
PARTNER PRESENTATION

DNY *marianne*

SPRING **22-24 APRIL** 2022
AUTUMN **16-18 SEPTEMBER** 2022



BurdaInternational **OZ**

WHO IS THE TYPICAL SHOPPER IN THE MARIANNE DAYS?



mainly women **(93 %)**

with higher education **(50 %)**

mainly from large regional cities **(59 %)**

often work in a managerial position **(29 %)**

middle **(54%)** and upper income households **(11 %)**

the majority of participants are repeat attendees **(67 %)**

a quarter of participants **(23%)** do not participate in other similar shopping events

They use the special DNY Marianne app **(64%)** because it makes it easier for them to navigate the discount offer **(88%)**

He/she is mainly interested in products:

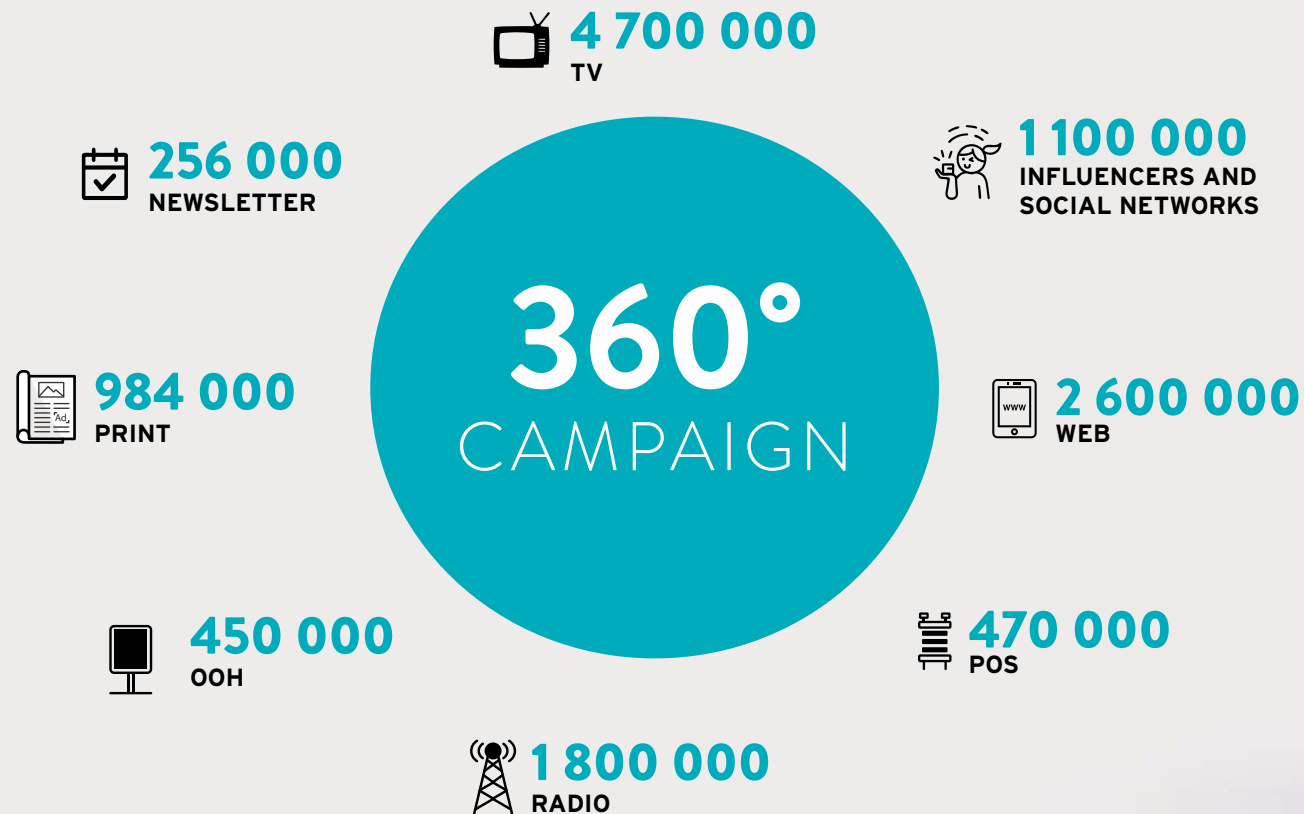
from the field of fashion and beauty

electronics

household equipment

MARKETING CAMPAIGN

REACH UP TO 6 MILLION
POTENTIAL CUSTOMERS



Source: estimated impact based on available data Media project, 1-6/2021; Radio project, 1-6/2021; Netmonitor, 08/2021; Facebook, Instagram, 09/20201; Burda International data

Marketing campaign from 2021. In 2022, the campaign will be built according to the overall concept of the event, Burda International reserves the right to change the structure of the campaign.

DNY MARIANNE NEWS

FOR PARTNERS AND CUSTOMERS

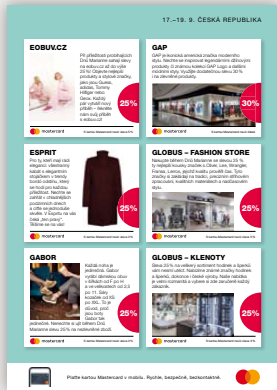
- **Better user experience with the Marianne Days app** – more sophisticated filtering, the ability to create your own shopping list, a fun game with the possibility of getting additional gifts for purchases
- **New user interface** – easier communication with the event organiser (uploading offers, ordering promo materials, etc.)
- **Redeeming discount coupons from the web interface**
- **Golden Coupon** – new features in the app, more visibility of the product/service during the event
- **Displaying/highlighting selected products** – directly on the Marianne Days app homepage, connection to the e-shop client
- **Wishlist data** – possibility to monitor interest in selected discount offers/products
- **Interactive game/competition in the brick-and-mortar branch** – possibility to implement in cooperation with selected partners

88 % USERS

**MARIANNE DAYS APP MAKES IT EASIER
TO NAVIGATE THE DISCOUNT OFFER**

Source: survey among participants of the Marianne Days event,
17–19/09/2021, N=1,483





DNY MARIANNE

SPRING 22-24 APRIL 2022
 AUTUMN 16-18 SEPTEMBER 2022



Offer – brick-and-mortar shops

CLIENT GETS:

- Presentation of their offer in **Marianne** or **Marianne Bydlení** magazine, on the microsite and in the mobile app.
- Discount coupon in the **Marianne Days** discount booklet or **Marianne Bydlení Days** and in the mobile app.
- Listing of participating stores on the microsite and mobile app.
- Promo materials for **Marianne Days** (poster, wobblers, safety gate lens – limited quantity) and online presskit to download for further presentation of the event.
- Promotion and association with an established and successful brand.

PRICE FOR ONE DATE OF THE MARIANNE DAYS EVENT

CZECH REPUBLIC

Module size	1/6	1/3 vert./hor.	2/3	1/1
Marianne	CZK 57,000	CZK 93,000	CZK 150,000	CZK 260,000
Marianne Bydlení	CZK 30,000	CZK 48,000	CZK 78,000	CZK 100,000

SLOVAKIA

Module size	1/6	1/3 vert./hor.	2/3	1/1
Marianne	CZK 22,600	CZK 34,000	CZK 48,000	CZK 80,000
Marianne Bydlení	CZK 12,600	CZK 18,000	CZK 28,000	CZK 43,000

E-shops offer

CLIENT GETS:

- Presentation of their offer in **Marianne** or **Marianne Bydlení** magazine, on the microsite and in the mobile app.
- Listing of the e-shop in magazines, on microsite and mobile app.
- Online promo materials to download for further presentation of the event.
- Promotion and association with an established and successful brand.

PLEASE NOTE: The Partner may not publish the discount code on its website, in mailings and other materials and may not run a parallel discount promotion in the Client's shop and e-shop.

PRICE FOR ONE DATE OF THE MARIANNE DAYS EVENT

CZECH REPUBLIC

Module size	1/6	1/3 vert./hor.	2/3	1/1
Marianne	CZK 79,000	CZK 109,000	CZK 169,000	CZK 279,000
Marianne Bydlení	CZK 42,000	CZK 68,000	CZK 110,000	CZK 140,000

SLOVAKIA

Module size	1/6	1/3 vert./hor.	2/3	1/1
Marianne	CZK 79,000	CZK 109,000	CZK 169,000	CZK 279,000
Marianne Bydlení	CZK 42,000	CZK 68,000	CZK 110,000	CZK 140,000

OTHER PROMOTION OPPORTUNITIES IN DISCOUNT BOOKLETS

Give your brand / discount offer **more attention** with a discount booklet.

Reach up customers with custom promo graphics in the top positions of the Marianne discount booklet, Marianne Bydlení discount booklet or both booklets.

Offer valid for a limited number of partners.

PRICE LIST

MARIANNE

First double page	CZK 210,000
Central panorama	CZK 210,000
Full page advertising	CZK 130,000

MARIANNE BYDLENÍ

First double page	CZK 121,000
Central panorama	CZK 121,000
Full page advertising	CZK 75,000



NEW BONUS FREE-OF-CHARGE*



♥ PRODUCT STORIES
ON SOCIAL MEDIA

DNY marianne

25% SLEVA

Získejte exkluzivně s promo kódem slevu na nákup knihy **Nejzajímavější proměny** z produkce časopisu Marianne Bydlení.

Objednávejte na www.burda.cz. Nabídku nelze kombinovat s dalšími akcemi a nabídkami.

Zjistit více

♥ PRODUCT TIP
IN THE EDITORIAL
NEWSLETTER

*The offer is valid for the total volume of CZK net-net ordered by the client for coupons within one promotion (spring/autumn), from CZK 100,000 to CZK 199,999 – 1x story, from CZK 200,000 to CZK 499,999 – 1x story and 1x NL tip, from CZK 500,000 to CZK 999,999 – 1x story and 2x NL tip, above CZK 1,000,000 – 1x story and 3x NL tip. Designed to communicate selected products (bestseller, teaser, etc.) in the editorial newsletter and/or on social media under the Marianne brand.

APPLICATIONS, WEB AND PRINT

NEW ADVERTISING FORMAT FOR THE MARIANNE DAYS PROJECT

GOLDEN COUPON

Highlight your top discount offers directly on the home page of the app and on the microsite

+

- colour differentiation in the alphabetical list of offers in the app and on the microsite
- distinguished by larger size and priority position in the printed discount booklet

Discount booklet

<p>LINO DESIGN SLEVA AŽ 25 % Sleva až 25 % na celý sortiment.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc dárek</p>	<p>MANUFATURA SLEVA 20 % + DÁREK Sleva 20 % + dárek k nákupu nad 1000 Kč - krém na ruce 75 ml.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>	<p>MARKS & SPENCER SLEVA 25 % na vybrané doplňky, 20 % na oblečení a obuv. Neplatí na zlevněné zboží a netze ji kombinovat s jinými akcemi. Platí pouze v kamenných prodejnách.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>	<p>NESPRESSO SLEVA 30 % na kávovary Nespresso při nákupu alespoň 10 balení (100 kapslí) kávy Nespresso. Nebo sleva 20 % na kávovary bez podmínky nákupu kávy. Platí od 17. 9. do 19. 9. 2021 nebo do vyčerpání zásob.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>
<p>MAGNIFLEX SLEVA 20 % na polštáře a 15 % na matrace a ostatní produkty Magniflex. Neplatí na již zlevněné a akční zboží.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 5 % na polštář k zakoupené matraci</p>	<p>MARC O'POLO SLEVA 25 % na celý sortiment při nákupu nad 3500 Kč. Slevu nelze kombinovat s dalšími akcemi.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>	<p>MOCHI MOTIKO 3+1 ZDARMA Platí pro všechny kolekce.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>	<p>NESPRESSO SLEVA 30 %</p> <p>9 996 100 40008 08</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>
<p>MAISON SISLEY PARIS SLEVA 20 % + DÁREK Sleva 20 % na nezlevněný sortiment + dárek k nákupu nad 3800 Kč - anti-aging set obsahující 4 miniaturní. Platí v Maison Sisley Praha - Jáchymova 26/2.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc dárek</p>	<p>MARELLA SLEVA 20 % + DÁREK Sleva 20 % na nezlevněné zboží.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 3 %</p>	<p>MODIVO.CZ SLEVA 25 % na produkty z nejnovějších kolekcí značek Guess, Tommy Hilfiger, Desigual, Champion a dalších. Neplatí na značky Mayoral, Ugg, Vistula a Mango.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc sleva 5 %</p>	<p>NATUZZI ITALIA SLEVA 20 % na veškerý sortiment. K dispozici v Praze 1, Praze 8, Brně a Modřicích.</p> <p>DNY MARIANNE 17.-19. 9. 2021</p> <p>mastercard S kartou Mastercard navíc dárek</p>

Criteria for placing an offer as a Golden Coupon

- the overall attractiveness of the offer for the widest possible group of consumers / event participants without further limitations and exceptions
- minimum discount of 30% (or may be lower if it is a very attractive product or brand)
- additional discount or Mastercard gift applies to the offer

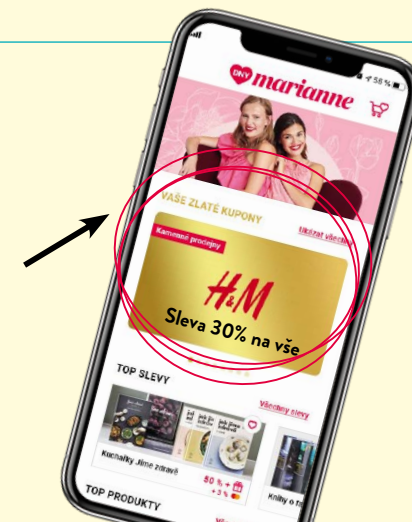
Burda International reserves the exclusive right to evaluate the offer and decide not to include it in the Golden Coupon section.

PRICE LIST

- 1 Golden Coupon - printed booklet Marianne + the app
- 1 Golden Coupon - printed booklet Marianne Bydlení + the app

CZK 65,000

CZK 35,000



MARIANNE DAYS APPLICATIONS AND WEB

NUMBER OF INSTALLED APPLICATIONS: **123,400** VISITORS TO THE SITE: **696,000** USERS

OFFER TOPPING

Presentation of the offer in a dominant position

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

Limited offer for no more than 3 clients in each category (Fashion & Accessories, Beauty, Electronics, Services & Decor, E-shops and more).

PRICE LIST

First offer in the selected section	CZK 25,000
Second offer in the selected section	CZK 20,000
Third offer in the selected section	CZK 15,000

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

151 %

INCREASE COMPARED TO MDS (AUTUMN) 2020

35 %



MARIANNE DAYS APPLICATIONS AND WEB

NUMBER OF INSTALLED APPLICATIONS: 123,400 VISITORS TO THE SITE: 696,000 USERS

PRODUCT TIP ON HOMEPAGE

Inspire users to buy

Offer all users the **product of your choice** directly on the homepage.

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

PRICE LIST

Product tip on the homepage of the Marianne Days app

CZK **35,000**

PUSH NOTIFICATION

Exclusive for 6 clients only!

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

The user who has the app installed will receive a notification (similar to SMS). He/she then clicks through to the message detail, which takes him/her directly to the discount offer.

PRICE LIST

1 x push notification during the whole weekend

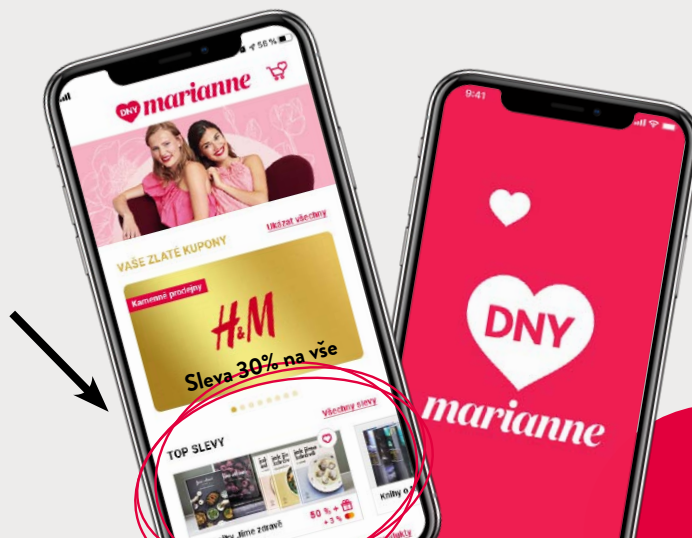
CZK **80,000**

Exclusive for 6 clients only.

3 x push notification (one every day)

CZK **150,000**

Exclusive for 2 clients only.



THE MARIANNE DAYS APP AND WEBSITE

CONTEST

Limited offer for
 4 clients max.

Attract the MD app users or website visitors with a contest for attractive prizes.

Support the awareness of your brand and special offer within the Marianne Days event, or get detailed information about the behaviour of your potential customers.

PRICE SHEET

Contest in the mobile app and on the website	CZK 45,000
App partner	CZK 350,000

APP PARTNER

Partner may use the app to drive their own project and thus attract all the app users in this unique manner.

THE APP ALLOWS USERS TO

- Search for individual partner offers and store addresses
- Find the route to a store
- Create their own wishlist
- Purchase and redeem the Marianne Days electronic coupons

PARTNER IS ENTITLED TO THE FOLLOWING CONSIDERATION:

- Partners logo on each page (to the extent possible and allowed within App Store and Google Play) and a space for a sponsored PR article in the mobile app menu
- Logo/product on 1/2 page presenting the mobile app in a special Marianne Days supplement (to be part of Marianne 4/2022 and Marianne Bydlení 4/2022)
- Logo in the mobile app presentation placed on the MD microsite and 1 Facebook post (Marianne and Marianne Bydlení) for the period of 3 weeks
- 1-page advertorial presenting the MD mobile app in Marianne and Marianne Bydlení 4/2022
- 1 video banner (3 weeks) with the partner's logo on marianne.cz and mariannebydleni.cz
- 1 PR article with the partner's logo and a video with step-by-step instructions on how to use the app, on marianne.cz and mariannebydleni.cz
- Direct mailing with the partner's logo

Total value of the consideration

CZK 1,509,000

HOW TO PARTICIPATE?

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

2022 MARIANNE DAYS

- Only active clients who already have or plan to order advertising in 2022 (no later than the 9/22 issue) of the Marianne and Marianne Bydlení magazine are eligible to participate.
- Provide Marianne Days participants with a minimum discount of 25% (Marianne) or 20% (Marianne Bydlení) on goods and services or an attractive gift, in addition to the basic discount.
- For customers paying with the main partner card, provide an additional 3% discount or a valuable gift.
- Please register at <https://akce.burda.cz/> and upload all documents (discount specification, 300 DPI product/gift photos without logos, text and addresses of your participating stores) no later than 07/01/2022 (spring deadline) and 27/05/2022 (autumn deadline).

CONDITIONS

- **Each module can 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.
- Partners whose goods and services correspond in substance to the Marianne Bydlení magazine but are interested in advertising in the Marianne magazine must provide their offers to both magazines (Marianne and Marianne Bydlení).
- E-shops and brick-and-mortar stores cannot be advertised in one module at the same time.
- The text presentation of the brick-and-mortar client must not contain any web links.
- The participation of individual e-shops is approved by Burda International CZ.

- The client may not disclose the discount code in any way. In the event of disclosure, the client will be subject to a financial penalty.
- Readers can only qualify for discounts and gifts by presenting a printed or electronic Marianne Days coupon at the cash desk of each store and by entering the discount code in the e-shops.
- The client is obliged to display the sent promotional posters in their stores at least 2 weeks before the event (not applicable to e-shops).
- The client is obliged to promote the whole event at least 2 weeks before the event on their websites or FB profiles.
- The client is obliged to ensure that the staff in the shops is informed about the details of the event, especially about the mechanism of using printed and electronic coupons.
- The shop must not run a parallel discount promotion. The holding of such an event may be punishable by a financial fine.
- For the greatest success of our cooperation, we recommend not providing any similar discounts one month before and one month after the event
- Please fill in the involved branches consistently. In the event that 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 on the websites <https://burda.cz/cs/inzerce/ke-stazeni/tisk> and <https://akce.burda.cz>.



**Deadline for spring registration:
 07/01/2022**

**Deadline for autumn registration:
 27/05/2022**

CONTACT INFORMATION

IF YOU ARE INTERESTED, PLEASE CONTACT OUR TEAM AS SOON AS POSSIBLE!

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