

Prices in CZK without VAT, valid from 1. 1. 2026, for advertising of one brand only, non-standard formats and special campaigns are solved individually.



Periodicity: monthly
Print run: 18 500
Format: 215 x 267 mm
Colors: 4/4 CMYK
Paper: LWU
Cover: 4/4
Binding: V1

ADVERTISING RATES

SINGLE PAGE	BURDA	SPECIAL
standard page	CZK 139 000	CZK 89 000
inside front cover	CZK 194 000	CZK 106 000
outside back cover	CZK 212 000	CZK 122 000
inside back cover	CZK 173 000	CZK 106 000
1st single page	CZK 173 000	CZK 100 000
2nd single page		CZK 95 000
single page advertorial	CZK 167 000	CZK 95 000
DOUBLE PAGE		
standard double page	CZK 278 000	CZK 134 000
double page advertorial	CZK 334 000	CZK 189 000
SMALL FORMATS		
half page	CZK 104 000	CZK 51 000
one third of a page	CZK 104 000	CZK 51 000
one quarter page	CZK 64 000	CZK 35 000

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE	SPECIAL	BOOKING	DEADLINE	ON SALE
1/2026	25. 11. 2025	27. 11. 2025	18. 12. 2025	Pletení 2026/01	6. 1. 2026	9. 1. 2026	29. 1. 2026
2/2026	29. 12. 2025	31. 12. 2025	22. 1. 2026	Easy 2026/01	3. 2. 2026	6. 2. 2026	25. 2. 2026
3/2026	27. 1. 2026	29. 1. 2026	19. 2. 2026	Best of Plus 2026/01	3. 3. 2026	6. 3. 2026	25. 3. 2026
4/2026	24. 2. 2026	26. 2. 2026	19. 3. 2026	Kids 2026/01	30. 3. 2026	2. 4. 2026	22. 4. 2026
5/2026	24. 3. 2026	26. 3. 2026	16. 4. 2026	Easy 2026/02	4. 5. 2026	7. 5. 2026	27. 5. 2026
6/2026	21. 4. 2026	23. 4. 2026	14. 5. 2026	Easy 2026/03	4. 8. 2026	7. 8. 2026	26. 8. 2026
7/2026	26. 5. 2026	28. 5. 2026	18. 6. 2026	Kids 2026/02	4. 9. 2026	8. 9. 2026	30. 9. 2026
8/2026	23. 6. 2026	25. 6. 2026	16. 7. 2026	Best of Plus 2026/02	29. 9. 2026	2. 10. 2026	21. 10. 2026
9/2026	28. 7. 2026	30. 7. 2026	20. 8. 2026	Pletení 2026/02	13. 10. 2026	16. 10. 2026	4. 11. 2026
10/2026	25. 8. 2026	27. 8. 2026	17. 9. 2026	Easy 2026/04	10. 11. 2026	13. 11. 2026	3. 12. 2026
11/2026	22. 9. 2026	24. 9. 2026	15. 10. 2026				
12/2026	27. 10. 2026	29. 10. 2026	19. 11. 2026				
1/2027	24. 11. 2026	26. 11. 2026	17. 12. 2026				

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

*production costs of an insertion into position 1,40 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://www.burdamediaextra.cz/en/advertising>.

FORMATS

1/2 horizontal

215 x 130 mm

trip size

1/2 vertical

103 x 267 mm

trip size

1/3 horizontal

215 x 87 mm

trip size

1/3 vertical

70 x 267 mm

trip size

1/4

95 x 123 mm

trip size

1/4 horizontal

215 x 70 mm

trip size

1/4 vertical

52 x 267 mm

trip size

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CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 450
Halfpage + Rectangle below the article	CZK 270
Rectangle	CZK 320
Rollband + Pop up	CZK 650
Videospot (max 30s)	CZK 520
Videospot - bumper (max 7s)	CZK 500
Vignette (mobile only)	CZK 750
Video Interstitial (mobile only)	CZK 900

PR ARTICLES

PRICE

PR article - 1 day on HP	CZK 25 000
PR article (quiz)	CZK 85 000

SOCIAL MEDIA

PRICE

FB post	CZK 20 000
FB story	CZK 15 000
IG post	CZK 20 000
IG story	CZK 15 000

NEWSLETTER

PRICE

Newsletter product tip/image	CZK 3,50 /contact
Newsletter link to PR article	CZK 3,50 /contact

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. Content on social networks delivered by the client is subject to the approval of the editors. In the case of requirements for specific campaign goals, the setting and price will be individual.

* 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.

AD FORMATS DESCRIPTION

