



marianne

25
years
WITH YOU

*The biggest shopping
event of the year*

SPRING

11-14 APRIL 2025 (CZ, SK)

AUTUMN

12-15 SEPTEMBER 2025 (CZ)

19-22 SEPTEMBER 2025 (SK)

Extended by one shopping day

FRIDAY-MONDAY

BurdaMedia
Extra

ABOUT THE MARIANNE DAYS EVENT

- THE UNMISTAKABLE SHOPPING **EVENT WITH THE LONGEST TRADITION**
- **A LONG WEEKEND FULL OF EXCLUSIVE DISCOUNTS AND GIFTS** WITH EVERY PURCHASE
- TWICE A YEAR – **SPRING/AUTUMN**
- **EXTENDED** BY ONE SHOPPING DAY – **FRIDAY-MONDAY**
- A VARIED **OFFER OF PRODUCTS FROM DIFFERENT SEGMENTS**
- AN ACCOMPANYING **PROGRAMME IN MARIANNE LOUNGES** THROUGHOUT THE CZECH REPUBLIC AND IN SLOVAKIA
- **LINKED WITH** THE MARIANNE, MARIANNE BYDLENÍ AND MARIANNE VENKOV A STYL **LIFESTYLE MAGAZINES**



Marianne Days 2024

>339
partners involved

>1,430
bargains and discounts

>6,000
shops and
establishments

>301,000
voucher booklets
bought

8+2
Marianne Lounges

60 %
in participating shops
up to 60% off



WHO IS THE TYPICAL SHOPPER ON MARIANNE DAYS?

**ALMOST
70 %
ARE REPEAT
PARTICIPANTS**

- mainly women **(65%)**
- aged 25–54 **(79%)**
- with secondary or higher education **(92%)**
- live in a household with above-average monthly income **(70%)**
- use the special Marianne Days app **(74%)**
- visit Lounges in shopping centres **(38%)**
- use the e-lounge in the app **(25%)**

They are primarily interested in

fashion and accessories

cosmetics and health

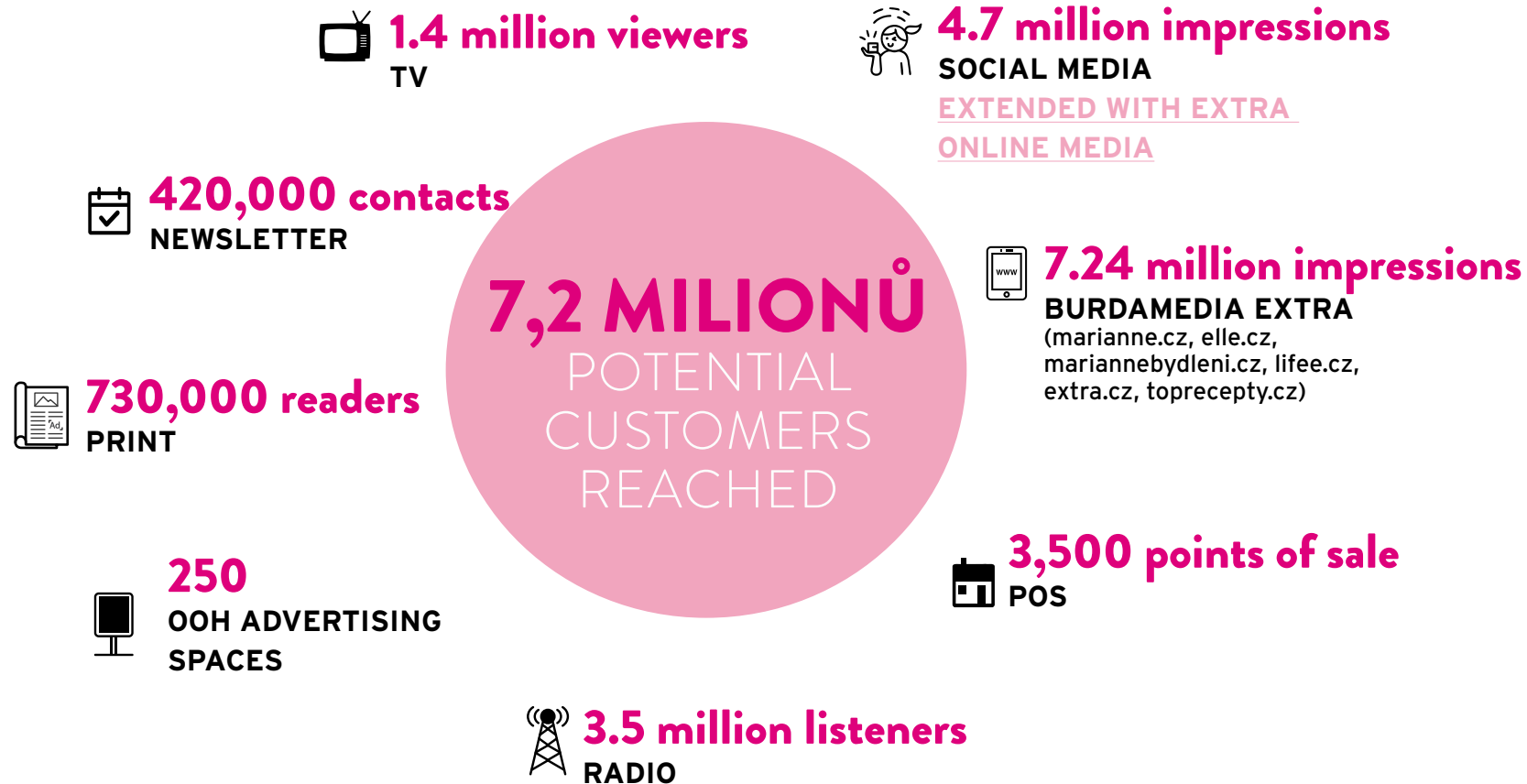
electronics

home furnishings

school supplies and toys

Source: survey among Marianne Days participants with the possibility to complete in the mobile app or on the web, 6–27 September 2024, N – 5,380

MARKETING CAMPAIGN



The model example represents the structure and reach of the marketing communication campaign of the Marianne Days 2024 autumn event. A similar campaign structure and scope is envisioned for 2025. BurdaMedia Extra reserves the right to change.

VOUCHER BOOKLET HOLDERS

MARIANNE DAYS 2025



MARIANNE

Lifestyle magazine for self-confident and independent women based on intelligent reading.

MARIANNE DAYS CIRCULATION PER ISSUE:

56,000/98,000 COPIES

READERSHIP: 197,000 READERS

READER PROFILE:

WOMAN AGED 25-50 ABC1



MARIANNE BYDLENÍ

One of the best-selling housing magazines on the Czech market, it is inspiring and based on practical information and tips from the trade.

MARIANNE DAYS CIRCULATION PER ISSUE:

20,200/20,200 COPIES

READERSHIP: 96,100 READERS

READER PROFILE:

WOMAN AGED 25-55 ABC1



MARIANNE VENKOV A STYL

The magazine focuses on the most beautiful aspects of the Czech countryside in high style, capturing village life from all aspects.

MARIANNE DAYS CIRCULATION PER ISSUE:

17,400/20,000 COPIES

READER PROFILE:

WOMAN AGED 25-55 ABC1



THE SAME VOUCHER BOOKLET IS NOW INCLUDED IN ALL EXISTING MARIANNE MAGAZINES.

SPECIAL PRINTED MARIANNE DAYS SUPPLEMENT INCLUDED IN THE MARIANNE MAGAZINE.

The Marianne Bydlení and Marianne Venkov a styl magazines contain a QR code to download the electronic version of the supplement.

**>500,000
USERS OF
MARIANNE DAYS
VOUCHERS**

OFFER AND PRICES IN 2025

PARTNER BENEFITS:

- A discount voucher in the **Marianne Days** voucher booklet in the **Marianne, Marianne Bydlení** and **Marianne Venkov a styl** magazines, on the event microsite and in a special mobile app in the Czech Republic and Slovakia.
- Presentation of their offer in the **Marianne Days** booklet in the **Marianne** magazine, on the event microsite and in a special mobile app in the Czech Republic and Slovakia. A QR with a link to the booklet will be placed in the **Marianne Bydlení** and **Marianne Venkov a styl** magazines.
- Listing of participating shops on the microsite and in electronic form.
- **Marianne Days** promo materials (poster, wobblers, security gate sleeve – limited quantity) and online press kit to download for further presentation of the event.
- Promotion and association with an established and successful brand.

**UNIFORM
PRICE FOR
BRICK-AND-
-MORTAR
SHOPS
AND
E-SHOPS**



CZECH REPUBLIC

Product module of the given format in the Marianne Czech booklet

Product module on the website/special microsite

Discount voucher in the printed booklet in the Marianne, Marianne Bydlení and Marianne Venkov a styl magazines in the Czech Republic

Discount voucher in the Marianne Days app

Press kit

1/6 CZK 79,000	1/3 CZK 119,000	2/3 CZK 189,000	1/1 CZK 267,000
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SLOVAKIA

Product module of the given format in the Marianne Slovak booklet

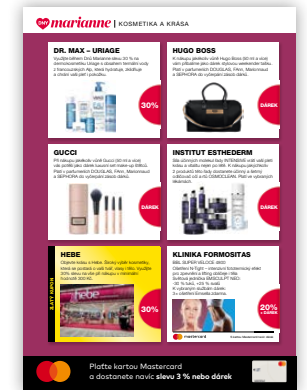
Product module on the website/special microsite

Discount voucher in the printed booklet in the Marianne, Marianne Bydlení and Marianne Venkov a styl magazines in Slovakia

Discount voucher in the Marianne Days app

Press kit

1/6 CZK 49,000	1/3 CZK 79,000	2/3 CZK 119,000	1/1 CZK 139,000
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The printed Marianne Days booklet is part of the Marianne magazine and contains product modules in different formats with more detailed specifications of the discount offers.

Note: The total number of users is estimated based on the number of voucher booklets sold with the magazine, in the app and on the Marianne Days microsite.

BOOKLET IN THE
FORM OF A QR
CODE IN THE
MARIANNE BYDLENÍ
AND MARIANNE
VENKOV A STYL
MAGAZINES

OTHER PROMOTION OPPORTUNITIES IN THE VOUCHER BOOKLET AND MODULE BOOKLET

Make sure your brand/discount offer gets more attention with a voucher booklet and module booklet.

Reach customers with custom promo graphics on the top positions of the voucher booklet that will be included in the Marianne, Marianne Bydlení and Marianne Venkov a styl magazines and/or the module booklet that will be a supplement to the Marianne magazin

The offer is valid for a limited number of partners.



PRICE LIST

VOUCHER BOOKLET

is included in the Marianne, Marianne Bydlení and Marianne Venkov a styl magazines in the Czech Republic or in Slovakia.

CZECH REPUBLIC

First double page	CZK 249,000
Central panorama	CZK 249,000
Full page advertising	CZK 159,000
Inside back cover	CZK 169,000
Outside back cover	CZK 179,000

SLOVAKIA

CZK 129,000
CZK 129,000
CZK 79,000
CZK 89,000
CZK 99,000

PRICE LIST

MODULE BOOKLET

is a special printed supplement distributed together with the Marianne magazine in the Czech Republic or in Slovakia. The Marianne Bydlení and Marianne Venkov a styl magazines contain a link in the form of a QR code to the electronic version of the booklet.

CZECH REPUBLIC

Full page advertising	CZK 267,000	CZK 139,000
Double page advertising	CZK 534,000	CZK 278,000
Inside front cover	CZK 350,000	CZK 180,000
Inside back cover	CZK 333,000	CZK 170,000
Outside back cover	CZK 404,000	CZK 210,000

SLOVAKIA

The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.

APP, WEB AND PRINT

GOLD VOUCHERS - YOUR BEST OFFERS WILL BE UNMISSABLE

INCREASE THE SUCCESS RATE OF YOUR OFFER BY UP TO **80%**

GOLD VOUCHER

Highlight your best discount offers directly on the home page in the app and on the microsite

Additional benefits:

- colour differentiation in the alphabetical list of offers in the app and on the microsite
- differentiation with larger size and more colourfulness in the printed voucher booklet
- colour differentiation in the printed Marianne Days booklet (1/6 size)

Printed voucher booklet

<p>ZLATÝ KUPON</p> <p>NATUZZI EDITIONS SLEVA 30 % na všechna elektrická křesla.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>	<p>NATUZZI ITALIA SLEVA 20 % na celou kolekci Natuzzi Italia - pohovky, křesla, jídelní stoly a židle, koberce, konferenční stoly a doplňky.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc značkové pero Natuzzi Italia</p>	<p>NEJČI DESIGN SLEVA AŽ 30 % Slevu 10 % až 30 % lze uplatnit na nákup sedacích souprav včetně luxusních italských sedaček EG0italiano.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc polštář</p>	<p>ZLATÝ KUPON</p> <p>PHASE POHODLÍ SLEVA 30 % na všechny postele kategorie Luxury.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>	<p>PRADA DÁREK k nákupu parfému Prada nad 50 ml - cestovní velikost vůně Prada Paradoxe Virtual Flower (7,5 ml). Platí ve vybraných parfumeriích.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p>
<p>NATUZZI EDITIONS SLEVA AŽ 25 % na sedací soupravy, koberce, stoly, postele a příslušenství.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>	<p>NATUZZI ITALIA SLEVA 30 % na komody, knihovny a obývací stěny.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc značkové pero Natuzzi Italia</p>	<p>NESPRESSO SLEVA 25 % + DÁREK Sleva 25 % na domácí kávovar + dárek 50 kapslí kávy Nespresso.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc dárek</p>	<p>PHASE POHODLÍ SLEVA AŽ 25 % na sedací soupravy, koberce, stoly, jídelní stoly, židle, postele a příslušenství.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>	<p>PROFIMED SLEVA AŽ 25 % NEBO DÁREK Sleva až 25 % na vybrané zboží nebo dárek k nákupu nezeleňného zboží.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc cestovní suchý šampon</p>
<p>NATUZZI EDITIONS SLEVA AŽ 25 % na sedací soupravy, koberce, stoly, postele a příslušenství.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>	<p>NATUZZI ITALIA SLEVA 25 % na postele a noční stoly.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc značkové pero Natuzzi Italia</p>	<p>ORSAY SLEVA 25 % na vše z původní ceny. Neplatí na dárkové poukazy.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc voucher na další nákup</p>	<p>PHASE POHODLÍ SLEVA AŽ 25 % na sedací soupravy, koberce, stoly, jídelní stoly, židle, postele a příslušenství.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>	<p>PROSPÁNEK SLEVA AŽ 25 % Sleva 25 % na matrace, 20 % na postele i polštáře. Slevy netze kombinovat.</p> <p>DNY MARIANNE 13.-16. 9. 2024</p> <p>5 kartou Mastercard navíc sleva 3%</p>

Criteria for placing an offer as a Gold Voucher

- overall attractiveness of the offer to the widest possible group of consumers/event participants without further restrictions or exceptions
- minimum discount of 30% (or lower if it is a very attractive product or brand)
- additional 3% Mastercard discount applied to the offer

BurdaMedia Extra reserves the exclusive right to review the offer and decide (not) to include it in the Gold Voucher section.

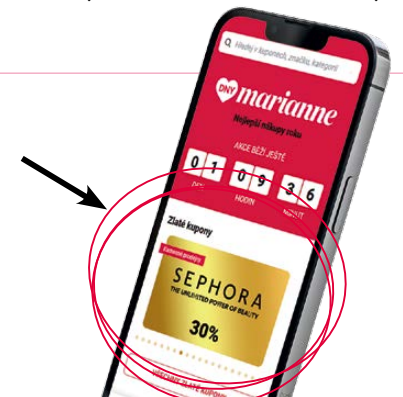
PRICE LIST

GOLD VOUCHER – a voucher highlighted by graphic design and placement included in the electronic and printed voucher booklet in the Czech Republic or in Slovakia and in the Marianne Days printed booklet

1 Gold Voucher
– booklet, voucher booklet, app, microsite

CZECH REPUBLIC
CZK 89,000

SLOVAKIA
CZK 59,000



The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.

NEW IN THE MOBILE APP

EXCLUSIVE OFFER FOR A LIMITED NUMBER OF PARTNERS

MAXIMUM OF 2 HAPPY HOUR OFFERS PER DAY. LIMITED TO A MAXIMUM OF 2 OFFERS FROM THE SAME SEGMENT FOR THE DURATION OF THE EVENT.

UP TO **5** TIMES
MORE ORDERS
THAN FOR
STANDARD
OFFERS IN THE
SAME TIME
PERIOD

HAPPY HOURS OFFERS

Motivate your customers to buy quickly.

Special extra discounts displayed on the app homepage only at selected times (for 2–3 hours).

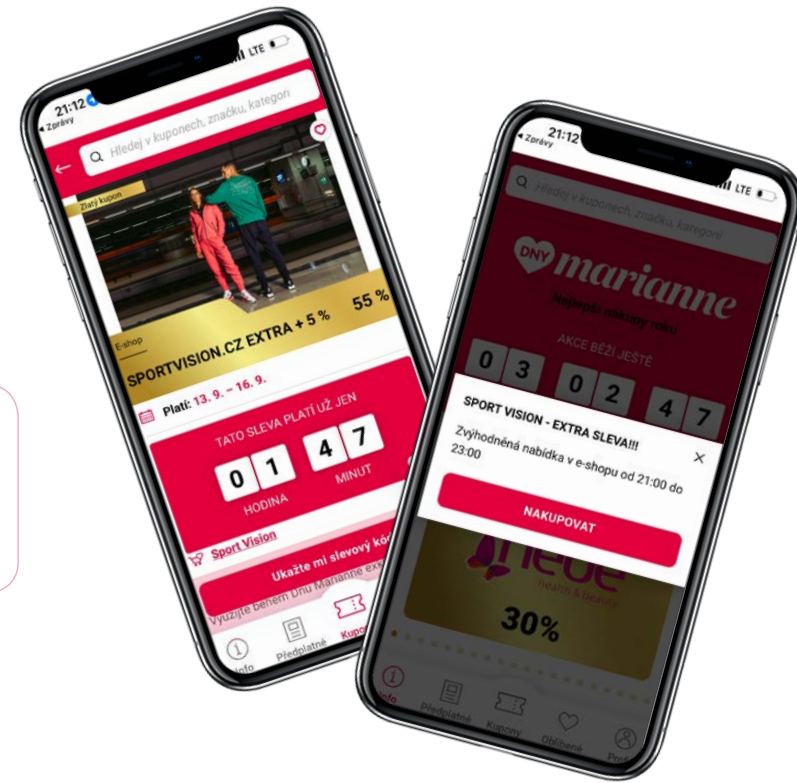
The discount within happy hours is significantly higher than the normal discounts we provide for other offers and must be accompanied by an additional 3% Mastercard discount.

PRICE LIST

11 offer in Happy Hours mode

- offer displayed on the app homepage and microsite
- push notifications (app) with click through to the offer

CZK 129,000



The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.

> 500,000
APP USERS
> 3,470,000
MICROSITE VIEWS

MARRIANNE DAYS APP AND WEBSITE

OFFER TOPPING

Presentation of your offer in a dominant position

Be the first to reach customers in the Marianne Days app and on the Marianne Days website and post one of your offers in a top position ahead of other partners. App users and website visitors will see your offer highlighted in colour in one of the top three positions before an alphabetical list of others (in that category).

Limited offer for a maximum of 3 clients in each category (Fashion & Accessories, Beauty, Electronics, Services & Decor, E-shops and more).

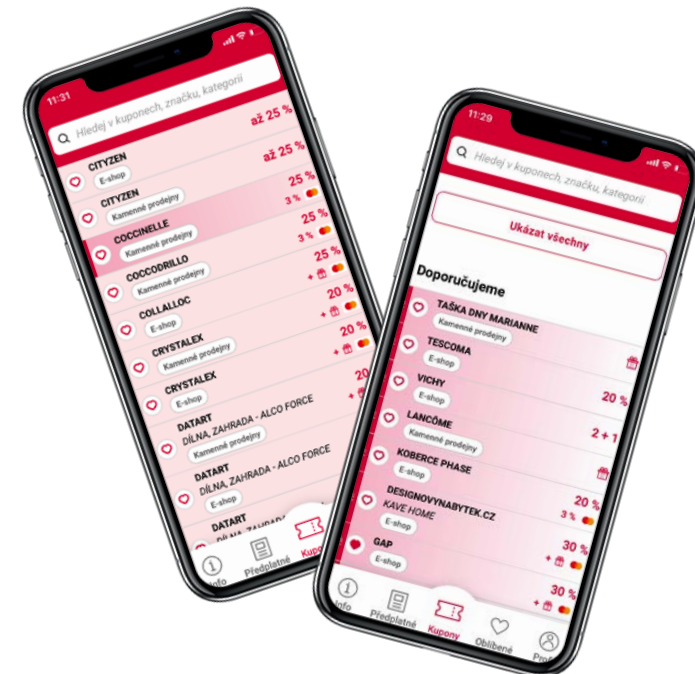
PRICE LIST

First offer in the selected section	CZK 49,000
Second offer in the selected section	CZK 39,000
Third offer in the selected section	CZK 29,000

The prices apply to the Czech Republic and Slovakia.

AVERAGE INCREASE IN VOUCHER USAGE COMPARED TO THE OFFER THAT WAS NOT TOPPED

+83 %



MARRIANNE DAYS APP AND WEBSITE

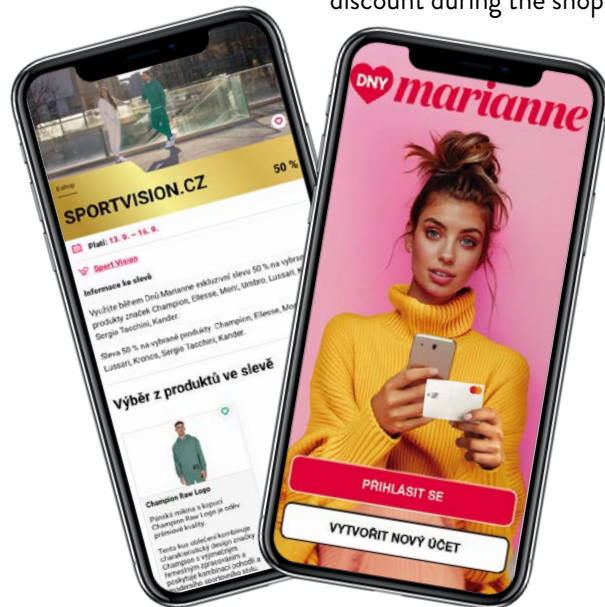
> 277,000
NEW REGISTERED
USERS
49% INCREASE
COMPARED TO 2023

PRODUCT TIP

Inspire users to buy specific products/ services

Recommend your chosen product to all users in the form of a photo with a description.

Provide them with a tip on a specific product/service that they can buy at a discount during the shopping weekend.



PRICE LIST

Product tip in the Marianne Days app and on the Marianne Days website

CZK 35,000

PUSH NOTIFICATIONS

Exclusively for 8 clients only!

The number of notifications is limited to make the message as effective as possible.

The user who has installed the app will receive a notification (similar to an SMS). They will then click through to the message detail, which will take them directly to the discount offer.

PRICE LIST

1 push notification during the shopping event

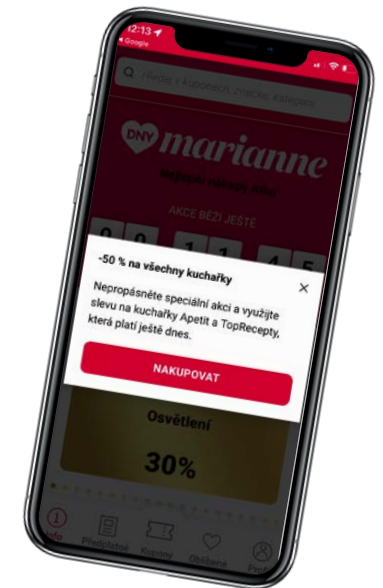
CZK 99,000

Exclusively for 8 clients only.

4 push notifications (one each day)

CZK 199,000

Exclusively for 2 clients only.



MARRIANNE DAYS APP AND WEBSITE

USE THE POPULAR AND IMPROVED MARRIANNE DAYS APP FOR YOUR OWN PROJECT TO REACH ALL ITS USERS IN A UNIQUE WAY

70 %
OF PARTICIPANTS
USE VOUCHERS IN
THE APP

APP FEATURES

- Search for partner offers and shop addresses
- Finding the route to the shop
- Easy addition of vouchers to favourites (creating a wish list) directly from the list of offers
- Buying and redeeming Marianne Days electronic vouchers easily

APP PARTNER

EXCLUSIVE OFFER FOR ONE PARTNER ONLY

- **Partner logo on every page** (within the limits and rules of the App Store and Google Play)
- **Partner banner on every page**, at the bottom (within the limits and rules of the App Store and Google Play)
- **Product logo/image on the half-page** featuring the mobile app in the printed Marianne Days module booklet (supplement to the Marianne magazine)
- **1/1 advertorial partnership** featuring the Marianne Days mobile app in Marianne Bydlení and Marianne Venkov a styl magazines No. 4/25 and, as the case may be, 9/25
- **1 PR article with the partner's logo** and a video with the exact procedure on how to use the Marianne Days app at www.marianne.cz
- **Editorial newsletter partnership** for Marianne Days – 178,000 subscribers
- **3 FB posts** as part of the communication of the app on Marianne, Marianne, Marianne Bydlení and Marianne Venkov a styl

**Total media value
of performance:**
CZK 1,794,000

PRICE LIST

App partnership price

CZK 299,000

HOW TO PARTICIPATE?

ORDER THE MODULE FOR BRICK-AND-MORTAR SHOPS OR E-SHOPS AND SIGN THE BINDING RESERVATION SENT BY US.

MARIANNE DAYS 2025

- Only active clients who already have or plan to order advertising in Marianne or Marianne Bydlení or Marianne Venkov a styl in 2025 (no later than the 9/25 issue) are eligible to participate. As a condition of participation for clients in the electronics and home furnishings/decor segments, you must order advertising in Marianne or Marianne Bydlení in 2025 (no later than the 9/25 issue).
- Provide participants in the Marianne Days event with a minimum 25% discount on goods and services or an attractive gift with purchase adequate to the basic discount. Clients in the home furnishings/decor segment must provide a minimum 20% discount on goods and services.
- For customers paying with the main partner's card, provide an additional 3% discount or a valuable gift.
- Register at <https://slevy.marianne.cz/partner> and upload all supporting documents (discount specification, 300 DPI product/gift photos without logos, text and addresses of your participating shops) no later than 6 January 2025 (spring deadline) and 30 May 2025 (autumn deadline)
- Customers may only claim discounts and gifts by presenting a printed or electronic Marianne Days voucher at the shop checkouts and by entering the discount code in the e-shops.
- The client is obliged to display the sent promotional posters in their brick-and-mortar shops at least 1 week before the event and present the event in the e-shops at least 1 week before the event.
- The client is obliged to promote the event at least 1 week before the event on their websites and social networks.
- The client is obliged to ensure that the staff in the shops are informed about the details of the event, in particular about the mechanism of using printed and electronic vouchers.
- There must not be a parallel discount event in the shop. The holding of such an event may be punishable by a monetary penalty.
- To maximise the success of our cooperation, we recommend not to offer any similar discounts for at least 2 weeks before and 2 weeks after the event.
- Please be sure to consistently fill in the participating branches. If promotional materials are sent to a defunct branch or to an incorrect address, the client will be charged for distribution.
- The General Terms and Conditions for participation in the Marianne Days project are available at <https://burda.cz/cs/inzerce/ke-stazeni/tisk>.

TERMS AND CONDITIONS

- **Each module may only be used for one brand.**
- The discount provided must apply to the entire range including the new collection. Exceptions are approved by BurdaMedia Extra.
- Any offer or gift must be approved by BurdaMedia Extra.
- E-shops and brick-and-mortar shops may not be advertised in one module at the same time.
- The text presentation of the client's brick-and-mortar shops may not contain any web links.
- The participation of individual e-shops is approved by BurdaMedia Extra.
- The client may not publish the discount code in any way. In the event of publication, the client will be subject to a monetary penalty.

**Deadline for spring registration:
6 January 2025**
**Deadline for autumn registration:
30 May 2025**

 *marianne*

www.dnymarianne.cz