

FLOATING ALL ON-LINE

2024

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.

INVOLVED WEBSITES: Elle.cz, Marianne.cz, Svetzeny.cz, Lifee.cz, Nasekrasnazahrada.cz, Chip.cz, G.cz, Apetitonline.cz, Toprecepty.cz, Extra.cz, Burdastyle.cz, Extralife.cz

CROSS DEVICE ADVERTISING	CPT
Branding	450 CZK
Halfpage	250 CZK
Rectangle	290 CZK
Rollband / pop-up	650 CZK
Outstream*	500 CZK
Instream	490 CZK
PR Native	99 CZK
Vignette (mobile only)	750 CZK
Interstitial video (mobile only)	600 CZK
Shopping tip MIX	10 000 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.

* Involved websites: Apetitonline.cz, Burdastyle.cz, Chip.cz, Elle.cz, Marianne.cz, Nasekrasnazahrada.cz, Svetzeny.cz

HOBBY PACK ON-LINE

2024

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INVOLVED WEBSITES: Apetitonline.cz, Elle.cz/decoration, Chip.cz, Marianne.cz/venkov-styl, Mariannebydleni.cz, Nasekrasnazahrada.cz, Svetzeny.cz/bydleni, Burdastyle.cz

CROSS DEVICE ADVERTISING	CPT
Branding	470 CZK
Halfpage	270 CZK
Rectangle	300 CZK
Rollband / pop-up	750 CZK
Outstream	400 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	500 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.

FOOD PACK ON-LINE

2024

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INVOLVED WEBSITES: Apetitonline.cz, Toprecepty.cz

CROSS DEVICE ADVERTISING	CPT
Branding	470 CZK
Halfpage	270 CZK
Rectangle	300 CZK
Vignette (mobile only)	800 CZK
Interstitial video (mobile only)	500 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.

MUŽI PACK ON-LINE

2024

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INVOLVED WEBSITES: Chip.cz, G.cz

CROSS DEVICE ADVERTISING	CPT
Branding	550 CZK
Halfpage	290 CZK
Rectangle	330 CZK
Vignette (mobile only)	850 CZK
Interstitial video (mobile only)	700 CZK
PR Native	89 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.

ŽENY PACK ON-LINE

2024

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INVOLVED WEBSITES: Elle.cz, Marianne.cz, Lifesty.cz, Svetzeny.cz, Apetitonline.cz, Toprecepty.cz, Extra.cz, Burdastyle.cz, Extralife.cz, Nasekrasnazahrada.cz

CROSS DEVICE ADVERTISING	CPT
Branding	550 CZK
Halfpage	290 CZK
Rectangle	330 CZK
Rollband / pop-up	750 CZK
Outstream	680 CZK
Vignette (mobile only)	850 CZK
Interstitial video (mobile only)	700 CZK
PR Native	89 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.

LIFESTYLE PREMIUM PACK ON-LINE

2024

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INVOLVED WEBSITES: Elle.cz, Marianne.cz, Lifesty.cz, Extralife.cz

CROSS DEVICE ADVERTISING	CPT
Branding	790 CZK
Halfpage	390 CZK
Rectangle	590 CZK
Rollband / pop-up	890 CZK
Outstream	750 CZK
Vignette (mobile only)	1 000 CZK
Interstitial video (mobile only)	950 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.

Native ad content formats on selected websites based on predefined landing page templates, so-called one-page stories

WEB FORMATS

WEB	MIN. RANGE*	MAX. RANGE*	GUARANTEE OF VIEWING	PRICE
Apetitonline.cz	1 500	6 000	20 000	220 000 CZK
Marianne.cz	2 000	8 000	20 000	220 000 CZK
Elle.cz 2 000	2 000	8 000	20 000	220 000 CZK
Mariannebydleni.cz	2 000	8 000	20 000	220 000 CZK
Chip.cz	2 000	8 000	20 000	220 000 CZK
Nasekrasnazahrada.cz	2 000	8 000	20 000	220 000 CZK
Svetzeny.cz	2 000	8 000	20 000	220 000 CZK

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* Number of keystrokes incl. spaces



MAILING PACKS ON-LINE

Targeted multi-brand direct e-mailing with added value for readers

TYPE OF PACK	NUMBER OF MAILING RECIPIENTS	DISCOUNT LEVEL PROVIDED BY THE CLIENT FOR THE PROMOTED PRODUCT TO READERS/RECIPIENTS	PRICE / CONTACT	PACKAGE DISCOUNT			
				ACCORDING TO THE NUMBER OF REPETITIONS OR THE NUMBER OF PRODUCTS IN THE MAILING			
				1	2	5	10
S	10 000	0 %	0,35 CZK	5 %	15 %	25 %	35 %
		5-10%	0,31 CZK				
		11-20%	0,25 CZK				
		21-30%	0,21 CZK				
		31-50%	0,14 CZK				
M	25 000	0 %	0,35 CZK	5 %	15 %	25 %	35 %
		5-10%	0,31 CZK				
		11-20%	0,25 CZK				
		21-30%	0,21 CZK				
		31-50%	0,14 CZK				
L	50 000	0 %	0,35 CZK	5 %	15 %	25 %	35 %
		5-10%	0,31 CZK				
		11-20%	0,25 CZK				
		21-30%	0,21 CZK				
		31-50%	0,14 CZK				

Prices in CZK without VAT, valid from 1. 1. 2024.