

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	

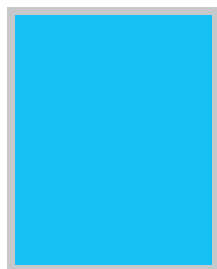
*production cost 0,60 CZK

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

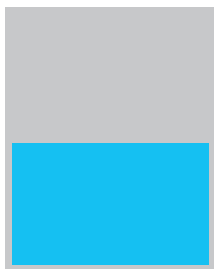
***production costs of an insertion into position 1,20 CZK/pcs

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>.

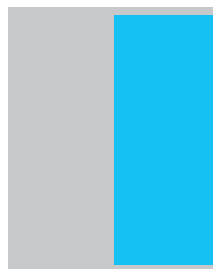
FORMATS



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

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marianne

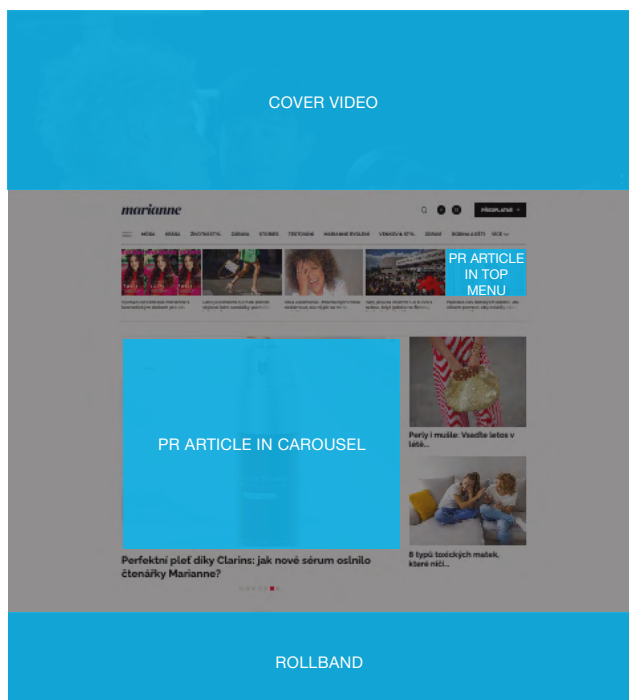
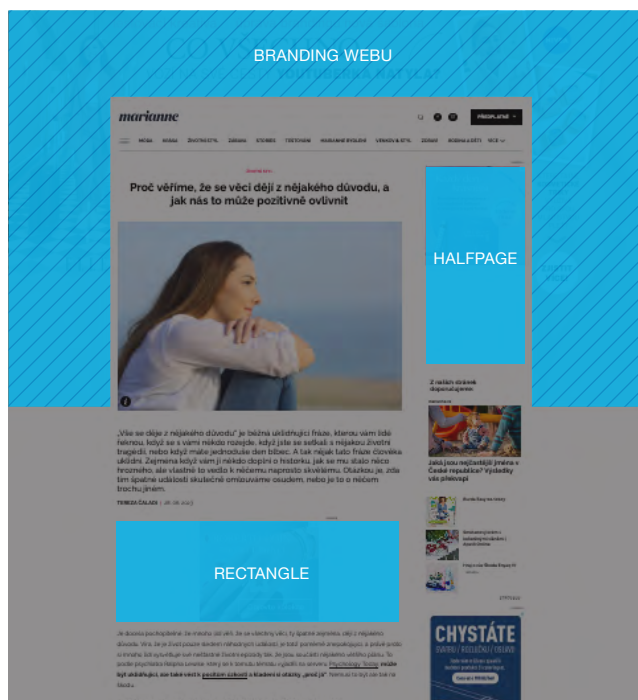
CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	840 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	420 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	600 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	900 CZK	FB post	40 000 CZK
Cover video	1 200 CZK	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.

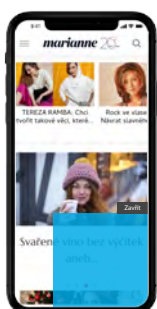
AD FORMATS DESCRIPTION



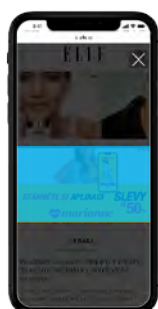
INTERSCROLLER (BRANDING)



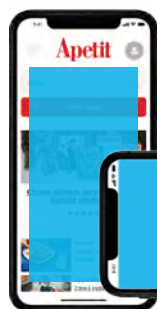
POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

