

Prices in CZK without VAT, valid from 1.1.2025, 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
<b>SINGLE PAGE</b>		
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
<b>DOUBLE PAGE</b>		
standard double page	278 000 CZK	134 000 CZK
double page advertorial	334 000 CZK	189 000 CZK
<b>SMALL FORMATS</b>		
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

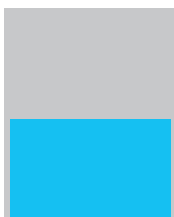
ISSUE	BOOKING	DEADLINE	ON SALE	SPECIAL	BOOKING	DEADLINE	ON SALE
1/2025	26. 11. 2024	28. 11. 2024	18. 12. 2024	Pletení 1/2025	31. 12. 2024	3. 1. 2025	22. 1. 2025
2/2025	20. 12. 2024	23. 12. 2024	15. 1. 2025	Best of Plus 1/2025	4. 2. 2025	7. 2. 2025	26. 2. 2025
3/2025	28. 1. 2025	30. 1. 2025	19. 2. 2025	Easy 1/2025	4. 3. 2025	7. 3. 2025	26. 3. 2025
4/2025	25. 2. 2025	27. 2. 2025	19. 3. 2025	Kids 1/2025	6. 5. 2025	9. 5. 2025	28. 5. 2025
5/2025	25. 3. 2025	27. 3. 2025	16. 4. 2025	Easy 2/2025	3. 6. 2025	6. 6. 2025	25. 6. 2025
6/2025	22. 4. 2025	24. 4. 2025	14. 5. 2025	Best of Plus 2/2025	12. 8. 2025	15. 8. 2025	3. 9. 2025
7/2025	27. 5. 2025	29. 5. 2025	18. 6. 2025	Easy 3/2025	2. 9. 2025	5. 9. 2025	24. 9. 2025
8/2025	24. 6. 2025	26. 6. 2025	16. 7. 2025	Pletení 2/2025	30. 9. 2025	3. 10. 2025	22. 10. 2025
9/2025	29. 7. 2025	31. 7. 2025	20. 8. 2025	Easy 4/2025	18. 11. 2025	21. 11. 2025	10. 12. 2025
10/2025	26. 8. 2025	28. 8. 2025	17. 9. 2025				
11/2025	23. 9. 2025	25. 9. 2025	15. 10. 2025				
12/2025	22. 10. 2025	24. 10. 2025	19. 11. 2025				
1/2026	25. 11. 2025	27. 11. 2025	17. 12. 2025				

## INSERTS\*

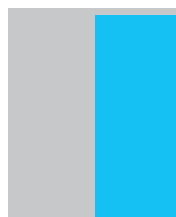
1 sheet - CZK 2,70	6 sheets - CZK 8,00
2 sheets - CZK 4,20	8 sheets - CZK 8,50
4 sheets - CZK 6,80	insert for subscribers - CZK 16,00

\*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>.

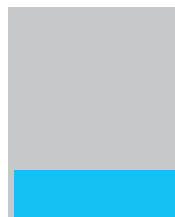
## FORMATS



**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

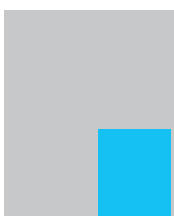


**1/3 horizontal**  
 215 x 87 mm  
 trip size  
 196 x 79 mm  
 type area

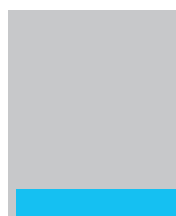


**1/1**  
 215 x 267 mm  
 trip size  
 196 x 251 mm  
 type area

**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 1.1.2025, 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	320 CZK
Rollband	650 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

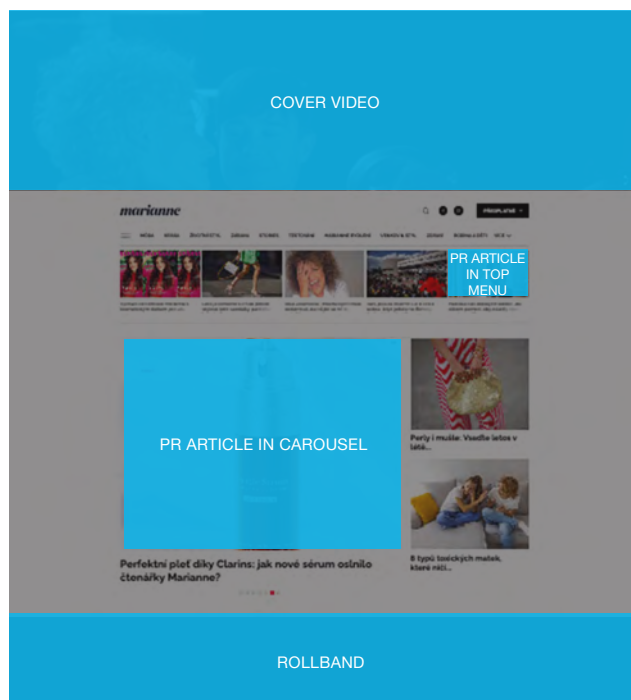
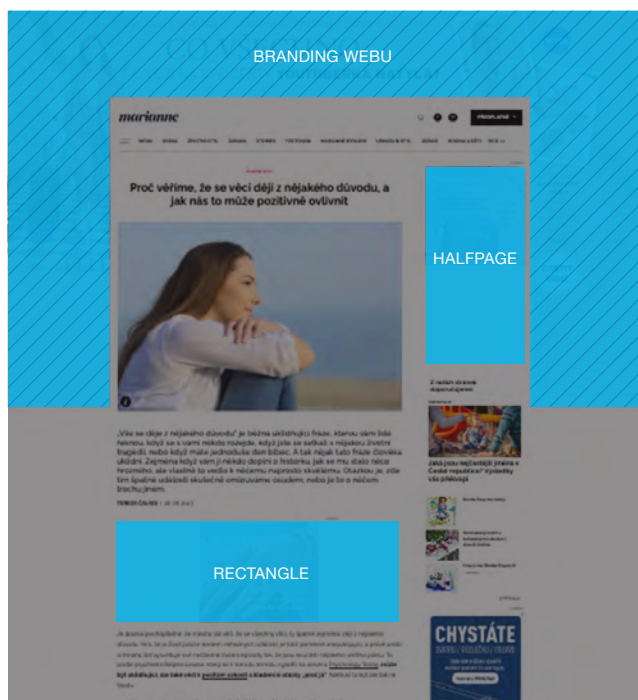
## NEWSLETTER / SOCIAL MEDIA

## 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.

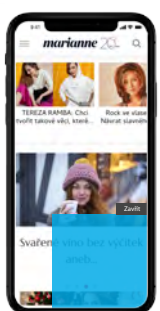
## AD FORMATS DESCRIPTION



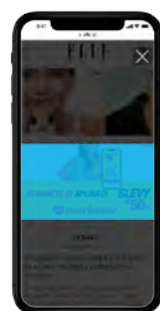
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

