 2. 2024	21. 2. 2024	11. 3. 2024
Pošli recept Superporce Číselné křížovky	1/2024	16. 2. 2024	19. 2. 2024	13. 3. 2024
SPKR Křížovky pro celou rodinu	3/2024	27. 2. 2024	29. 2. 2024	13. 3. 2024
Katka Sudoku	7/2024	12. 2. 2024	14. 2. 2024	14. 3. 2024
Dáša Křížovky s humorem	1/2024	26. 2. 2024	29. 2. 2024	18. 3. 2024
Katka Číselné křížovky	4/2024	20. 2. 2024	28. 2. 2024	18. 3. 2024
Katka Číselno-Švédské křížovky	2/2024	26. 2. 2024	29. 2. 2024	18. 3. 2024
Pošli recept Superporce Sudoku	2/2024	2. 2. 2024	7. 2. 2024	21. 3. 2024
Katka Křížovky	8/2024	28. 2. 2024	7. 3. 2024	25. 3. 2024
Katka Křížovky číselné moudré	1/2024	5. 3. 2024	7. 3. 2024	25. 3. 2024
Svět ženy Číselné luštění	4/2024	27. 2. 2024	6. 3. 2024	25. 3. 2024
Katka Sudoku	8/2024	11. 3. 2024	13. 3. 2024	28. 3. 2024

FEBRUARY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Baví mě žít s křížovkami - Osmisměrky	1/2024	16. 1. 2024	18. 1. 2024	5. 2. 2024
Katka Labyrint křížovek	1/2024	15. 1. 2024	17. 1. 2024	5. 2. 2024
Svět ženy Číselné křížovky	3/2024	15. 1. 2024	17. 1. 2024	5. 2. 2024
Svět ženy Číselno-Švédské křížovky	1/2024	16. 1. 2024	18. 1. 2024	5. 2. 2024
Katka The Best Of Sudoku	1/2024	12. 1. 2024	15. 1. 2024	7. 2. 2024
Pošli recept Číselné křížovky	3/2024	16. 1. 2024	19. 1. 2024	7. 2. 2024
Pošli recept Křížovky MIX	3/2024	16. 1. 2024	19. 1. 2024	7. 2. 2024
Křížovky Svět ženy 333 sudoku	1/2024	16. 1. 2024	18. 1. 2024	8. 2. 2024
Dáša Číselné křížovky	3/2024	23. 1. 2024	25. 1. 2024	12. 2. 2024
Katka Křížovky	5/2024	17. 1. 2024	25. 1. 2024	12. 2. 2024
Katka Křížovky pro dobrý spánek / usínání	1/2024	23. 1. 2024	25. 1. 2024	12. 2. 2024
Křížovky speciál Jaro	1/2024	22. 1. 2024	24. 1. 2024	12. 2. 2024
Svět ženy Křížovky	3/2024	22. 1. 2024	24. 1. 2024	12. 2. 2024
SPKR To nejlepší z číselných křížovek	1/2024	30. 1. 2024	1. 2. 2024	14. 2. 2024
Katka Sudoku	5/2024	12. 1. 2024	16. 1. 2024	15. 2. 2024
Katka Číselné křížovky	3/2024	23. 1. 2024	31. 1. 2024	19. 2. 2024
SPKR Relax křížovky - Na toulkách minulostí	1/2024	31. 1. 2024	2. 2. 2024	19. 2. 2024
Svět ženy Nové Extra Číselno-Švédské křížovky	1/2024	30. 1. 2024	1. 2. 2024	19. 2. 2024
Katka Křížovky	6/2024	31. 1. 2024	8. 2. 2024	26. 2. 2024
Katka Křížovky MIX	2/2024	6. 2. 2024	8. 2. 2024	26. 2. 2024
Svět ženy Číselné luštění	3/2024	30. 1. 2024	7. 2. 2024	26. 2. 2024
Katka Sudoku	6/2024	12. 2. 2024	14. 2. 2024	29. 2. 2024

APRIL

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka The Best Of Sudoku	2/2024	4. 3. 2024	6. 3. 2024	3. 4. 2024
Pošli recept Číselné křížovky	5/2024	12. 3. 2024	15. 3. 2024	3. 4. 2024
Pošli recept Číselno-Švédské křížovky	1/2024	13. 3. 2024	15. 3. 2024	3. 4. 2024
Pošli recept Křížovky MIX	5/2024	12. 3. 2024	15. 3. 2024	3. 4. 2024
SPKR Houbašské křížovky	1/2024	18. 3. 2024	20. 3. 2024	3. 4. 2024
Katka Křížovky	9/2024	7. 3. 2024	15. 3. 2024	8. 4. 2024
Svět ženy Číselné křížovky	5/2024	12. 3. 2024	14. 3. 2024	8. 4. 2024
Svět ženy Číselno-Švédské křížovky	2/2024	13. 3. 2024	15. 3. 2024	10. 4. 2024
Katka Sudoku	9/2024	11. 3. 2024	13. 3. 2024	11. 4. 2024
Dáša Číselné křížovky	5/2024	26. 3. 2024	28. 3. 2024	15. 4. 2024
Svět ženy Křížovky	5/2024	25. 3. 2024	27. 3. 2024	15. 4. 2024
Katka Křížovky MIX	3/2024	26. 3. 2024	28. 3. 2024	18. 4. 2024
Katka Číselné křížovky	5/2024	26. 3. 2024	3. 4. 2024	22. 4. 2024
Katka Křížovky	10/2024	27. 3. 2024	4. 4. 2024	22. 4. 2024
Katka Sudoku	10/2024	8. 4. 2024	10. 4. 2024	25. 4. 2024
Svět ženy Číselné luštění	5/2024	26. 3. 2024	3. 4. 2024	29. 4. 2024

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, surcharge of 30% for placement

SCHEDULE

MAY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	11/2024	10. 4. 2024	18. 4. 2024	6. 5. 2024
Křížovky na cestách	3/2024	16. 4. 2024	18. 4. 2024	6. 5. 2024
SPKR Křížovky na dovolenou	4/2024	17. 4. 2024	19. 4. 2024	6. 5. 2024
Svět ženy Číselné křížovky	6/2024	15. 4. 2024	17. 4. 2024	6. 5. 2024
Dáša Číselno-Švédské křížovky	2/2024	19. 4. 2024	22. 4. 2024	9. 5. 2024
Katka Labyrint křížovek	2/2024	17. 4. 2024	19. 4. 2024	9. 5. 2024
Katka Sudoku	11/2024	8. 4. 2024	10. 4. 2024	9. 5. 2024
Pošli recept Číselné křížovky	6/2024	9. 4. 2024	12. 4. 2024	9. 5. 2024
Pošli recept Křížovky MIX	6/2024	9. 4. 2024	12. 4. 2024	9. 5. 2024
Baví mě žít s křížovkami - Osmisměrky	2/2024	23. 4. 2024	25. 4. 2024	13. 5. 2024
Dáša Číselné křížovky	6/2024	23. 4. 2024	25. 4. 2024	13. 5. 2024
Katka Číselno-Švédské křížovky	3/2024	22. 4. 2024	25. 4. 2024	13. 5. 2024
Svět ženy Křížovky	6/2024	22. 4. 2024	24. 4. 2024	13. 5. 2024
Svět ženy Nové Extra Číselno-Švédské křížovky	2/2024	23. 4. 2024	25. 4. 2024	13. 5. 2024
SPKR Relax křížovky - Číselné křížovky - Kvízy a recepty	2/2024	26. 4. 2024	30. 4. 2024	15. 5. 2024
Pošli recept Superporce Sudoku	3/2024	28. 3. 2024	3. 4. 2024	16. 5. 2024
Katka Číselné křížovky	6/2024	22. 4. 2024	30. 4. 2024	20. 5. 2024
Katka Křížovky	12/2024	24. 4. 2024	2. 5. 2024	20. 5. 2024
Katka Křížovky pro dobrý spánek / usínání	2/2024	30. 4. 2024	2. 5. 2024	20. 5. 2024
Křížovky speciál Léto	2/2024	26. 4. 2024	30. 4. 2024	20. 5. 2024
Katka Sudoku	12/2024	3. 5. 2024	7. 5. 2024	23. 5. 2024
Svět ženy Číselné luštění	6/2024	22. 4. 2024	30. 4. 2024	27. 5. 2024

JULY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	15/2024	7. 6. 2024	17. 6. 2024	3. 7. 2024
Katka Sudoku	15/2024	3. 6. 2024	5. 6. 2024	4. 7. 2024
Pošli recept Číselné křížovky	8/2024	11. 6. 2024	14. 6. 2024	4. 7. 2024
Pošli recept Křížovky MIX	8/2024	11. 6. 2024	14. 6. 2024	4. 7. 2024
Pošli recept Číselno-Švédské křížovky	2/2024	12. 6. 2024	14. 6. 2024	8. 7. 2024
Svět ženy Číselné křížovky	8/2024	12. 6. 2024	14. 6. 2024	8. 7. 2024
Dáša Číselné křížovky	8/2024	25. 6. 2024	27. 6. 2024	15. 7. 2024
Dáša Křížovky s humorem	2/2024	24. 6. 2024	27. 6. 2024	15. 7. 2024
Katka Číselno-Švédské křížovky	4/2024	24. 6. 2024	27. 6. 2024	15. 7. 2024
Katka Křížovky	16/2024	19. 6. 2024	27. 6. 2024	15. 7. 2024
Svět ženy Křížovky	8/2024	24. 6. 2024	26. 6. 2024	15. 7. 2024
Katka Sudoku	16/2024	1. 7. 2024	3. 7. 2024	18. 7. 2024
Pošli recept Superporce Sudoku	4/2024	21. 6. 2024	25. 6. 2024	18. 7. 2024
Katka Číselné křížovky	8/2024	25. 6. 2024	3. 7. 2024	22. 7. 2024
Katka Křížovky MIX	5/2024	2. 7. 2024	4. 7. 2024	22. 7. 2024
Katka Křížovky	17/2024	3. 7. 2024	11. 7. 2024	29. 7. 2024
Svět ženy Číselné luštění	8/2024	2. 7. 2024	10. 7. 2024	29. 7. 2024
Katka Sudoku	17/2024	1. 7. 2024	3. 7. 2024	31. 7. 2024

JUNE

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	13/2024	10. 5. 2024	20. 5. 2024	5. 6. 2024
Katka Křížovky MIX	4/2024	17. 5. 2024	20. 5. 2024	5. 6. 2024
Katka The Best Of Sudoku	3/2024	26. 4. 2024	30. 4. 2024	5. 6. 2024
Křížovky s celebritami	2/2024	17. 5. 2024	20. 5. 2024	5. 6. 2024
SPKR Katka Léto s luštěním	5/2024	21. 5. 2024	23. 5. 2024	5. 6. 2024
SPKR Pošli recept - Grilování a výlety	1/2024	21. 5. 2024	23. 5. 2024	5. 6. 2024
Svět ženy Číselné křížovky	7/2024	15. 5. 2024	17. 5. 2024	5. 6. 2024
Katka Sudoku	13/2024	3. 5. 2024	7. 5. 2024	6. 6. 2024
Pošli recept Číselné křížovky	7/2024	17. 5. 2024	20. 5. 2024	6. 6. 2024
Pošli recept Křížovky MIX	7/2024	17. 5. 2024	20. 5. 2024	6. 6. 2024
Dáša Číselné křížovky	7/2024	21. 5. 2024	23. 5. 2024	10. 6. 2024
Svět ženy Číselno-Švédské křížovky	3/2024	21. 5. 2024	23. 5. 2024	10. 6. 2024
Svět ženy Křížovky	7/2024	20. 5. 2024	22. 5. 2024	10. 6. 2024
Pošli recept Superporce Číselné křížovky	2/2024	17. 5. 2024	21. 5. 2024	12. 6. 2024
SPKR Labyrint křížovek - Výběr	1/2024	28. 5. 2024	30. 5. 2024	12. 6. 2024
Katka Číselné křížovky	7/2024	21. 5. 2024	29. 5. 2024	17. 6. 2024
Katka Křížovky	14/2024	22. 5. 2024	30. 5. 2024	17. 6. 2024
Katka Sudoku	14/2024	3. 6. 2024	5. 6. 2024	20. 6. 2024
Křížovky Svět ženy 333 sudoku	2/2024	28. 5. 2024	30. 5. 2024	20. 6. 2024
Katka Křížovky číselné moudré	2/2024	4. 6. 2024	6. 6. 2024	24. 6. 2024
Svět ženy Číselné luštění	7/2024	28. 5. 2024	5. 6. 2024	24. 6. 2024
SPKR Výběr číselno-švédské	2/2024	11. 6. 2024	13. 6. 2024	26. 6. 2024

AUGUST

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Labyrint křížovek	3/2024	15. 7. 2024	17. 7. 2024	5. 8. 2024
Svět ženy Číselné křížovky	9/2024	15. 7. 2024	17. 7. 2024	5. 8. 2024
Svět ženy Číselno-Švédské křížovky	4/2024	16. 7. 2024	18. 7. 2024	5. 8. 2024
Katka Křížovky 100	2/2024	17. 7. 2024	19. 7. 2024	7. 8. 2024
Katka The Best Of Sudoku	4/2024	15. 7. 2024	17. 7. 2024	7. 8. 2024
Pošli recept Číselné křížovky	9/2024	19. 7. 2024	22. 7. 2024	8. 8. 2024
Pošli recept Křížovky MIX	9/2024	19. 7. 2024	22. 7. 2024	8. 8. 2024
SPKR To nejlepší z číselných křížovek	2/2024	23. 7. 2024	25. 7. 2024	8. 8. 2024
Dáša Číselné křížovky	9/2024	23. 7. 2024	25. 7. 2024	12. 8. 2024
Katka Křížovky	18/2024	17. 7. 2024	25. 7. 2024	12. 8. 2024
SPKR Křížovky pro zahrádkáře	2/2024	24. 7. 2024	26. 7. 2024	12. 8. 2024
Svět ženy Křížovky	9/2024	22. 7. 2024	24. 7. 2024	12. 8. 2024
Katka Sudoku	18/2024	29. 7. 2024	31. 7. 2024	15. 8. 2024
Katka Číselné křížovky	9/2024	23. 7. 2024	31. 7. 2024	19. 8. 2024
Svět ženy Nové Extra Číselno-Švédské křížovky	3/2024	30. 7. 2024	1. 8. 2024	19. 8. 2024
Dáša Číselno-Švédské křížovky	3/2024	6. 8. 2024	8. 8. 2024	26. 8. 2024
Katka Křížovky	19/2024	31. 7. 2024	8. 8. 2024	26. 8. 2024
Katka Křížovky pro dobrý spánek / usínání	3/2024	6. 8. 2024	8. 8. 2024	26. 8. 2024
Svět ženy Číselné luštění	9/2024	30. 7. 2024	7. 8. 2024	26. 8. 2024
Katka Sudoku	19/2024	29. 7. 2024	31. 7. 2024	29. 8. 2024

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, surcharge of 30% for placement

SCHEDULE

SEPTEMBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Pošli recept Číselné křížovky	10/2024	13. 8. 2024	16. 8. 2024	5. 9. 2024
Pošli recept Křížovky MIX	10/2024	13. 8. 2024	16. 8. 2024	5. 9. 2024
Katka Křížovky	20/2024	14. 8. 2024	22. 8. 2024	9. 9. 2024
Katka Křížovky MIX	6/2024	20. 8. 2024	22. 8. 2024	9. 9. 2024
Křížovky speciál Podzim	3/2024	19. 8. 2024	21. 8. 2024	9. 9. 2024
Svět ženy Číselné křížovky	10/2024	19. 8. 2024	21. 8. 2024	9. 9. 2024
Svět ženy Křížovky	10/2024	19. 8. 2024	21. 8. 2024	9. 9. 2024
Křížovky na cestách	4/2024	21. 8. 2024	23. 8. 2024	11. 9. 2024
Pošli recept Superporce Číselné křížovky	3/2024	16. 8. 2024	19. 8. 2024	11. 9. 2024
SPKR Relax křížovky - Číselné křížovky - Kvízy a recepty	3/2024	20. 8. 2024	22. 8. 2024	11. 9. 2024
Katka Sudoku	20/2024	26. 8. 2024	28. 8. 2024	12. 9. 2024
Pošli recept Superporce Sudoku	5/2024	16. 8. 2024	21. 8. 2024	12. 9. 2024
Baví mě žít s křížovkami - Osmisměrky	3/2024	27. 8. 2024	29. 8. 2024	16. 9. 2024
Dáša Číselné křížovky	10/2024	27. 8. 2024	29. 8. 2024	16. 9. 2024
Katka Číselno-Švédské křížovky	5/2024	26. 8. 2024	29. 8. 2024	16. 9. 2024
SPKR Houbařské křížovky 2/2024	2/2024	28. 8. 2024	30. 8. 2024	16. 9. 2024
Katka Číselné křížovky	10/2024	27. 8. 2024	4. 9. 2024	23. 9. 2024
Katka Křížovky	21/2024	28. 8. 2024	5. 9. 2024	23. 9. 2024
SPKR Relax křížovky - Na toulkách minulosti	2/2024	4. 9. 2024	6. 9. 2024	23. 9. 2024
Katka Sudoku	21/2024	26. 8. 2024	28. 8. 2024	26. 9. 2024
Svět ženy Číselné luštění	10/2024	27. 8. 2024	4. 9. 2024	30. 9. 2024

NOVEMBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	24/2024	4. 10. 2024	14. 10. 2024	4. 11. 2024
Katka Labyrint křížovek	4/2024	14. 10. 2024	16. 10. 2024	4. 11. 2024
Křížovky na cestách	5/2024	11. 10. 2024	14. 10. 2024	4. 11. 2024
Svět ženy Číselné křížovky	12/2024	9. 10. 2024	11. 10. 2024	4. 11. 2024
Katka Sudoku	24/2024	21. 10. 2024	23. 10. 2024	7. 11. 2024
Pošli recept Číselné křížovky	12/2024	18. 10. 2024	21. 10. 2024	7. 11. 2024
Pošli recept Křížovky MIX	12/2024	18. 10. 2024	21. 10. 2024	7. 11. 2024
Dáša Číselné křížovky	12/2024	22. 10. 2024	24. 10. 2024	11. 11. 2024
Katka Číselno-Švédské křížovky	6/2024	21. 10. 2024	24. 10. 2024	11. 11. 2024
Svět ženy Křížovky	12/2024	21. 10. 2024	23. 10. 2024	11. 11. 2024
Dáša Křížovky s humorem	3/2024	25. 10. 2024	31. 10. 2024	18. 11. 2024
Katka Číselné křížovky	12/2024	22. 10. 2024	30. 10. 2024	18. 11. 2024
Katka Křížovky	25/2024	23. 10. 2024	31. 10. 2024	18. 11. 2024
Křížovky speciál Zima	4/2024	25. 10. 2024	30. 10. 2024	18. 11. 2024
Katka Sudoku	25/2024	21. 10. 2024	23. 10. 2024	21. 11. 2024
Pošli recept Superporce Sudoku	6/2024	11. 10. 2024	14. 10. 2024	21. 11. 2024
Svět ženy Číselné luštění	12/2024	22. 10. 2024	30. 10. 2024	25. 11. 2024

OCTOBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky číselné moudré	3/2024	13. 9. 2024	16. 9. 2024	2. 10. 2024
Katka The Best Of Sudoku	5/2024	6. 9. 2024	9. 9. 2024	2. 10. 2024
Křížovky s celebritami	3/2024	13. 9. 2024	16. 9. 2024	2. 10. 2024
Křížovky Svět ženy 333 sudoku	3/2024	10. 9. 2024	12. 9. 2024	3. 10. 2024
Pošli recept Číselné křížovky	11/2024	13. 9. 2024	16. 9. 2024	3. 10. 2024
Pošli recept Křížovky MIX	11/2024	13. 9. 2024	16. 9. 2024	3. 10. 2024
Katka Křížovky	22/2024	11. 9. 2024	19. 9. 2024	7. 10. 2024
Svět ženy Číselné křížovky	11/2024	16. 9. 2024	18. 9. 2024	7. 10. 2024
Svět ženy Číselno-Švédské křížovky	5/2024	17. 9. 2024	19. 9. 2024	7. 10. 2024
Katka Sudoku	22/2024	23. 9. 2024	25. 9. 2024	10. 10. 2024
Dáša Číselné křížovky	11/2024	24. 9. 2024	26. 9. 2024	14. 10. 2024
Svět ženy Křížovky	11/2024	23. 9. 2024	25. 9. 2024	14. 10. 2024
Svět ženy Nové Extra Číselno-Švédské křížovky	4/2024	24. 9. 2024	26. 9. 2024	14. 10. 2024
Katka Číselné křížovky	11/2024	24. 9. 2024	2. 10. 2024	21. 10. 2024
Katka Křížovky	23/2024	25. 9. 2024	3. 10. 2024	21. 10. 2024
Katka Sudoku	23/2024	23. 9. 2024	25. 9. 2024	24. 10. 2024
Svět ženy Číselné luštění	11/2024	3. 10. 2024	11. 10. 2024	30. 10. 2024
Katka Křížovky MIX	7/2024	11. 10. 2024	14. 10. 2024	31. 10. 2024
Pošli recept Číselno-Švédské křížovky	3/2024	9. 10. 2024	11. 10. 2024	31. 10. 2024
SPKR SŽ Křížovky pod stromeček	23/2024	15. 10. 2024	17. 10. 2024	31. 10. 2024

DECEMBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Dáša Číselno-Švédské křížovky	4/2024	15. 11. 2024	18. 11. 2024	4. 12. 2024
Katka Křížovky	26/2024	8. 11. 2024	18. 11. 2024	4. 12. 2024
Katka Křížovky pro dobrý spánek / usínání	4/2024	15. 11. 2024	18. 11. 2024	4. 12. 2024
Katka The Best Of Sudoku	6/2024	11. 11. 2024	13. 11. 2024	4. 12. 2024
Svět ženy Číselné křížovky	1/2024	13. 11. 2024	15. 11. 2024	4. 12. 2024
Katka Sudoku	26/2024	15. 11. 2024	19. 11. 2024	5. 12. 2024
Pošli recept Číselné křížovky	1/2024	15. 11. 2024	18. 11. 2024	5. 12. 2024
Pošli recept Křížovky MIX	1/2024	15. 11. 2024	18. 11. 2024	5. 12. 2024
Dáša Číselné křížovky	1/2024	19. 11. 2024	21. 11. 2024	9. 12. 2024
Svět ženy Číselno-Švédské křížovky	6/2024	19. 11. 2024	21. 11. 2024	9. 12. 2024
Svět ženy Křížovky	1/2024	18. 11. 2024	20. 11. 2024	9. 12. 2024
Pošli recept Superporce Číselné křížovky	4/2024	15. 11. 2024	19. 11. 2024	11. 12. 2024
Katka Číselné křížovky	1/2024	19. 11. 2024	27. 11. 2024	16. 12. 2024
Katka Křížovky	1/2024	20. 11. 2024	28. 11. 2024	16. 12. 2024
Katka Sudoku	1/2024	15. 11. 2024	19. 11. 2024	19. 12. 2024
Svět ženy Číselné luštění	1/2024	19. 11. 2024	27. 11. 2024	23. 12. 2024

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, advertising must meet The LEGO Group's requirements and need to be approved by LEGO Publishing



Periodicity: several times a month
 Print run: 20 000
 Format: 210 x 280 mm
 Colors: 4/4 CMYK

Paper: LWC
 Cover: 4/4 glossy
 Binding: V1

ADVERTISING RATES LEGO®

SINGLE PAGE

standard page	90 000 CZK
front inside cover	130 000 CZK

SCHEDULE

JANUARY

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Ninjago	1/2024	22. 11. 2023	4. 1. 2024
Lego Jurassic World	1/2024	22. 11. 2023	8. 1. 2024
Lego Star Wars	1/2024	22. 11. 2023	8. 1. 2024
Miraculous	1/2024	29. 11. 2023	10. 1. 2024
Lego City	1/2024	29. 11. 2023	11. 1. 2024
Lego DREAMZzz	1/2024	30. 11. 2023	15. 1. 2024
Princezna Mimi	1/2024	6. 12. 2023	17. 1. 2024
Lego Minecraft	1/2024	11. 12. 2023	22. 1. 2024
Lego Marvel – Spider-Man	1/2024	11. 12. 2023	22. 1. 2024
Lego komiks – 09	1/2024	11. 12. 2023	22. 1. 2024

FEBRUARY

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Ninjago	2/2024	1. 1. 2024	12. 2. 2024
Lego Ninjago Legacy	1/2024	1. 1. 2024	12. 2. 2024
Lego Star Wars	2/2024	8. 1. 2024	19. 2. 2024

MARCH

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Marvel – Avengers	2/2024	24. 1. 2024	7. 3. 2024
Ghostforce	1/2024	31. 1. 2024	14. 3. 2024
Lego DREAMZzz	2/2024	5. 2. 2024	18. 3. 2024
Horse Club – Schleich	1/2024	7. 2. 2024	21. 3. 2024
Lego Minecraft	2/2024	7. 2. 2024	21. 3. 2024
Lego komiks – 10	2/2024	7. 2. 2024	21. 3. 2024
Lego Ninjago	3/2024	12. 2. 2024	25. 3. 2024

APRIL

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Star Wars	3/2024	15. 2. 2024	3. 4. 2024
Planeta WOW	1/2024	20. 2. 2024	4. 4. 2024
Lego Ninjago Legacy	2/2024	26. 2. 2024	8. 4. 2024
Lego Batman	1/2024	27. 2. 2024	11. 4. 2024
Lego Friends	1/2024	29. 2. 2024	15. 4. 2024
Lego Marvel – Spider-Man	3/2024	11. 3. 2024	22. 4. 2024

MAY

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Ninjago	4/2024	20. 3. 2024	2. 5. 2024
Lego Star Wars	4/2024	28. 3. 2024	13. 5. 2024
Dinosauři	1/2024	2. 4. 2024	16. 5. 2024
Lego DREAMZzz	3/2024	2. 4. 2024	16. 5. 2024
Lego Minecraft	3/2024	5. 4. 2024	20. 5. 2024
Lego komiks – 11	3/2024	5. 4. 2024	20. 5. 2024
Lissy 1/2024	7/2024	9. 4. 2024	23. 5. 2024

JUNE

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Ninjago Legacy	3/2024	22. 4. 2024	3. 6. 2024
Lego Ninjago	5/2024	24. 4. 2024	6. 6. 2024
Lego Marvel – Avengers	4/2024	24. 4. 2024	6. 6. 2024
Lego Star Wars	5/2024	13. 5. 2024	24. 6. 2024

JULY

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Duplo	1/2024	21. 5. 2024	3. 7. 2024
Lego Ninjago	6/2024	28. 5. 2024	11. 7. 2024
Lego Jurassic World	2/2024	3. 6. 2024	15. 7. 2024
Lego Technic	1/2024	3. 6. 2024	15. 7. 2024
Miraculous	2/2024	4. 6. 2024	18. 7. 2024
Lego City	2/2024	4. 6. 2024	18. 7. 2024
Lego Minecraft	4/2024	4. 6. 2024	18. 7. 2024
Lego komiks – 12	4/2024	4. 6. 2024	18. 7. 2024
Lego Marvel – Spider-Man	5/2024	10. 6. 2024	22. 7. 2024
Princezna Mimi	2/2024	12. 6. 2024	25. 7. 2024
Lego Ninjago Legacy	4/2024	19. 6. 2024	31. 7. 2024

AUGUST

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Star Wars	6/2024	24. 6. 2024	5. 8. 2024
Lego Ninjago	7/2024	8. 7. 2024	19. 8. 2024

SEPTEMBER

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Marvel – Avengers	6/2024	24. 7. 2024	5. 9. 2024
Lego Minecraft	5/2024	5. 8. 2024	16. 9. 2024
Lego komiks – 13	5/2024	5. 8. 2024	16. 9. 2024
Lego DREAMZzz	4/2024	5. 8. 2024	16. 9. 2024
Lego Star Wars	7/2024	7. 8. 2024	18. 9. 2024
Ghostforce	10/2024	7. 8. 2024	19. 9. 2024
Lego Ninjago	8/2024	13. 8. 2024	25. 9. 2024
Horse Club – Schleich	11/2024	14. 8. 2024	26. 9. 2024
Lego Ninjago Legacy	5/2024	14. 8. 2024	26. 9. 2024

OCTOBER

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Batman	2/2024	4. 9. 2024	17. 10. 2024
Lego Friends	2/2024	9. 9. 2024	21. 10. 2024
Lego Marvel – Spider-Man	7/2024	9. 9. 2024	21. 10. 2024
Lego Ninjago	9/2024	16. 9. 2024	30. 10. 2024
Lego Star Wars	8/2024	16. 9. 2024	30. 10. 2024

NOVEMBER

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Minecraft	6/2024	2. 10. 2024	14. 11. 2024
Lego komiks – 14	6/2024	2. 10. 2024	14. 11. 2024
Lego Technic	2/2024	7. 10. 2024	18. 11. 2024
Dinosauři	2/2024	9. 10. 2024	21. 11. 2024
Lego Ninjago Legacy	6/2024	14. 10. 2024	25. 11. 2024
Lissy	2/2024	16. 10. 2024	28. 11. 2024

DECEMBER

TITLE	ISSUE	BOOKING AND DEADLINE	ON SALE
Lego Ninjago	10/2024	23. 10. 2024	4. 12. 2024
Lego Marvel – Avengers	8/2024	23. 10. 2024	5. 12. 2024
Lego Star Wars	9/2024	28. 10. 2024	9. 12. 2024

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.



CROSS DEVICE ADVERTISING

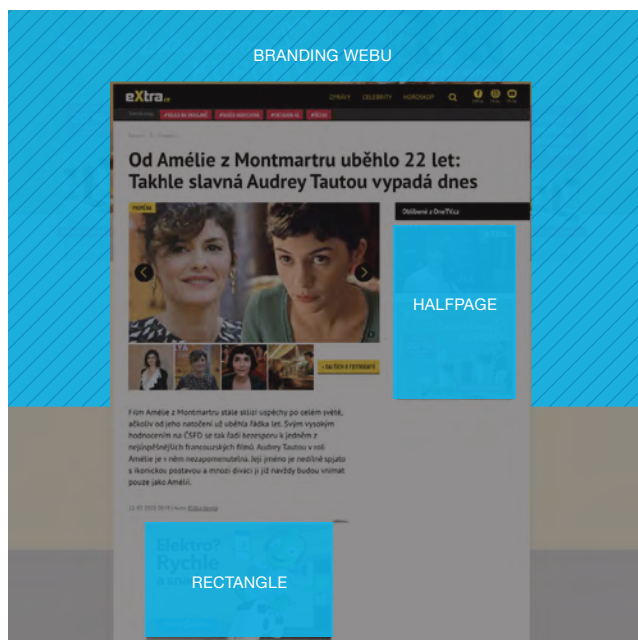
	CPT
Branding	450 CZK
Halfpage	270 CZK
Rectangle	350 CZK
PR article	35 000 CZK
Instream	590 CZK

NEWSLETTER / SOCIAL MEDIA

	PRICE
FB post	20 000 CZK
FB story	15 000 CZK
IG post	10 000 CZK
IG story	10 000 CZK
Tik Tok post	20 000 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

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.

LIFEE.CZ

CROSS DEVICE ADVERTISING

CPT

Branding	600 CZK
Halfpage	280 CZK
Rectangle	400 CZK
PR article	30 000 CZK

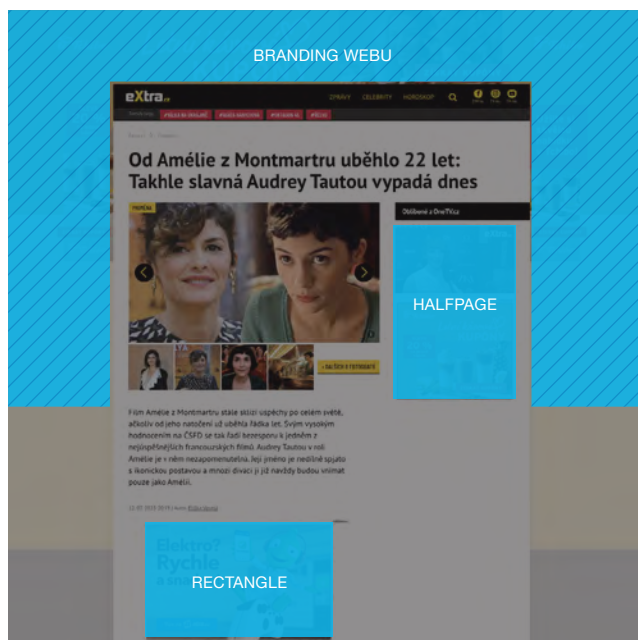
NEWSLETTER / SOCIAL MEDIA

PRICE

FB post	20 000 CZK
FB story	15 000 CZK
IG post	10 000 CZK
IG story	10 000 CZK
Tik Tok post	20 000 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

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G.cz

CROSS DEVICE ADVERTISING

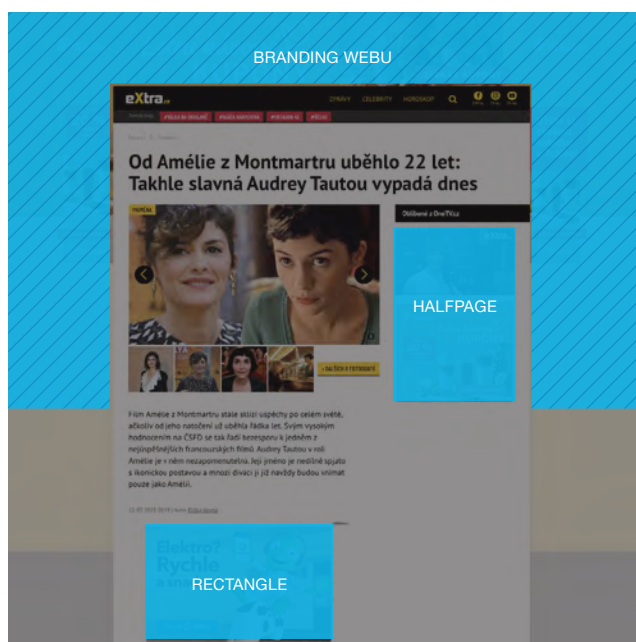
	CPT
Branding	600 CZK
Halfpage	280 CZK
Rectangle	400 CZK
PR article	25 000 CZK

NEWSLETTER / SOCIAL MEDIA

	PRICE
FB post	20 000 CZK
FB story	15 000 CZK
IG post	20 000 CZK
IG story	15 000 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

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.

toprecepty.cz

CROSS DEVICE ADVERTISING

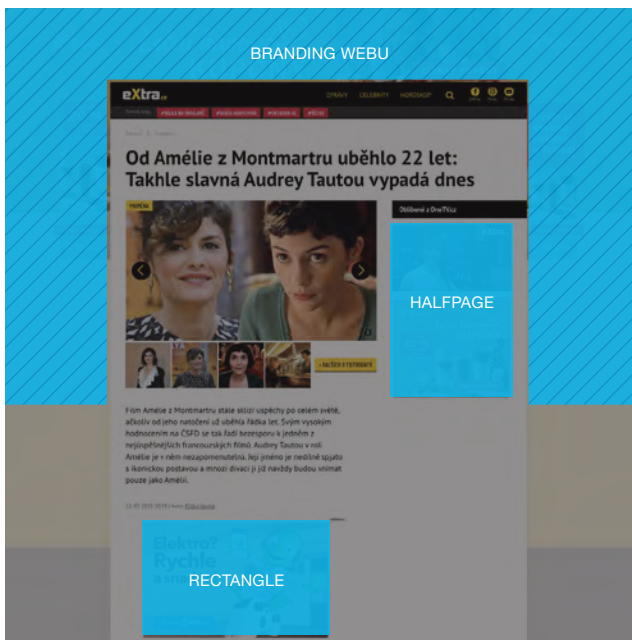
	CPT
Branding	450 CZK
Halfpage	270 CZK
Rectangle	350 CZK
PR article	30 000 CZK
Instream	600 CZK

NEWSLETTER / SOCIAL MEDIA

	PRICE
FB post	40 000 CZK
FB story	30 000 CZK
IG post	40 000 CZK
IG story	30 000 CZK
Tik Tok post	10 000 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

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.



Extralife.cz

CROSS DEVICE ADVERTISING

CPT

Branding	450 CZK
Halfpage	270 CZK
Rectangle	350 CZK
PR article	25 000 CZK

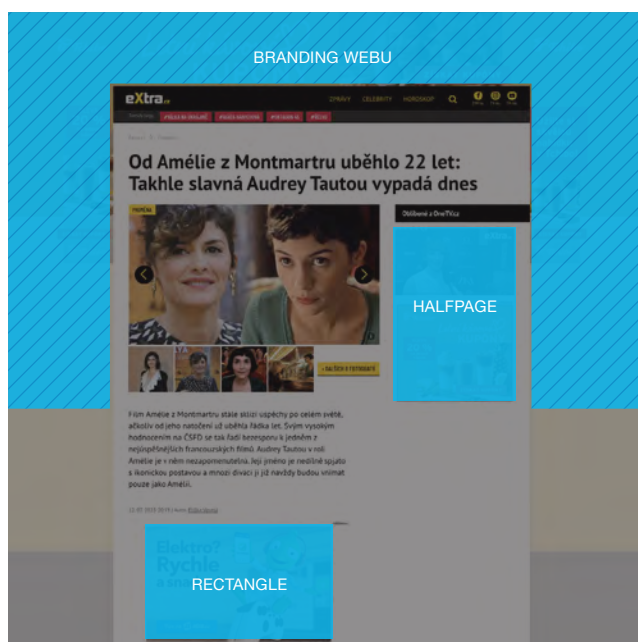
NEWSLETTER / SOCIAL MEDIA

PRICE

FB post	20 000 CZK
FB story	15 000 CZK
IG post	10 000 CZK
IG story	10 000 CZK
Tik Tok post	20 000 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

FLOATING ALL ON-LINE

2024

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.

INVOLVED WEBSITES: Elle.cz, Marianne.cz, Svetzeny.cz, Lifee.cz, Nasekrasnazahrada.cz, Chip.cz, G.cz, Apetitonline.cz, Toprecepty.cz, Extra.cz, Burdastyle.cz, Extralife.cz

CROSS DEVICE ADVERTISING	CPT
Branding	450 CZK
Halfpage	250 CZK
Rectangle	290 CZK
Rollband / pop-up	650 CZK
Outstream*	500 CZK
Instream	490 CZK
PR Native	99 CZK
Vignette (mobile only)	750 CZK
Interstitial video (mobile only)	600 CZK
Shopping tip MIX	10 000 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.

* Involved websites: Apetitonline.cz, Burdastyle.cz, Chip.cz, Elle.cz, Marianne.cz, Nasekrasnazahrada.cz, Svetzeny.cz

HOBBY PACK ON-LINE

2024

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.

INVOLVED WEBSITES: Apetitonline.cz, Elle.cz/decoration, Chip.cz, Marianne.cz/venkov-styl, Mariannebydleni.cz, Nasekrasnazahrada.cz, Svetzeny.cz/bydleni, Burdastyle.cz

CROSS DEVICE ADVERTISING	CPT
Branding	470 CZK
Halfpage	270 CZK
Rectangle	300 CZK
Rollband / pop-up	750 CZK
Outstream	400 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	500 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.

FOOD PACK ON-LINE

2024

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.

INVOLVED WEBSITES: Apetitonline.cz, Toprecepty.cz

CROSS DEVICE ADVERTISING	CPT
Branding	470 CZK
Halfpage	270 CZK
Rectangle	300 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	500 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.

MUŽI PACK ON-LINE

2024

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.

INVOLVED WEBSITES: Chip.cz, G.cz

CROSS DEVICE ADVERTISING	CPT
Branding	550 CZK
Halfpage	290 CZK
Rectangle	330 CZK
Vignette (mobile only)	850 CZK
Interstitial video (mobile only)	700 CZK
PR Native	89 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.

ŽENY PACK ON-LINE

2024

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.

INVOLVED WEBSITES: Elle.cz, Marianne.cz, Lifesty.cz, Svetzeny.cz, Apetitonline.cz, Toprecepty.cz, Extra.cz, Burdastyle.cz, Extralife.cz, Nasekrasnazahrada.cz

CROSS DEVICE ADVERTISING	CPT
Branding	550 CZK
Halfpage	290 CZK
Rectangle	330 CZK
Rollband / pop-up	750 CZK
Outstream	680 CZK
Vignette (mobile only)	850 CZK
Interstitial video (mobile only)	700 CZK
PR Native	89 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.

LIFESTYLE PREMIUM PACK ON-LINE

2024

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.

INVOLVED WEBSITES: Elle.cz, Marianne.cz, Lifesty.cz, Extralife.cz

CROSS DEVICE ADVERTISING	CPT
Branding	790 CZK
Halfpage	390 CZK
Rectangle	590 CZK
Rollband / pop-up	890 CZK
Outstream	750 CZK
Vignette (mobile only)	1 000 CZK
Interstitial video (mobile only)	950 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.

Native ad content formats on selected websites based on predefined landing page templates, so-called one-page stories

WEB FORMATS

WEB	MIN. RANGE*	MAX. RANGE*	GUARANTEE OF VIEWING	PRICE
Apetitonline.cz	1 500	6 000	20 000	220 000 CZK
Marianne.cz	2 000	8 000	20 000	220 000 CZK
Elle.cz 2 000	2 000	8 000	20 000	220 000 CZK
Mariannebydleni.cz	2 000	8 000	20 000	220 000 CZK
Chip.cz	2 000	8 000	20 000	220 000 CZK
Nasekrasnazahrada.cz	2 000	8 000	20 000	220 000 CZK
Svetzeny.cz	2 000	8 000	20 000	220 000 CZK

Prices in CZK without VAT, valid from 1. 1. 2024.
* Number of keystrokes incl. spaces



MAILING PACKS ON-LINE

Targeted multi-brand direct e-mailing with added value for readers

TYPE OF PACK	NUMBER OF MAILING RECIPIENTS	DISCOUNT LEVEL PROVIDED BY THE CLIENT FOR THE PROMOTED PRODUCT TO READERS/RECIPIENTS	PRICE / CONTACT	PACKAGE DISCOUNT			
				ACCORDING TO THE NUMBER OF REPETITIONS OR THE NUMBER OF PRODUCTS IN THE MAILING			
				1	2	5	10
S	10 000	0 %	0,35 CZK	5 %	15 %	25 %	35 %
		5-10%	0,31 CZK				
		11-20%	0,25 CZK				
		21-30%	0,21 CZK				
		31-50%	0,14 CZK				
M	25 000	0 %	0,35 CZK	5 %	15 %	25 %	35 %
		5-10%	0,31 CZK				
		11-20%	0,25 CZK				
		21-30%	0,21 CZK				
		31-50%	0,14 CZK				
L	50 000	0 %	0,35 CZK	5 %	15 %	25 %	35 %
		5-10%	0,31 CZK				
		11-20%	0,25 CZK				
		21-30%	0,21 CZK				
		31-50%	0,14 CZK				

Prices in CZK without VAT, valid from 1. 1. 2024.



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BurdaMedia Extra

BurdaMedia Extra s.r.o.

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CZECH REPUBLIC

registered in the commercial register of the Municipal Court in Prague on March 20, 1991, section C, file 1405

company registration no.: 15273598

tax identification no.: CZ15273598

Member of the Hubert Burda Media holding

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