

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

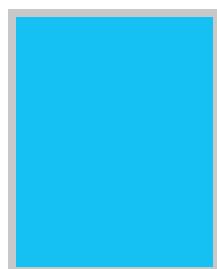
*production cost 0,60 CZK

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

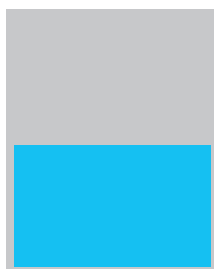
***production costs of an insertion into position 1,20 CZK/pcs

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>.

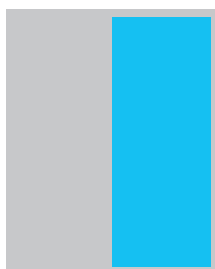
FORMATS



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



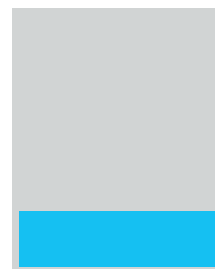
1/2 horizontal
 200 x 133 mm
 trip size
 170 x 113 mm
 type area



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

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SVĚT ŽENY

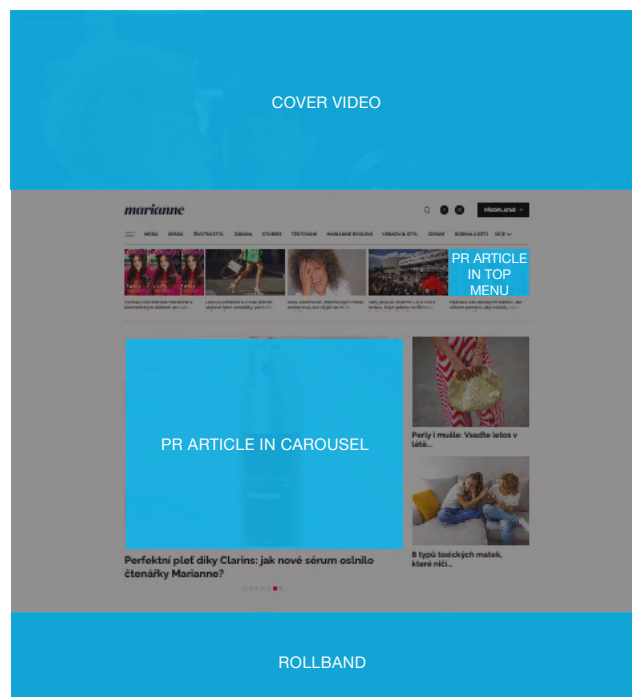
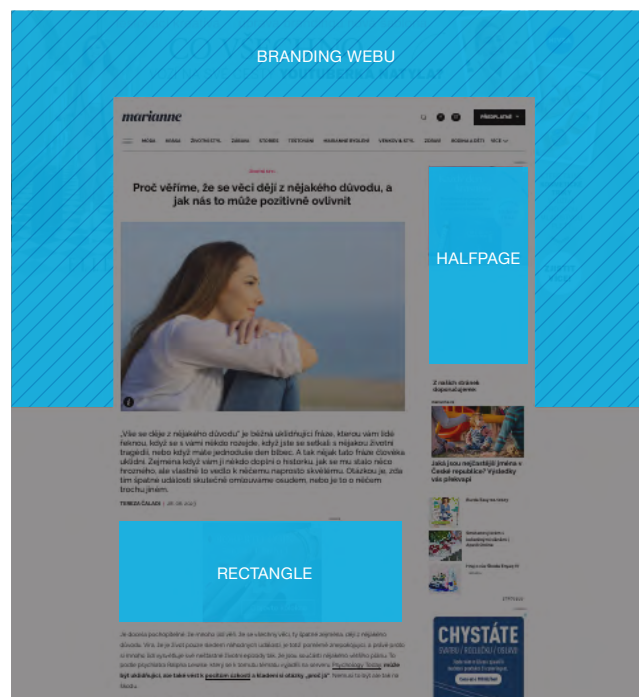
CROSS DEVICE ADVERTISING	CPT	NEWSLETTER / SOCIAL MEDIA	PRICE
Branding	600 CZK	Newsletter product tip/image	3,50 CZK/contact
Halfpage	280 CZK	Newsletter link to PR article	3,50 CZK/contact
Rectangle	400 CZK	Newsletter partnership	4,50 CZK/contact
Rollband	700 CZK	FB post	20 000 CZK
Outstream	600 CZK	FB 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.

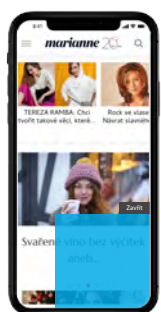
AD FORMATS DESCRIPTION



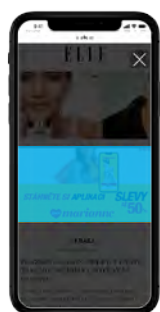
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

