

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

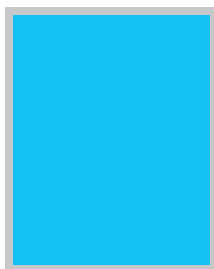
Note: The final price depends on the size, weight and number of inserts. Always request an individual calculation.

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

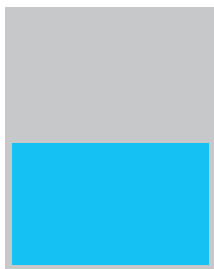
## ADVERTISING RATES

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	
<b>DOUBLE PAGE</b>		
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	
<b>SMALL FORMATS</b>		
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

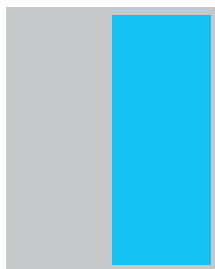
## FORMATS



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