

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: 18 000
 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
1/2025	15. 11. 2024	18. 11. 2024	18. 12. 2024
2/2025	20. 12. 2024	23. 12. 2024	15. 1. 2025
3/2025	13. 1. 2025	16. 1. 2025	12. 2. 2025
4/2025	10. 2. 2025	13. 2. 2025	13. 3. 2025
5/2025	14. 3. 2025	17. 3. 2025	16. 4. 2025
6/2025	8. 4. 2025	11. 4. 2025	14. 5. 2025
7/2025	16. 5. 2025	19. 5. 2025	18. 6. 2025
8/2025	13. 6. 2025	16. 6. 2025	16. 7. 2025
9/2025	11. 7. 2025	15. 7. 2025	18. 8. 2025
10/2025	15. 8. 2025	18. 8. 2025	17. 9. 2025
11/2025	19. 9. 2025	22. 9. 2025	22. 10. 2025
12/2025	17. 10. 2025	20. 10. 2025	19. 11. 2025
1/2026	16. 1. 2026	20. 1. 2026	19. 2. 2026

*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

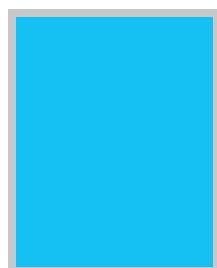
INSERTS***

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

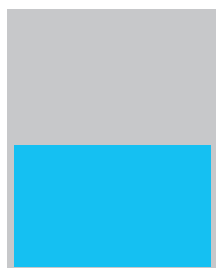


1/4
 102 x 135 mm
 trip size

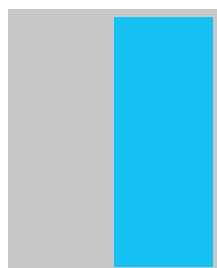
FORMATS



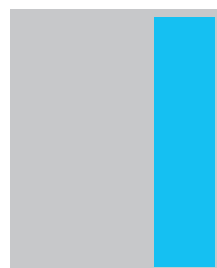
1/1
 210 x 275 mm
 trip size
 188 x 250 mm
 type area



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

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marianne bydlení

CROSS DEVICE ADVERTISING

CPT

Branding	840 CZK
Halfpage	420 CZK
Rectangle	550 CZK
Rollband	900 CZK
Cover video	1 200 CZK
PR article in TOP menu* / PR article in carousel**	50 000 CZK / 55 000 CZK
PR article (quiz)	85 000 CZK
Vignette (mobile only)	1 000 CZK
Interstitial video (mobile only)	800 CZK

NEWSLETTER / SOCIAL MEDIA

PRICE

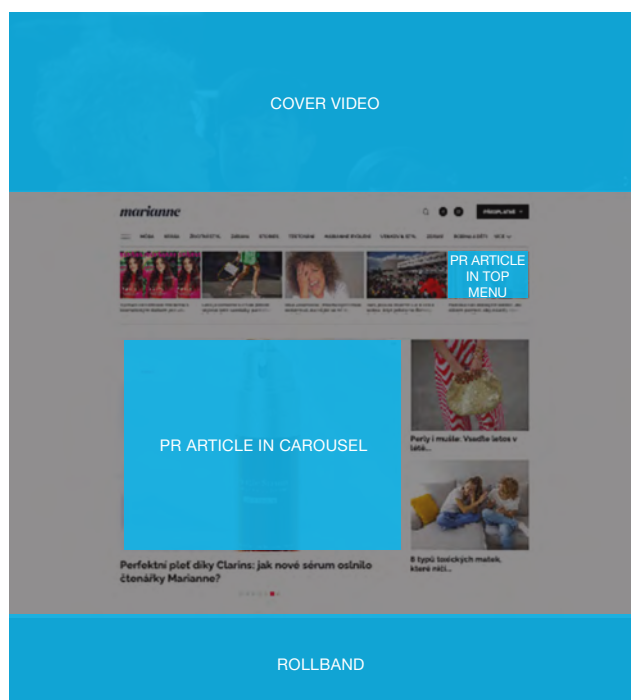
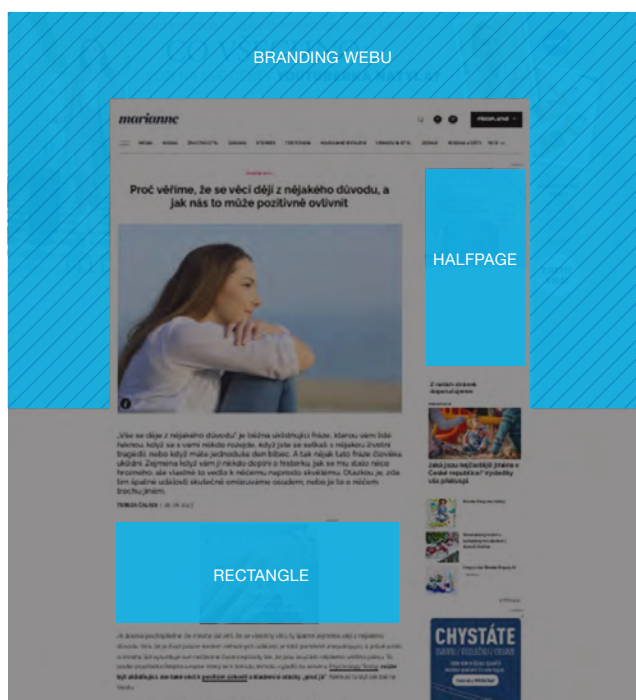
Newsletter product tip/image	3,50 CZK/contact
Newsletter link to PR article	3,50 CZK/contact
Newsletter partnership	4,50 CZK/contact
FB post	40 000 CZK
FB story	25 000 CZK
IG post	35 000 CZK
IG story	25 000 CZK

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.

* 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.

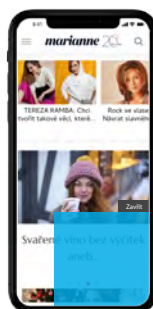
AD FORMATS DESCRIPTION



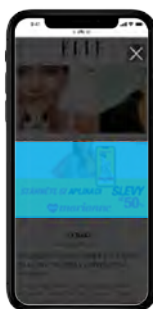
INTERSCROLLER (BRANDING)



POP-UP (ROLLBAND)



POP-UP (ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE

