



marianne

*The most anticipated
shopping event of the year*

SPRING **19-22 APRIL 2024**

AUTUMN **13-16 SEPTEMBER 2024**

Now extended until Monday

FRIDAY-MONDAY

ABOUT THE MARIANNE DAYS EVENT

- THE UNMISTAKABLE AND **BIGGEST SHOPPING EVENT OF THE YEAR**
- **A WEEKEND FULL OF EXCLUSIVE DISCOUNTS AND GIFTS** WITH EVERY PURCHASE
- TWICE A YEAR – **SPRING/AUTUMN**
- 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 NOW EXTENDED UNTIL MONDAY**



Marianne Days 2023

>310
partners involved

>1,410
bargains and discounts

>5,600
shops and
establishments

>223,000
voucher booklets
bought

8+1
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 **(89 %)**

aged 25–54 **(82 %)**

with higher education **(52 %)**

mainly from large regional cities **(55 %)**

a significant proportion of the participants do not participate in other similar shopping events **(16 %)**

they use the special Marianne Days app **(69 %)** because it makes it easier for them to navigate through the discount offers **(81%)**

They are primarily interested in

móda a doplňky

kosmetika a zdraví


elektronika

vybavení domácnosti

školní potřeby a hračky

MARKETING CAMPAIGN

 **1.4 million viewers**
TV

 **4,7 million impressions**
SOCIAL MEDIA
EXTENSION EOM **NEW**

 **335,000 contacts**
NEWSLETTER

 **1,3 million readers**
PRINT

 **250**
OOH ADVERTISING
SPACES

 **3,5 million listeners**
RADIO

 **2,75 million impressions**
BURDA WEBSITES
(marianne.cz, elle.cz,
mariannebydleni.cz...)

4,5 million impressions
EOM WEBSITES
(lifee.cz, extra.cz,
toprecepty.cz) **NEW**

 **3,500 points of sale**
POS

7.2 MILLION
POTENTIAL
CUSTOMERS
REACHED



VOUCHER BOOKLET HOLDERS MARIANNE DAYS 2024



MARIANNE

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

MARIANNE DAYS CIRCULATION PER ISSUE: 59,000/101,000 COPIES
READERSHIP: 191,000 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: 21,000/24,000 COPIES
READERSHIP: 84,000 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: 22,000/20,000 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.

Source: estimated print circulation for 04/24 and 09/24 issues; readership according to MEDIA PROJECT, 07/2022–06/2023, readership per issue in the general population of the Czech Republic aged 12–79

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

OFFER AND PRICES IN 2024

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**



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.

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

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	1/3	2/3	1/1
CZK 49,000	CZK 79,000	CZK 119,000	CZK 139,000

Note: The total number of users is estimated based on the number of readers of the included magazines, microsite users and the Marianne Days app.

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** magazine.

Offer 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	SLOVAKIA
First double page	CZK 249,000	CZK 129,000
Central panorama	CZK 249,000	CZK 129,000
Full page advertising	CZK 159,000	CZK 79,000
Inside back cover	CZK 169,000	CZK 89,000
Outside back cover	CZK 179,000	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	SLOVAKIA
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

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

HIGHLIGHT YOUR OFFER IN PRINT, IN THE APP AND ON THE WEB

GOLD VOUCHER

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

- 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)

Voucher booklet

<p>MARC O'POLO SLEVA 25 % při nákupu nad 3500Kč. Nelze kombinovat s jinou akční nabídkou, neplatí v outletech. DNY MARIANNE 15.-17. 9. 2023</p>	<p>MARKS & SPENCER SLEVA AŽ 25 % Sleva 25 % na vybrané doplňky, 20 % na oblečení, kosmetiku, domácí potřeby. Neplatí na zlevněné zboží. Slevy a akce nelze kombinovat. DNY MARIANNE 15.-17. 9. 2023</p>	<p>ZLATÝ KUPON NATUZZI ITALIA SLEVA 30 % na obývací stěny, knihovny a komody. DNY MARIANNE 15.-17. 9. 2023</p>	<p>NEJČI DESIGN SLEVA 30 % na vybrané vystavené sedací soupravy a příslušenství. Neplatí na akční a zlevněné zboží. Slevy se nesčítají. DNY MARIANNE 15.-17. 9. 2023</p>	<p>PHASE POHODLÍ SLEVA AŽ 30 % na sedací soupravy, koberce, stoly, jídelní stoly, židle, postele a příslušenství. DNY MARIANNE 15.-17. 9. 2023</p>
<p>MARELLA SLEVA 20 % + DÁREK Sleva platí pouze na nezlevněné zboží. DNY MARIANNE 15.-17. 9. 2023</p>	<p>MURIZARI SLEVA 20 % + DÁREK Sleva platí pouze na nezlevněné zboží. DNY MARIANNE 15.-17. 9. 2023</p>	<p>ORSAY SLEVA 30 % na vše. Neplatí na již zlevněné produkty a dárkové poukazy. DNY MARIANNE 15.-17. 9. 2023</p>	<p>PRADA DÁREK K nákupu parfému Prada nad 50 ml - cestovní vak Prada Beauty. Platí ve vybraných parfumeriích. DNY MARIANNE 15.-17. 9. 2023</p>	
<p>MARIONNAUD SLEVA AŽ 30 % + DÁREK Sleva 30 % při koupi 2 a více produktů pro členy vědomostního programu nebo 22 % pro každého + dárek k nákupu nad 1200 Kč. Platí na vše nezlevněné. DNY MARIANNE 15.-17. 9. 2023</p>	<p>NATUZZI EDITIONS SLEVA AŽ 30 % na sedací soupravy, koberce, stoly, postele a příslušenství. DNY MARIANNE 15.-17. 9. 2023</p>	<p>NATUZZI ITALIA SLEVA 20 % na všechny sortimenty. DNY MARIANNE 15.-17. 9. 2023</p>	<p>PACO RABANNE DÁREK K nákupu vůně Paco Rabanne (50 ml a více - cestovní balík). Platí permenitřích DOUGLAS, Farm, Marionnaud a SEPHORA dovyberání zboží. DNY MARIANNE 15.-17. 9. 2023</p>	<p>PREMIER CLINIC SLEVA AŽ 25 % Sleva 25 % na laserové ošetření, 10 % na dermatologii. Konzultace zdarma. DNY MARIANNE 15.-17. 9. 2023</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 discount or Mastercard gift applied to the offer

Burda International CZ reserves the exclusive right to review the offer and decide (not) to include it in the Gold Voucher section.

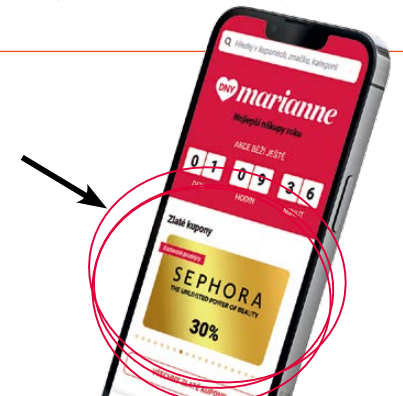
PRICE LIST

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

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.

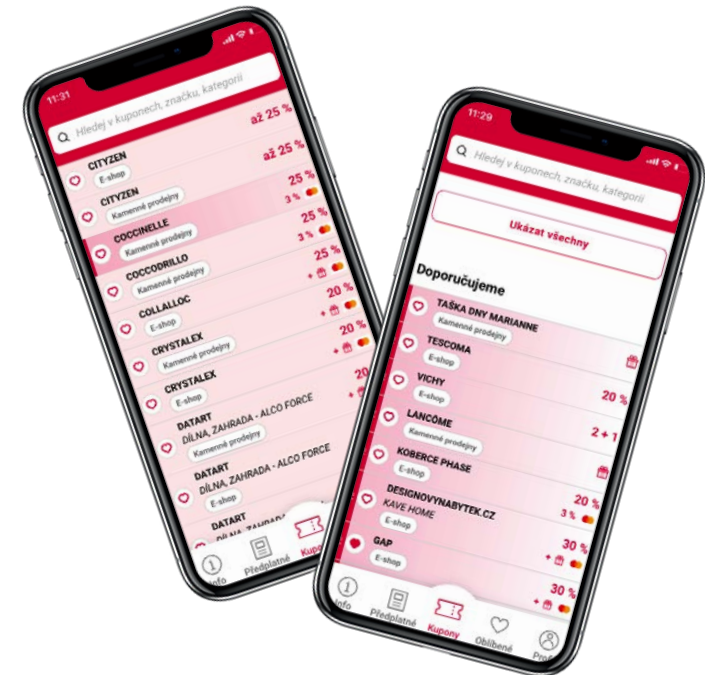
NUMBER OF APP USERS:
>330,000
WEBSITE TRAFFIC:
>1,300,000
USERS

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 up to 3 clients in each category (Fashion & Accessories, Beauty, Electronics, Services & Decor, E-shops and more).



PRICE LIST

First offer in the selected section	CZK 35,000
Second offer in the selected section	CZK 25,000
Third offer in the selected section	CZK 20,000

The prices apply to the Czech Republic and Slovakia.

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

+83 %

Source: Marianne Days app and Google Analytics, 03–09/2023

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NUMBER OF APP
USERS:

>330,000

WEBSITE TRAFFIC:

>1,300,000
USERS

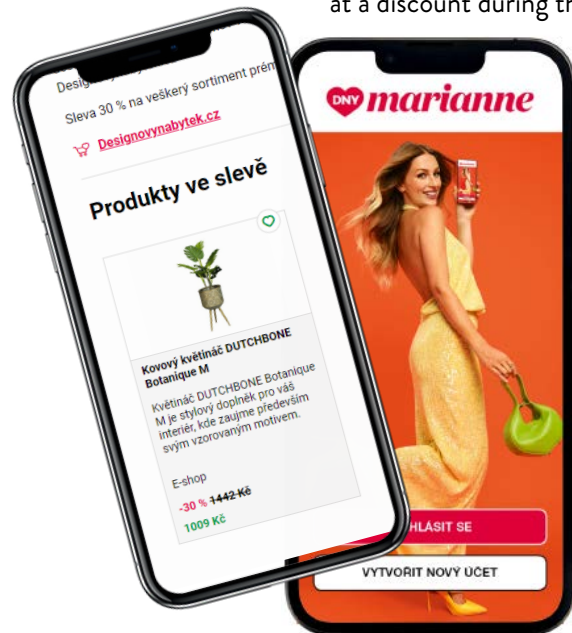
MARRIANNE DAYS APP AND WEBSITE

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 6 clients only!

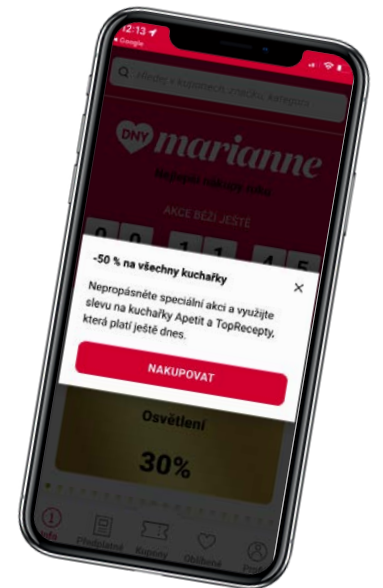
The number of notifications is limited to make the message as effective as possible.

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 whole weekend **CZK 80,000**
Exclusively for 6 clients only.

3 push notifications (one each day) **CZK 150,000**
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

**EXCLUSIVE
OFFER
ONLY FOR ONE
PARTNER**

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



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

PERFORMANCE RECEIVED BY THE APP PARTNER

- **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. 04/24 and, as the case may be, 09/24
- **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 250,000

HOW TO PARTICIPATE?

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

MARIANNE DAYS 2024

- Only active clients who already have or plan to order advertising in Marianne or Marianne Bydlení or Marianne Venkov a styl in 2024 (no later than the 9/24 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 2024 (no later than the 9/24 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. Provide a minimum 20% discount on goods and services to clients in the home furnishings/decor segment.
- 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 31 January 2024 (spring deadline) and 21 June 2024 (autumn deadline)

TERMS AND CONDITIONS

• Each module may only be used for one brand.

- The discount granted must apply to the entire range including the new collection. Exceptions are approved by Burda International CZ.
- Any offer or gift must be approved by Burda International CZ.
- 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 Burda International CZ.
- 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.

- 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 2 weeks before the event and present the event in the e-shops at least one week before the event.
- The client is obliged to promote the event at least one 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>.

**Deadline for spring registration:
5 January 2024**
**Deadline for autumn registration:
31 May 2024**



www.dnymarianne.cz