

BurdaMedia Extra_rate card 2026



eXtra.cz

LIFE.CZ

toprecepty.cz

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: 19 000
 Format: 203 x 274 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	7. 11. 2025	12. 11. 2025	17. 12. 2025
2/2026	28. 11. 2025	3. 12. 2025	15. 1. 2026
3/2026	16. 1. 2026	19. 1. 2026	19. 2. 2026
4/2026	13. 2. 2026	16. 2. 2026	19. 3. 2026
5/2026	20. 3. 2026	23. 3. 2026	23. 4. 2026
6/2026	17. 4. 2026	20. 4. 2026	21. 5. 2026
7/2026	15. 5. 2026	18. 5. 2026	18. 6. 2026
8/2026	12. 6. 2026	15. 6. 2026	23. 7. 2026
9/2026	17. 7. 2026	20. 7. 2026	20. 8. 2026
10/2026	14. 8. 2026	17. 8. 2026	17. 9. 2026
11/2026	18. 9. 2026	21. 9. 2026	22. 10. 2026
12/2026	13. 10. 2026	16. 10. 2026	19. 11. 2026
1/2027	13. 11. 2026	16. 11. 2026	17. 12. 2026

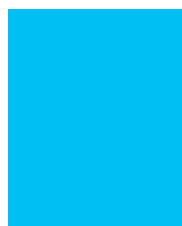
GLUED INSERTS**

into position - CZK 2,70

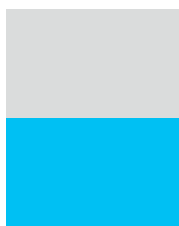
INSERTS***

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

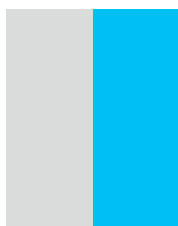
FORMATS



1/1
 203 x 274 mm
 trip size



1/2 horizontal
 203 x 134 mm
 trip size



1/2 vertical
 99 x 274 mm
 trip size

ADVERTISING RATES

SINGLE PAGE	ELLE	POP-UP	SPECIAL
standard page	CZK 285 000		CZK 213 000
back outside cover	CZK 432 000		CZK 328 000
back inside cover	CZK 359 000		CZK 267 000
1st left next to the table of content	CZK 359 000		CZK 267 000
1st right next to the table of content	CZK 359 000		CZK 267 000
2nd single page	CZK 349 000		CZK 256 000
3rd single page	CZK 338 000		CZK 251 000
4th single page	CZK 328 000		CZK 240 000
5th single page	CZK 317 000		CZK 235 000
6th single page	CZK 317 000		CZK 229 000
7th single page	CZK 306 000		
8th single page	CZK 306 000		
9th single page	CZK 306 000		
10th single page	CZK 306 000		
single page advertorial	CZK 338 000		CZK 251 000
scentstrip*	CZK 285 000		CZK 213 000
glued inserts (one sheet)*	CZK 285 000		CZK 213 000
DOUBLE PAGE			
standard double page	CZK 568 000		CZK 426 000
unfolding front V-gate cover	CZK 1 080 000		
unfolding front Z-gate cover	CZK 791 000		CZK 593 000
1st double page	CZK 711 000		CZK 530 000
2nd double page	CZK 666 000		CZK 498 000
3rd double page	CZK 645 000		CZK 480 000
4th double page	CZK 634 000		CZK 469 000
5th double page	CZK 623 000		CZK 459 000
6th double page	CZK 612 000		CZK 454 000
double page advertorial	CZK 677 000		CZK 503 000
1st double page after table of content	CZK 602 000		CZK 447 000
2nd double page after table of content	CZK 595 000		CZK 442 000
3rd double page after table of content	CZK 589 000		CZK 437 000
SMALL FORMATS			
half page	CZK 205 000	CZK 82 000	CZK 153 000
one quarter page		CZK 57 000	

*production cost 0,60 CZK

**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs

***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>.

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.

ELLE

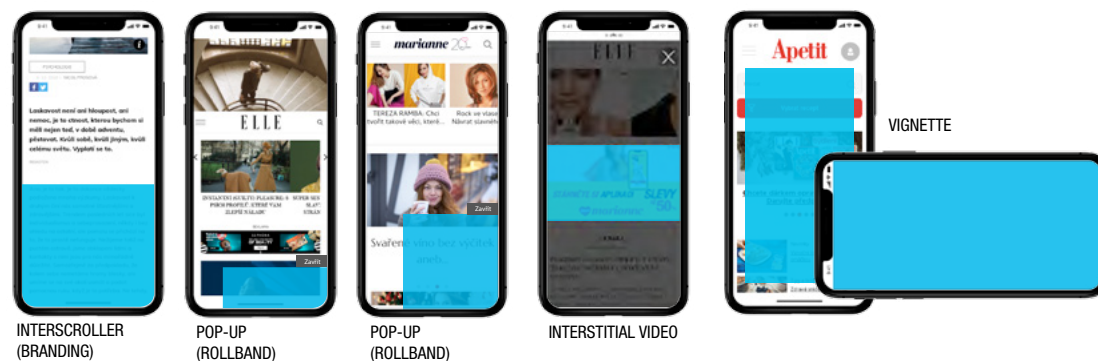
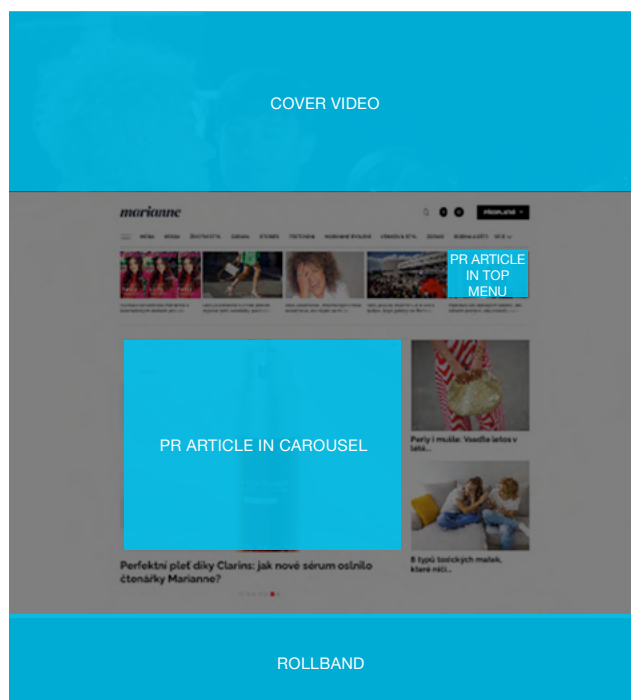
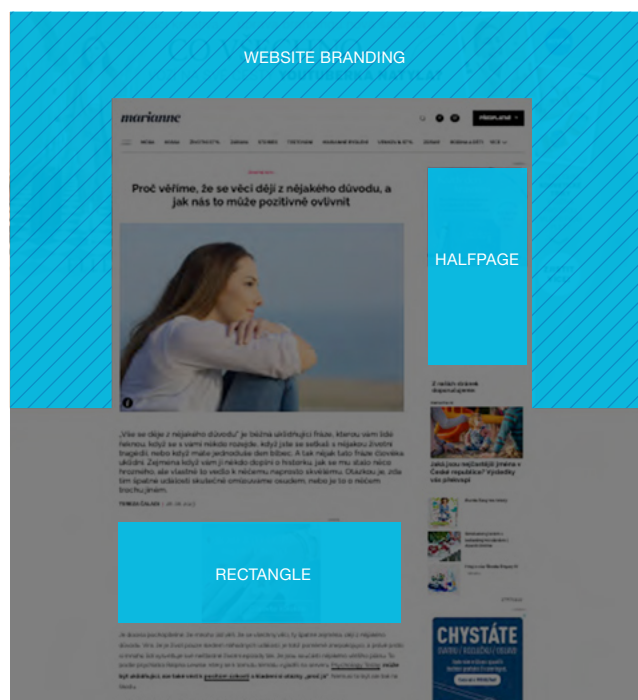
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 1 090	PR article in carousel**	CZK 85 000	FB post	CZK 75 000
Halfpage + Rectangle below the article	CZK 640	PR article in TOP menu*	CZK 70 000	FB story	CZK 50 000
Rectangle	CZK 750	PR article (quiz)	CZK 85 000	IG post	CZK 75 000
Rollband + Pop up	CZK 1 150			IG story	CZK 50 000
Covervideo	CZK 1 550			TikTok post	CZK 75 000
Videospot (max 30s)	CZK 1 120				
Videospot - bumper (max 7s)	CZK 1 090	NEWSLETTER	PRICE		
Vignette (mobile only)	CZK 1 270	Newsletter product tip/image	CZK 3,50 /contact	BURDA NATIVE	PRICE
Video Interstitial (mobile only)	CZK 1 040	Newsletter link to PR article	CZK 3,50 /contact	range 2 000-8 000, guarantee 20 000	CZK 230 000

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 same conditions also apply to Elle Decoration.

* 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.

** The PR article in the carousel is displayed in the editorial carousel for 24 hours and is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



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: 32 000
Format: 203 x 274 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 5/4 + 1/0
high-gloss dispersion varnish
Binding: V2

ADVERTISING RATES

SINGLE PAGE	MARIANNE	POP-UP	SPECIAL
standard page	CZK 267 000		CZK 131 000
back outside cover	CZK 404 000		CZK 203 000
back inside cover	CZK 333 000		CZK 175 000
1st single page	CZK 333 000		CZK 175 000
2nd single page	CZK 322 000		CZK 165 000
3rd single page	CZK 312 000		CZK 158 000
4th single page	CZK 300 000		CZK 152 000
5th single page	CZK 295 000		CZK 147 000
6th single page	CZK 290 000		CZK 142 000
single page advertorial	CZK 317 000		CZK 165 000
scentstrip*	CZK 267 000		CZK 131 000
glued inserts (one sheet)*	CZK 267 000		CZK 131 000
DOUBLE PAGE			
standard double page	CZK 534 000		CZK 261 000
unfolding front V-gate cover	CZK 1 020 000		
unfolding front Z-gate cover	CZK 744 000		CZK 375 000
1st double page	CZK 666 000		CZK 350 000
2nd double page	CZK 623 000		CZK 317 000
3rd double page	CZK 602 000		CZK 306 000
4th double page	CZK 589 000		CZK 295 000
5th double page	CZK 579 000		CZK 290 000
6th double page	CZK 568 000		CZK 279 000
double page advertorial	CZK 634 000		CZK 328 000
1st double page after table of content	CZK 563 000		CZK 279 000
2nd double page after table of content	CZK 557 000		CZK 274 000
SMALL FORMATS			
half page	CZK 196 000	CZK 82 000	CZK 89 000
one quarter page		CZK 58 000	

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	14. 11. 2025	18. 11. 2025	18. 12. 2025
2/2026	1. 12. 2025	4. 12. 2025	14. 1. 2026
3/2026	13. 1. 2026	16. 1. 2026	18. 2. 2026
4/2026	10. 2. 2026	13. 2. 2026	18. 3. 2026
5/2026	13. 3. 2026	18. 3. 2026	22. 4. 2026
6/2026	14. 4. 2026	17. 4. 2026	20. 5. 2026
7/2026	12. 5. 2026	15. 5. 2026	17. 6. 2026
8/2026	9. 6. 2026	12. 6. 2026	15. 7. 2026
9/2026	13. 7. 2026	16. 7. 2026	19. 8. 2026
10/2026	18. 8. 2026	21. 8. 2026	23. 9. 2026
11/2026	15. 9. 2026	18. 9. 2026	21. 10. 2026
12/2026	13. 10. 2026	16. 10. 2026	18. 11. 2026
1/2027	10. 11. 2026	13. 11. 2026	16. 12. 2026

GLUED INSERTS**

into position - CZK 2,70

INSERTS***

1 sheet - CZK 2,70
2 sheets - CZK 4,20
4 sheets - CZK 6,80

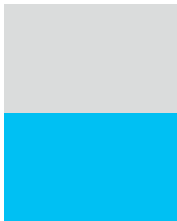
6 sheets - CZK 8,00
8 sheets - CZK 8,50
insert for subscribers - CZK 16,00

*production cost 0,60 CZK
**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs
***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>.

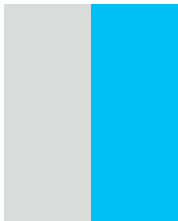
FORMATS



1/1
203 x 274 mm
trip size



1/2 horizontal
203 x 134 mm
trip size



1/2 vertical
99 x 274 mm
trip size

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.

marianne

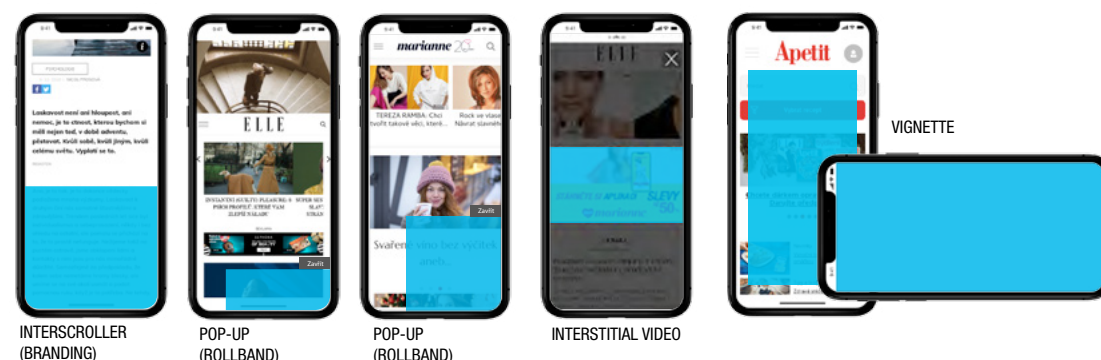
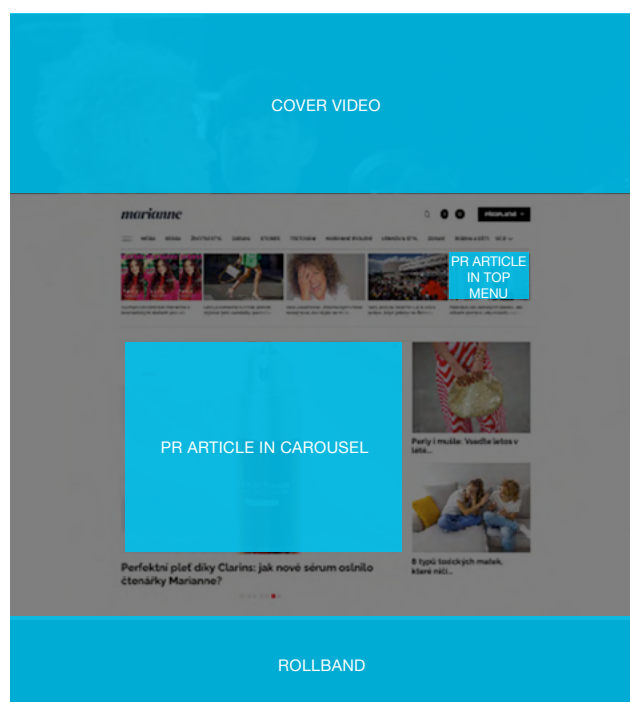
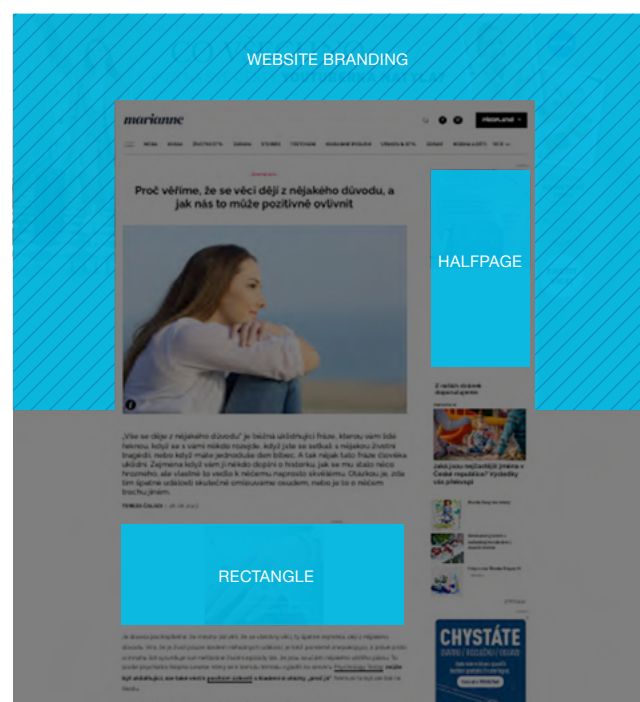
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 840	PR article in carousel**	CZK 55 000	FB post	CZK 50 000
Halfpage + Rectangle below the article	CZK 420	PR article in TOP menu*	CZK 50 000	FB story	CZK 40 000
Rectangle	CZK 550	PR article (quiz)	CZK 85 000	IG post	CZK 50 000
Rollband + Pop up	CZK 900			IG story	CZK 40 000
Covervideo	CZK 1 200				
Videospot (max 30s)	CZK 860				
Videospot - bumper (max 7s)	CZK 840				
Vignette (mobile only)	CZK 1 000				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE	BURDA NATIVE	PRICE
		Newsletter product tip/image	CZK 3,50 /contact	range 2 000-8 000, guarantee 20 000	CZK 230 000
		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 same conditions also apply to Marianne Venkov a styl.

* 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.

** The PR article in the carousel is displayed in the editorial carousel for 24 hours and is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



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: 20 000
Format: 200 x 270 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 5/4 + 1/0
high-gloss dispersion varnish
Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	21. 11. 2025	27. 11. 2025	17. 12. 2025
2/2026	23. 12. 2025	31. 12. 2025	21. 1. 2026
3/2026	23. 1. 2026	29. 1. 2026	18. 2. 2026
4/2026	20. 2. 2026	26. 2. 2026	18. 3. 2026
5/2026	27. 3. 2026	2. 4. 2026	22. 4. 2026
6/2026	22. 4. 2026	28. 4. 2026	20. 5. 2026
7/2026	22. 5. 2026	28. 5. 2026	17. 6. 2026
8/2026	26. 6. 2026	2. 7. 2026	22. 7. 2026
9/2026	24. 7. 2026	30. 7. 2026	19. 8. 2026
10/2026	21. 8. 2026	27. 8. 2026	16. 9. 2026
11/2026	25. 9. 2026	1. 10. 2026	21. 10. 2026
12/2026	23. 10. 2026	29. 10. 2026	18. 11. 2026
1/2027	20. 11. 2026	26. 11. 2026	16. 12. 2026

GLUED INSERTS**

into position - CZK 2,70

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

ADVERTISING RATES

SINGLE PAGE	SVĚT ŽENY	POP-UP	SPECIAL
standard page	CZK 265 000		CZK 130 000
inside front cover	CZK 368 000		CZK 184 000
outside back cover	CZK 399 000		CZK 199 000
inside back cover	CZK 329 000		
1st single page	CZK 329 000		
2nd single page	CZK 319 000		
3rd single page	CZK 309 000		
4th single page	CZK 297 000		
5th single page	CZK 292 000		
6th single page	CZK 287 000		
single page advertorial	CZK 314 000		
scentstrip*	CZK 265 000		
glued inserts (one sheet)*	CZK 265 000		

DOUBLE PAGE

standard double page	CZK 530 000	CZK 259 000
unfolding front V-gate cover	CZK 1 010 000	
unfolding front Z-gate cover	CZK 735 000	
1st double page	CZK 658 000	
2nd double page	CZK 616 000	
3rd double page	CZK 595 000	
4th double page	CZK 584 000	
5th double page	CZK 573 000	
6th double page	CZK 563 000	
double page advertorial	CZK 627 000	
1st double page after table of content	CZK 557 000	
2nd double page after table of content	CZK 551 000	

SMALL FORMATS

half page	CZK 194 000	CZK 82 000	CZK 88 000
one quarter page		CZK 58 000	

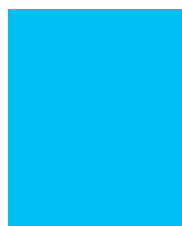
*production cost 0,60 CZK

**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs

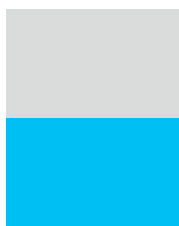
***production costs of an insertion into position 1,40 CZK/pcs

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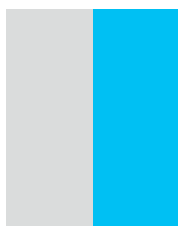
FORMATS



1/1
200 x 270 mm
trip size



1/2 horizontal
200 x 133 mm
trip size



1/2 vertical
98 x 270 mm
trip size

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SVĚT ŽENY

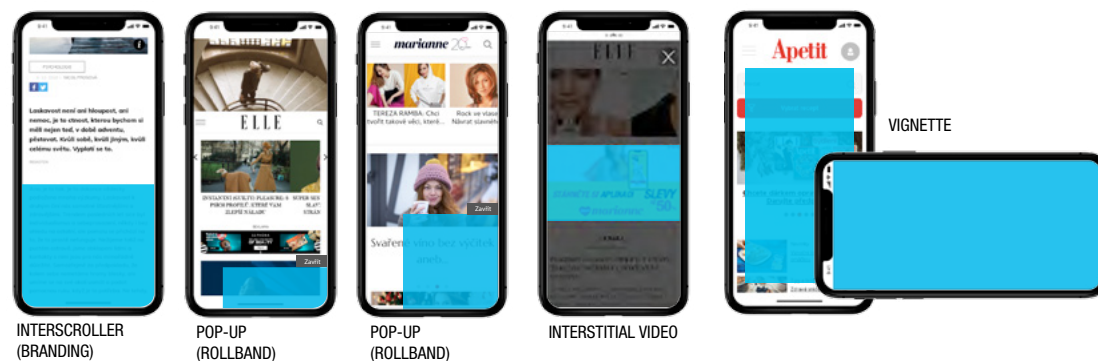
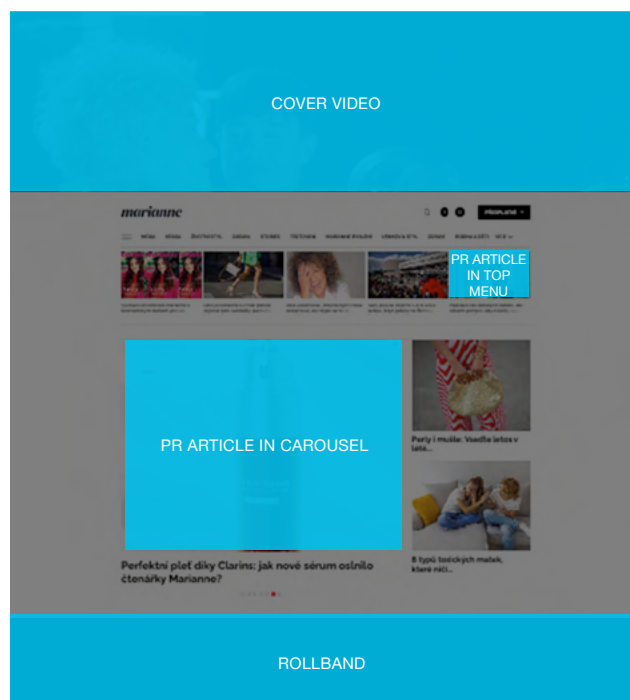
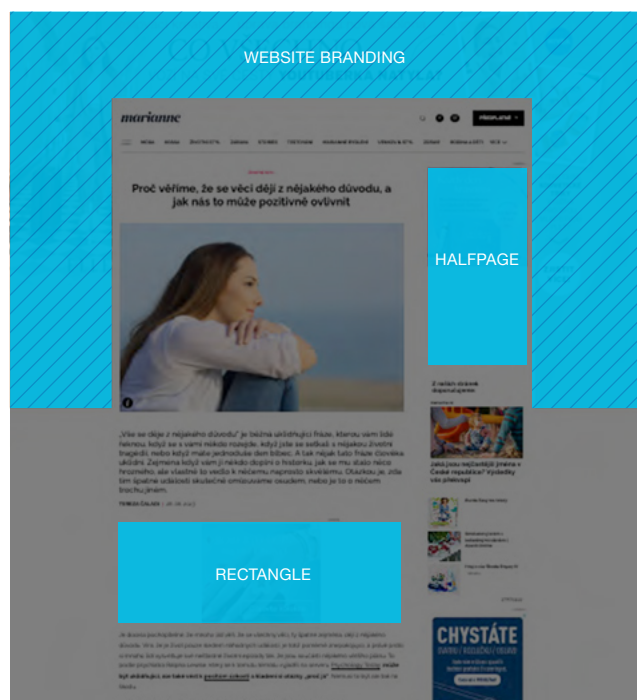
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 600	PR article in carousel**	CZK 55 000	FB post	CZK 30 000
Halfpage + Rectangle below the article	CZK 300	PR article in TOP menu*	CZK 50 000	FB story	CZK 20 000
Rectangle	CZK 370	PR article (quiz)	CZK 85 000	IG post	CZK 20 000
Rollband + Pop up	CZK 700			IG story	CZK 15 000
Videospot (max 30s)	CZK 620				
Videospot - bumper (max 7s)	CZK 600				
Vignette (mobile only)	CZK 800				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE	BURDA NATIVE	PRICE
		Newsletter product tip/image	CZK 3,50 /contact	range 2 000-8 000, guarantee 20 000	CZK 230 000
		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.

** The PR article in the carousel is displayed in the editorial carousel for 24 hours and is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



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

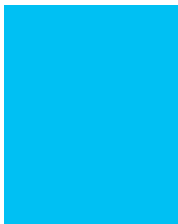
4 sheets - CZK 6,80
- 6 sheets - CZK 8,00

8 sheets - CZK 8,50

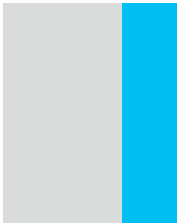
insert for subscribers - CZK 16,00

*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>.

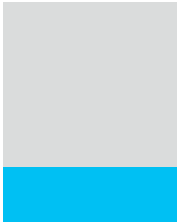
FORMATS



1/1
215 x 267 mm
trip size



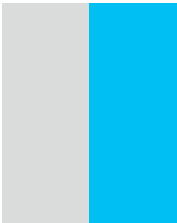
1/3 vertical
70 x 267 mm
trip size



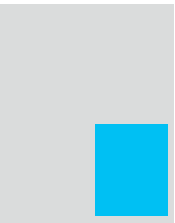
1/3 horizontal
215 x 87 mm
trip size



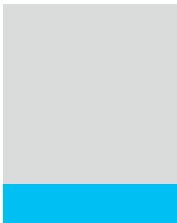
1/2 horizontal
215 x 130 mm
trip size



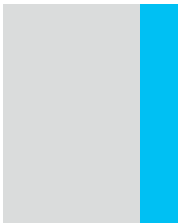
1/2 vertical
103 x 267 mm
trip size



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

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.



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

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

SOCIAL MEDIA

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

NEWSLETTER

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

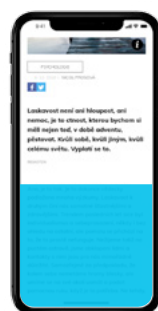
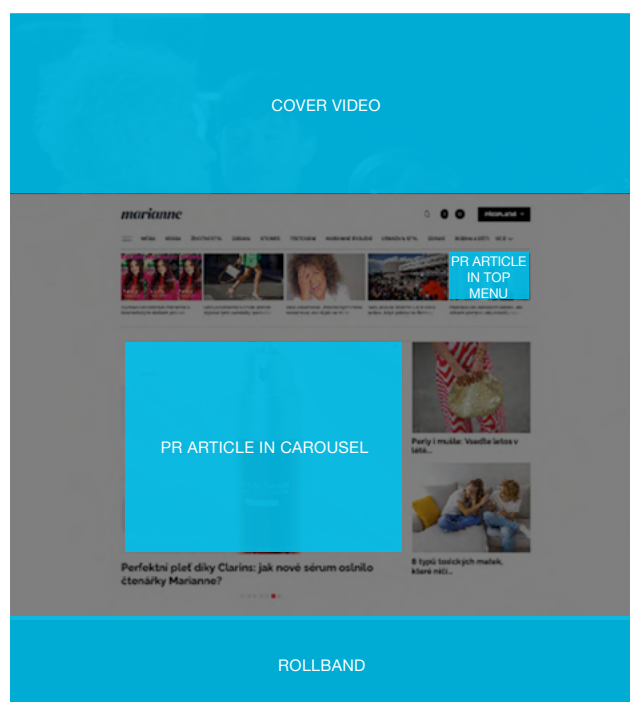
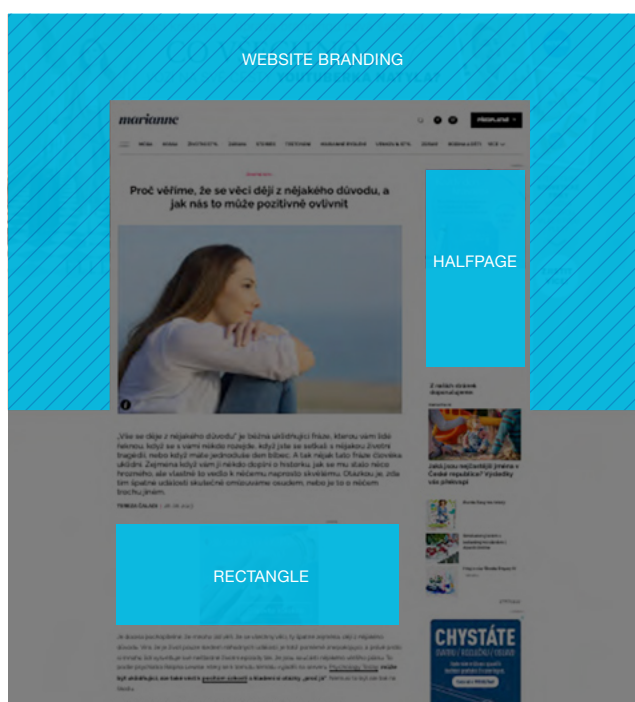
PRICE

PRICE

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.

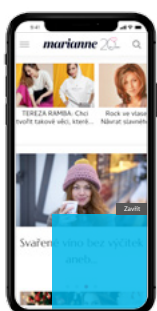
AD FORMATS DESCRIPTION



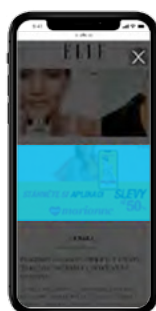
INTERSCROLLER
(BRANDING)



POP-UP
(ROLLBAND)



POP-UP
(ROLLBAND)



INTERSTITIAL VIDEO



VIGNETTE



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: 28 000
Format: 210 x 275 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 5/4 + 1/0
5/4 + 1/0 UV glossy varnish
Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	14. 11. 2025	18. 11. 2025	18. 12. 2025
2/2026	16. 12. 2025	19. 12. 2025	15. 1. 2026
3/2026	16. 1. 2026	20. 1. 2026	19. 2. 2026
4/2026	13. 2. 2026	17. 2. 2026	19. 3. 2026
5/2026	13. 3. 2026	16. 3. 2026	16. 4. 2026
6/2026	17. 4. 2026	20. 4. 2026	21. 5. 2026
7/2026	15. 5. 2026	19. 5. 2026	18. 6. 2026
8/2026	12. 6. 2026	16. 6. 2026	16. 7. 2026
9/2026	17. 7. 2026	21. 7. 2026	20. 8. 2026
10/2026	14. 8. 2026	18. 8. 2026	17. 9. 2026
11/2026	11. 9. 2026	15. 9. 2026	15. 10. 2026
12/2026	12. 10. 2026	15. 10. 2026	19. 11. 2026
1/2027	13. 11. 2026	16. 11. 2026	17. 12. 2026

*production cost 0,60 CZK
**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs
***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>.

ADVERTISING RATES

SINGLE PAGE	APETIT	POP-UP	SPECIAL
standard page	CZK 189 000		CZK 168 000
inside front cover	CZK 285 000		CZK 200 000
outside back cover	CZK 334 000		CZK 228 000
inside back cover	CZK 256 000		CZK 184 000
1st single page	CZK 245 000		
2nd single page	CZK 233 000		
3rd single page	CZK 233 000		
4th single page	CZK 223 000		
5th single page	CZK 212 000		
single page advertorial	CZK 223 000		CZK 200 000
glued inserts (one sheet)*	CZK 189 000		
DOUBLE PAGE			
standard double page	CZK 378 000		CZK 334 000
unfolding front V-gate cover	CZK 520 000		
1st double page	CZK 478 000		
2nd double page	CZK 445 000		
3rd double page	CZK 434 000		
4th double page	CZK 424 000		
double page advertorial	CZK 445 000		CZK 399 000
SMALL FORMATS			
half page	CZK 135 000	CZK 65 000	CZK 107 000
one third of a page	CZK 135 000		CZK 107 000
one quarter page	CZK 65 000	CZK 45 000	CZK 44 000

GLUED INSERTS**

into position - CZK 2,70

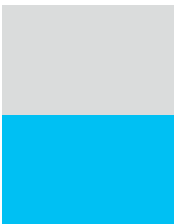
INSERTS***

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

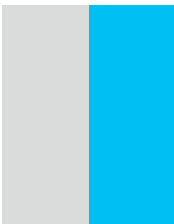
FORMATS



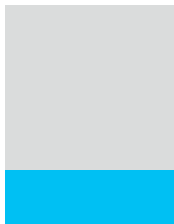
1/1
210 x 275 mm
trip size



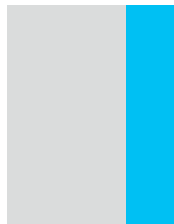
1/2 horizontal
210 x 135 mm
trip size



1/2 vertical
102 x 275 mm
trip size



1/3 horizontal
210 x 88 mm
trip size



1/3 vertical
67 x 275 mm
trip size



1/4
102 x 135 mm
trip size

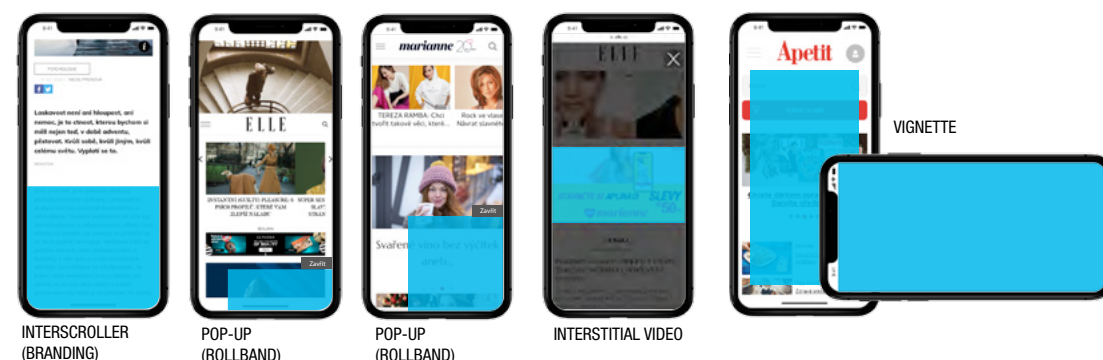
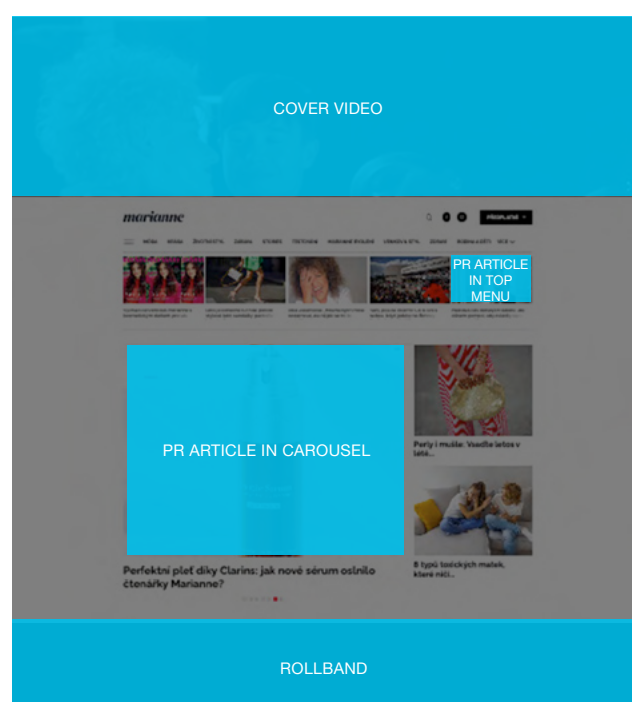
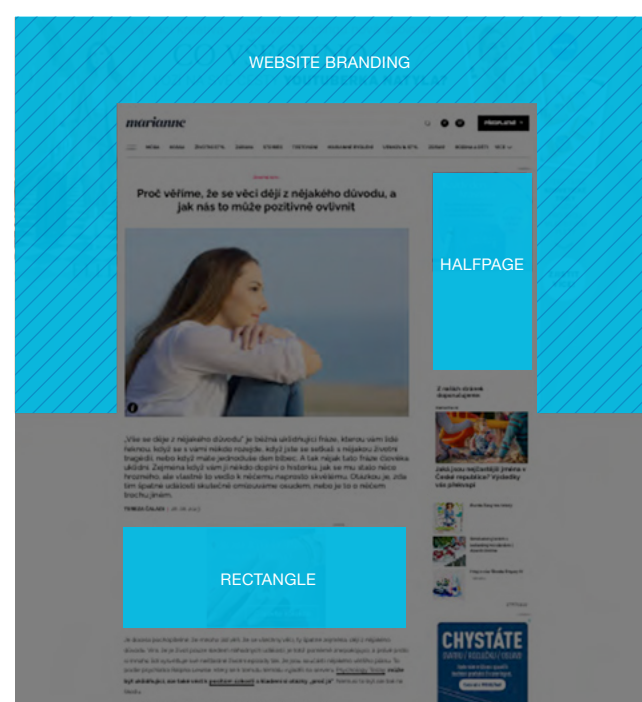
Prices in CZK without VAT, valid from 1. 1. 2026, for advertising of one brand only, non-standard formats and special campaigns are solved individually.

Apetit

CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 600	PR article - 7 days on HP	CZK 45 000	FB post	CZK 50 000
Halfpage + Rectangle below the article	CZK 300	PR article (quiz)	CZK 85 000	FB story	CZK 40 000
Rectangle	CZK 370			IG post	CZK 50 000
Rollband + Pop up	CZK 700			IG story	CZK 40 000
Videospot (max 30s)	CZK 620			TikTok post	CZK 50 000
Videospot - bumper (max 7s)	CZK 600			Pinterest post	CZK 50 000
Vignette (mobile only)	CZK 800				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE		
		Newsletter product tip/image	CZK 3,50 /contact		
		Newsletter link to PR article	CZK 3,50 /contact		
				BURDA NATIVE	PRICE
				range 2 000-8 000, guarantee 20 000	CZK 230 000

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



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: 17 000
 Format: 195 x 285 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4 (or 5/4)
 + 1/0 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	26. 11. 2025	3. 12. 2025	17. 12. 2025
2/2026	7. 1. 2026	14. 1. 2026	28. 1. 2026
3/2026	4. 2. 2026	11. 2. 2026	25. 2. 2026
4/2026	4. 3. 2026	11. 3. 2026	25. 3. 2026
5/2026	1. 4. 2026	8. 4. 2026	22. 4. 2026
6/2026	29. 4. 2026	6. 5. 2026	20. 5. 2026
7/2026	27. 5. 2026	3. 6. 2026	17. 6. 2026
8/2026	1. 7. 2026	8. 7. 2026	22. 7. 2026
9/2026	29. 7. 2026	5. 8. 2026	19. 8. 2026
10/2026	26. 8. 2026	2. 9. 2026	16. 9. 2026
11/2026	30. 9. 2026	7. 10. 2026	21. 10. 2026
12/2026	27. 10. 2026	4. 11. 2026	18. 11. 2026
1/2027	25. 11. 2026	2. 12. 2026	16. 12. 2026

ADVERTISING RATES

SINGLE PAGE

standard page	CZK 133 000
inside front cover	CZK 221 000
outside back cover	CZK 279 000
inside back cover	CZK 200 000
1st single page	CZK 194 000
single page advertorial	CZK 156 000

DOUBLE PAGE

standard double page	CZK 265 000
unfolding front V-gate cover	CZK 433 000
double page advertorial	CZK 311 000

SMALL FORMATS

half page	CZK 98 000
half page advertorial	CZK 109 000
one third of a page	CZK 87 000
one quarter page	CZK 68 000
one quarter page horizontal	CZK 68 000

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>.

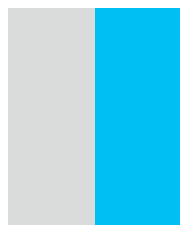
FORMATS



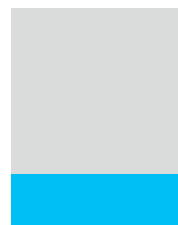
1/1
 195 x 285 mm
 trip size



1/2 horizontal
 195 x 140 mm
 trip size



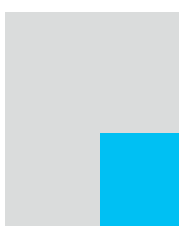
1/2 vertical
 95 x 285 mm
 trip size



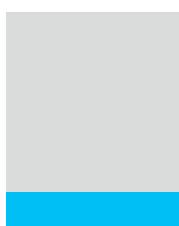
1/3 horizontal
 195 x 93 mm
 trip size



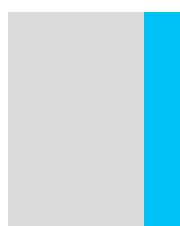
1/3 vertical
 62 x 285 mm
 trip size



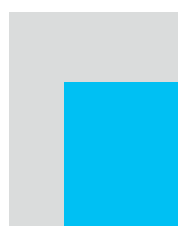
1/4
 95 x 140 mm
 trip size



1/4 horizontal
 195 x 68 mm
 trip size



1/4 vertical
 45 x 285 mm
 trip size



juniorpage
 130 x 195 mm
 trip size

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.



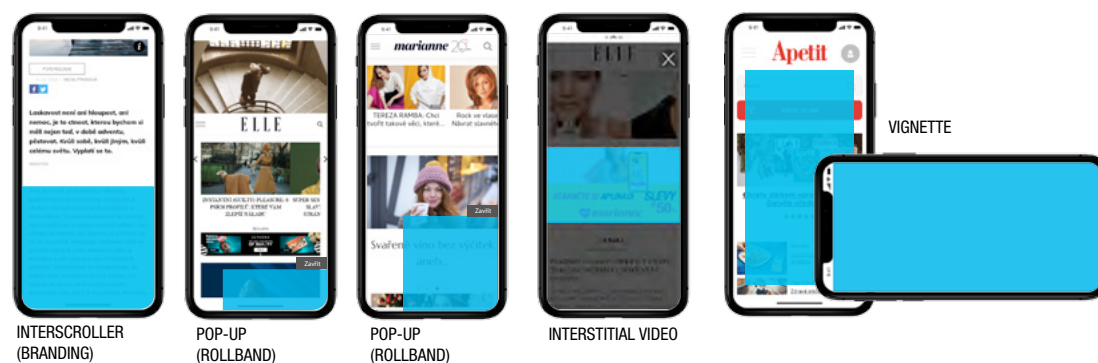
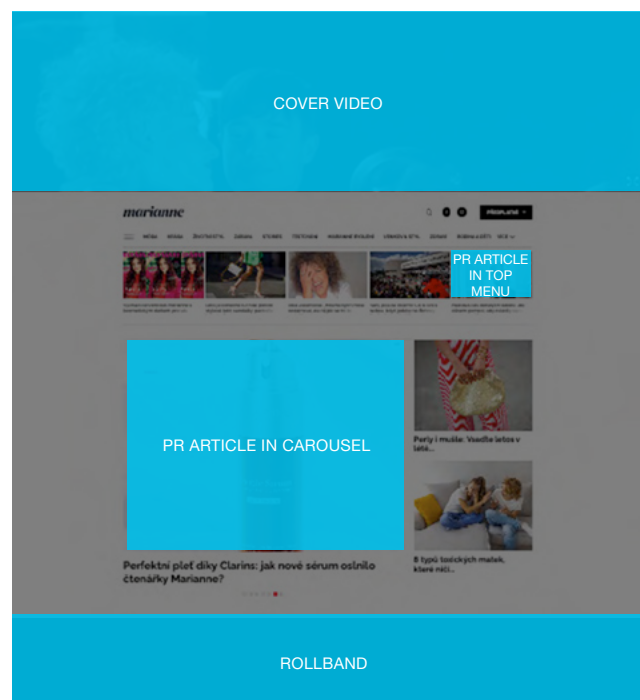
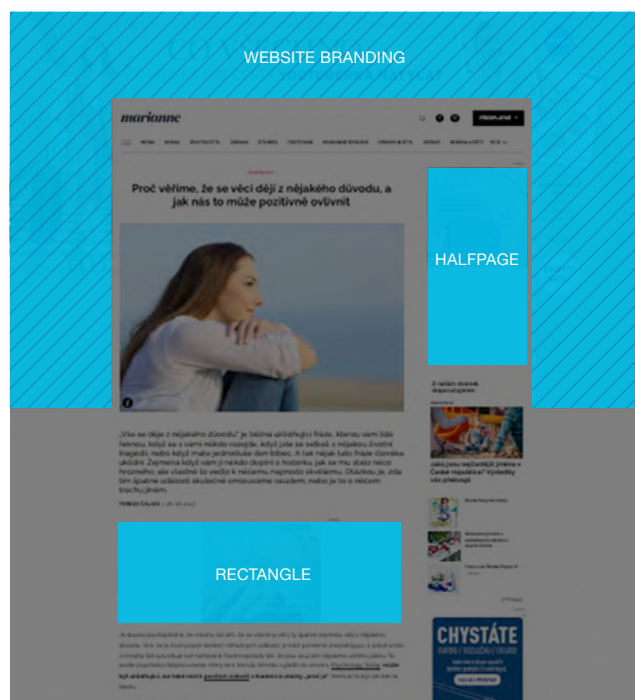
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 600	PR article - 1 day on HP	CZK 35 000	FB post	CZK 20 000
Halfpage + Rectangle below the article	CZK 300	PR article (quiz)	CZK 85 000	FB story	CZK 10 000
Rectangle	CZK 370				
Rollband + Pop up	CZK 700				
Videospot (max 30s)	CZK 620				
Videospot - bumper (max 7s)	CZK 600				
Vignette (mobile only)	CZK 800				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE	BURDA NATIVE	PRICE
		Newsletter product tip/image	CZK 3,50 /contact	range 2 000-8 000, guarantee 20 000	CZK 230 000
		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.

** The PR article in the carousel is displayed in the editorial carousel for 24 hours and is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



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: 13 000
Format: 210 x 275 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 5/4 + 1/0
UV glossy lacquer
Binding: V2

ADVERTISING RATES

SINGLE PAGE	MARIANNE BYDLENÍ	POP-UP
standard page	CZK 131 000	
front inside cover	CZK 196 000	
back outside cover	CZK 208 000	
back inside cover	CZK 186 000	
1st single page	CZK 175 000	
2nd single page	CZK 165 000	
3rd single page	CZK 152 000	
4th single page	CZK 142 000	
5st single page	CZK 137 000	
single page advertorial	CZK 158 000	
glued inserts (one sheet)*	CZK 131 000	
DOUBLE PAGE		
standard double page	CZK 261 000	
1st double page	CZK 328 000	
2nd double page	CZK 306 000	
3rd double page	CZK 295 000	
4th double page	CZK 290 000	
5th double page	CZK 285 000	
double page advertorial	CZK 317 000	
SMALL FORMATS		
half page	CZK 86 000	CZK 40 000
one third of a page	CZK 86 000	
one quarter page	CZK 45 000	CZK 25 000

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	11. 11. 2025	14. 11. 2025	17. 12. 2025
2/2026	19. 12. 2025	22. 12. 2025	14. 1. 2026
3/2026	16. 1. 2026	20. 1. 2026	18. 2. 2026
4/2026	13. 2. 2026	17. 2. 2026	19. 3. 2026
5/2026	20. 3. 2026	24. 3. 2026	22. 4. 2026
6/2026	17. 4. 2026	20. 4. 2026	20. 5. 2026
7/2026	15. 5. 2026	19. 5. 2026	17. 6. 2026
8/2026	12. 6. 2026	16. 6. 2026	15. 7. 2026
9/2026	17. 7. 2026	21. 7. 2026	20. 8. 2026
10/2026	21. 8. 2026	25. 8. 2026	23. 9. 2026
11/2026	18. 9. 2026	22. 9. 2026	21. 10. 2026
12/2026	16. 10. 2026	20. 10. 2026	18. 11. 2026
1/2027	13. 11. 2026	16. 11. 2026	16. 12. 2026

*production cost 0,60 CZK
**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs
***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>.

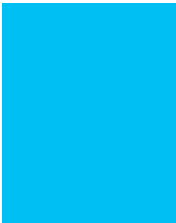
GLUED INSERTS**

into position - CZK 2,70

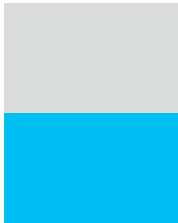
INSERTS***

1 sheet - CZK 2,70	6 sheets - CZK 8,00
2 sheets - CZK 4,20	8 sheets - CZK 8,50
4 sheets - CZK 6,80	insert for subscribers - CZK 16,00

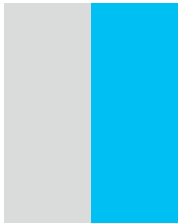
FORMATS



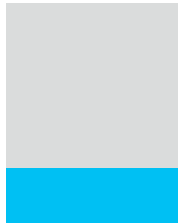
1/1
210 x 275 mm
trip size



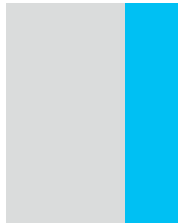
1/2 horizontal
210 x 135 mm
trip size



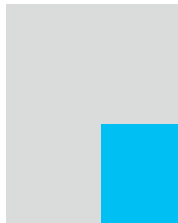
1/2 vertical
102 x 275 mm
trip size



1/3 horizontal
210 x 88 mm
trip size



1/3 vertical
67 x 275 mm
trip size



1/4
102 x 135 mm
trip size

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.



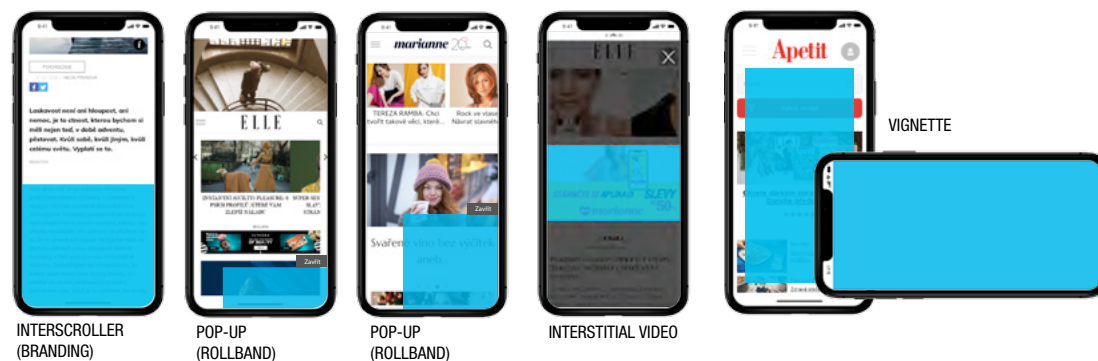
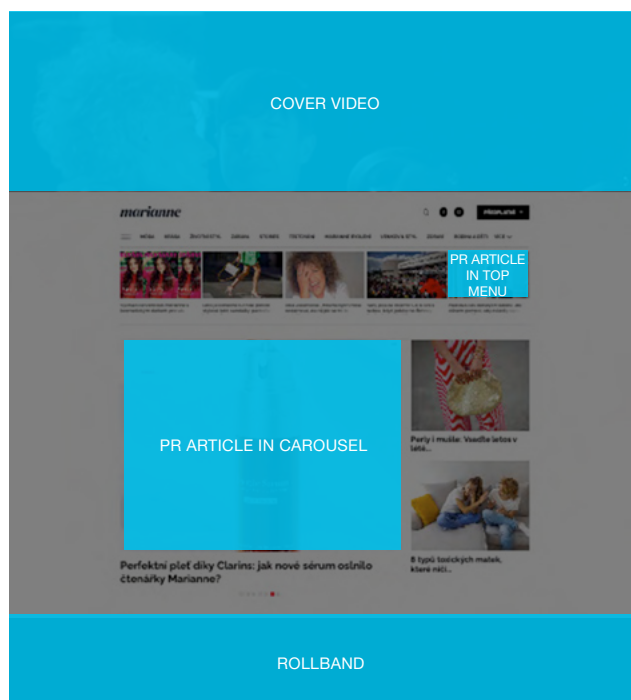
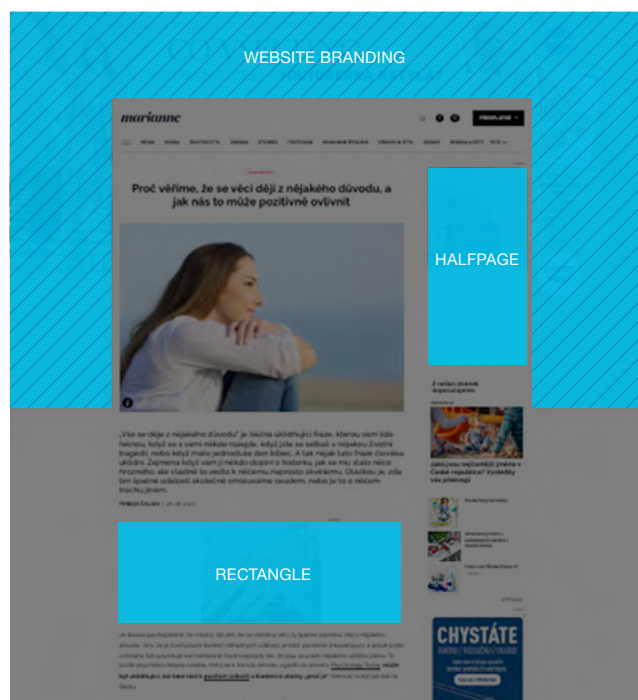
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 840	PR article in carousel**	CZK 55 000	FB post	CZK 50 000
Halfpage + Rectangle below the article	CZK 420	PR article in TOP menu*	CZK 50 000	FB story	CZK 40 000
Rectangle	CZK 550	PR article (quiz)	CZK 85 000	IG post	CZK 50 000
Rollband + Pop up	CZK 900			IG story	CZK 40 000
Covervideo	CZK 1 200				
Videospot (max 30s)	CZK 860				
Videospot - bumper (max 7s)	CZK 840				
Vignette (mobile only)	CZK 1 000				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE	BURDA NATIVE	PRICE
		Newsletter product tip/image	CZK 3,50 /contact	range 2 000-8 000, guarantee 20 000	CZK 230 000
		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 same conditions also apply to Marianne Venkov a styl.

* 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.

** The PR article in the carousel is displayed in the editorial carousel for one day and then it is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



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: quarterly
Print run: 13 000
Format: 220 x 285 mm
Colors: 4/4 CMYK
Paper: MWC
Cover: 4/4 + 1/0
UV glossy lacquer
Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	20. 2. 2026	25. 2. 2026	25. 3. 2026
2/2026	22. 5. 2026	27. 5. 2026	24. 6. 2026
3/2026	21. 8. 2026	26. 8. 2026	23. 9. 2026
4/2026	23. 10. 2026	27. 10. 2026	25. 11. 2026

GLUED INSERTS**

into position - CZK 2,70

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 cost 0,60 CZK

**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs

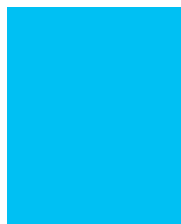
***production costs of an insertion into position 1,40 CZK/pcs

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>.

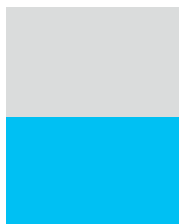
ADVERTISING RATES

SINGLE PAGE	ELLE DECORATION	POP-UP
standard page	CZK 153 000	
front inside cover	CZK 208 000	
back outside cover	CZK 229 000	
back inside cover	CZK 191 000	
1st single page	CZK 191 000	
2nd single page	CZK 186 000	
3rd single page	CZK 181 000	
4th single page	CZK 175 000	
5th single page	CZK 170 000	
single page advertorial	CZK 181 000	
glued inserts (one sheet)*	CZK 152 000	
DOUBLE PAGE		
standard double page	CZK 306 000	
unfolding front V-gate cover	CZK 426 000	
1st double page	CZK 383 000	
2nd double page	CZK 355 000	
3rd double page	CZK 344 000	
4th double page	CZK 338 000	
5th double page	CZK 333 000	
double page advertorial	CZK 360 000	
SMALL FORMATS		
half page	CZK 110 000	CZK 50 000
one quarter page		CZK 30 000

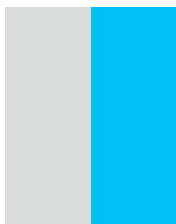
FORMATS



1/1
220 x 285 mm
trip size



1/2 horizontal
220 x 140 mm
trip size



1/2 vertical
107,5 x 285 mm
trip size

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.



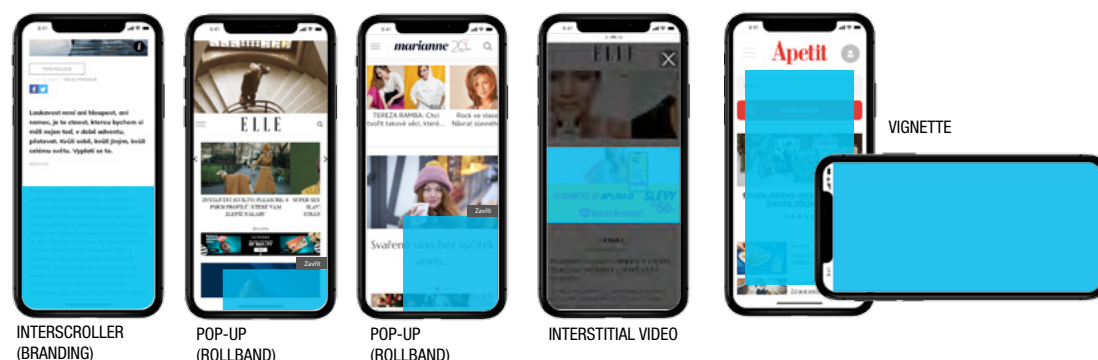
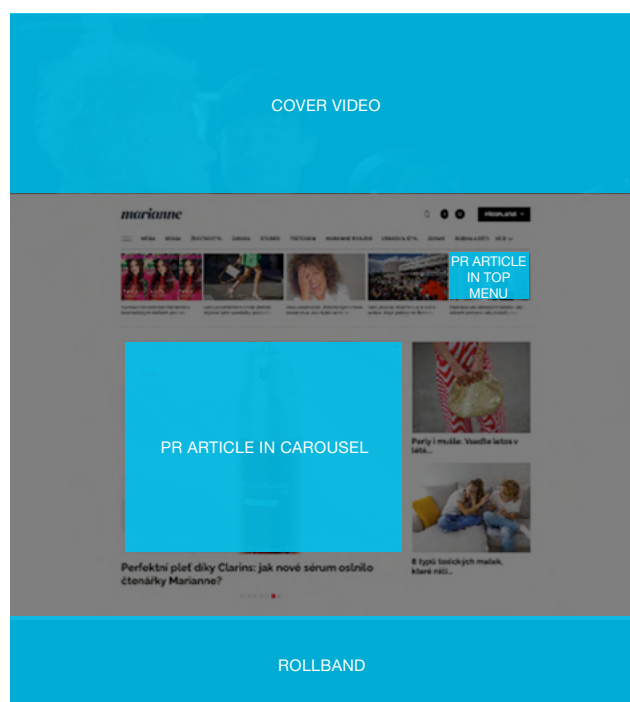
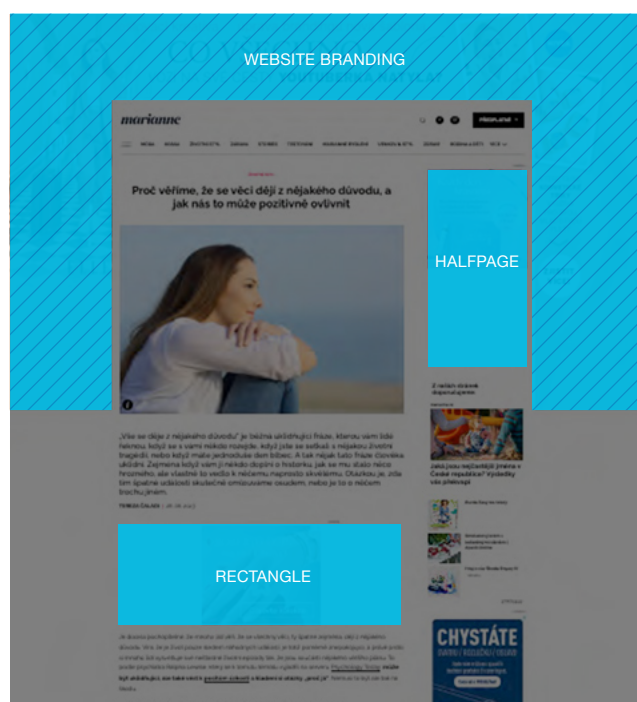
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 1 090	PR article in carousel**	CZK 85 000	FB post	CZK 75 000
Halfpage + Rectangle below the article	CZK 640	PR article in TOP menu*	CZK 70 000	FB story	CZK 50 000
Rectangle	CZK 750	PR article (quiz)	CZK 85 000	IG post	CZK 75 000
Rollband + Pop up	CZK 1 150			IG story	CZK 50 000
Covervideo	CZK 1 550				
Videospot (max 30s)	CZK 1 120				
Videospot - bumper (max 7s)	CZK 1 090				
Vignette (mobile only)	CZK 1 270				
Video Interstitial (mobile only)	CZK 1 040				
		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.

** The PR article in the carousel is displayed in the editorial carousel for 24 hours and is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



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: 18 000
Format: 230 x 296 mm
Colors: 4/4 CMYK
Paper: MWC
Cover: 4/4 + 1/0
UV glossy lacquer
Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	14. 11. 2025	20. 11. 2025	18. 12. 2025
2/2026	15. 12. 2025	18. 12. 2025	15. 1. 2026
3/2026	19. 1. 2026	22. 1. 2026	19. 2. 2026
4/2026	16. 2. 2026	19. 2. 2026	19. 3. 2026
5/2026	20. 3. 2026	23. 3. 2026	22. 4. 2026
6/2026	17. 4. 2026	22. 4. 2026	21. 5. 2026
7/2026	18. 5. 2026	21. 5. 2026	18. 6. 2026
8/2026	15. 6. 2026	18. 6. 2026	16. 7. 2026
9/2026	20. 7. 2026	23. 7. 2026	20. 8. 2026
10/2026	18. 8. 2026	21. 8. 2026	23. 9. 2026
11/2026	21. 9. 2026	24. 9. 2026	22. 10. 2026
12/2026	13. 10. 2026	16. 10. 2026	19. 11. 2026
1/2027	16. 11. 2026	19. 11. 2026	17. 12. 2026

GLUED INSERTS**

into position - CZK 2,70

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 cost 0,60 CZK
**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs
***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>.

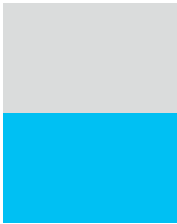
ADVERTISING RATES

SINGLE PAGE	VENKOV A STYL	POP-UP
standard page	CZK 131 000	
front inside cover	CZK 196 000	
back outside cover	CZK 208 000	
back inside cover	CZK 186 000	
1st single page	CZK 175 000	
2nd single page	CZK 165 000	
3rd single page	CZK 152 000	
4th single page	CZK 142 000	
5th single page	CZK 137 000	
single page advertorial	CZK 158 000	
glued inserts (one sheet)*	CZK 131 000	
DOUBLE PAGE		
standard double page	CZK 261 000	
1st double page	CZK 328 000	
2nd double page	CZK 306 000	
3rd double page	CZK 295 000	
4th double page	CZK 290 000	
5th double page	CZK 285 000	
double page advertorial	CZK 317 000	
SMALL FORMATS		
half page	CZK 86 000	CZK 40 000
one third of a page	CZK 86 000	
one quarter page	CZK 45 000	CZK 25 000

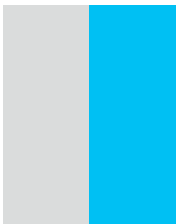
FORMATS



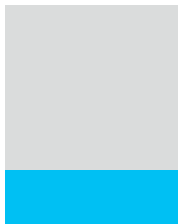
1/1
230 x 296 mm
trip size



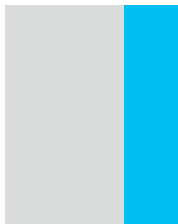
1/2 horizontal
230 x 145,5 mm
trip size



1/2 vertical
112 x 296 mm
trip size



1/3 horizontal
230 x 95 mm
trip size



1/3 vertical
73 x 296 mm
trip size



1/4
112 x 145,5 mm
trip size

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.

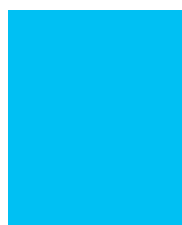


Periodicity: monthly
Print run: 22 000
Format: 210 x 275 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 4/4
Binding: V1

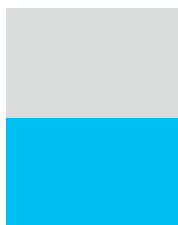
SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	24. 11. 2025	28. 11. 2025	17. 12. 2025
2/2026	29. 12. 2025	2. 1. 2026	21. 1. 2026
3/2026	26. 1. 2026	30. 1. 2026	18. 2. 2026
4/2026	23. 2. 2026	27. 2. 2026	18. 3. 2026
5/2026	27. 3. 2026	2. 4. 2026	22. 4. 2026
6/2026	24. 4. 2026	30. 4. 2026	20. 5. 2026
7/2026	25. 5. 2026	29. 5. 2026	17. 6. 2026
8/2026	29. 6. 2026	3. 7. 2026	22. 7. 2026
9/2026	27. 7. 2026	31. 7. 2026	19. 8. 2026
10/2026	31. 8. 2026	4. 9. 2026	23. 9. 2026
11/2026	25. 9. 2026	2. 10. 2026	21. 10. 2026
12/2026	26. 10. 2026	30. 10. 2026	18. 11. 2026
1/2027	23. 11. 2026	27. 11. 2026	16. 12. 2026
SPECIAL			
NKZ SPECIAL 1/2026	23. 12. 2025	31. 12. 2025	15. 1. 2026
NKZ SPECIAL 2/2026	30. 1. 2026	3. 2. 2026	18. 2. 2026
NKZ SPECIAL 3/2026	27. 2. 2026	3. 3. 2026	18. 3. 2026
NKZ SPECIAL 4/2026	27. 3. 2026	31. 3. 2026	15. 4. 2026
NKZ SPECIAL 5/2026	28. 8. 2026	1. 9. 2026	16. 9. 2026

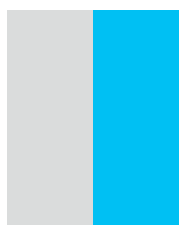
FORMATS



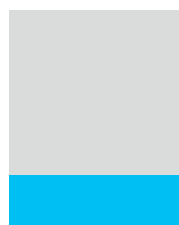
1/1
210 x 275 mm
trip size



1/2 horizontal
210 x 135 mm
trip size



1/2 vertical
104 x 275 mm
trip size



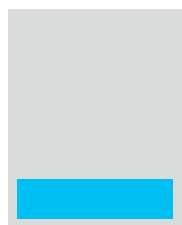
1/3 horizontal
210 x 90 mm
trip size



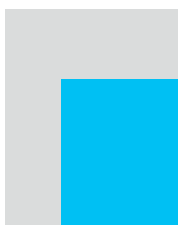
1/3 vertical
72 x 275 mm
trip size



1/4
85 x 118 mm
trip size



1/4 horizontal
175 x 56 mm
trip size



juniorpage
135 x 210 mm
trip size

ADVERTISING RATES

SINGLE PAGE

standard page	CZK 98 000
front inside cover	CZK 135 000
back outside cover	CZK 146 000
back inside cover	CZK 124 000
1st single page	CZK 124 000
single page advertorial	CZK 119 000

DOUBLE PAGE

standard double page	CZK 194 000
double page advertorial	CZK 238 000

SMALL FORMATS

half page	CZK 57 000
one third of a page	CZK 57 000
one quarter page	CZK 32 000
one quarter page horizontal	CZK 32 000
one sixth of a page	CZK 21 000
junior page	CZK 83 000

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>.

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.

naše krásná Zahrada

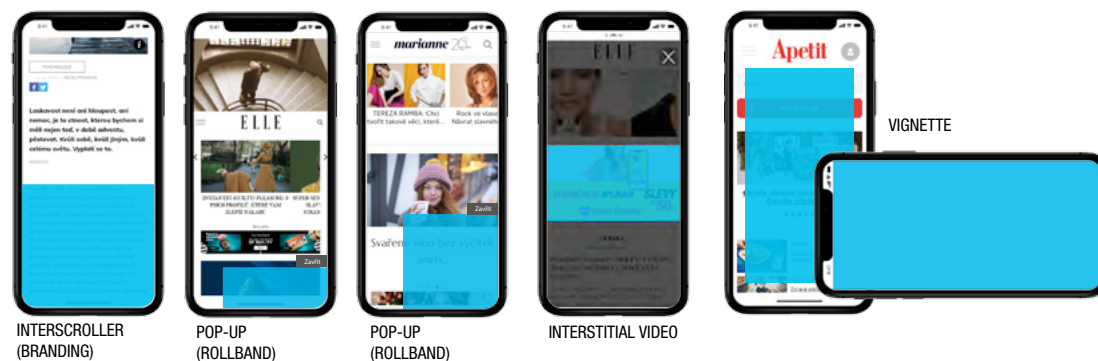
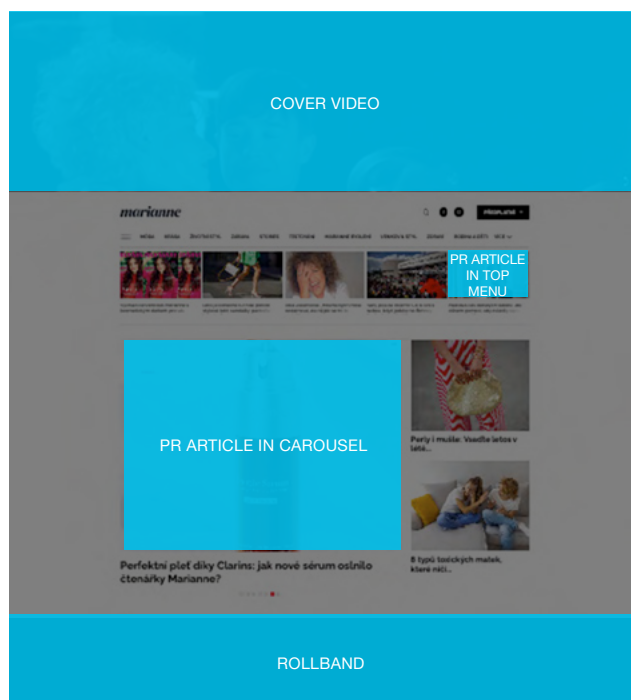
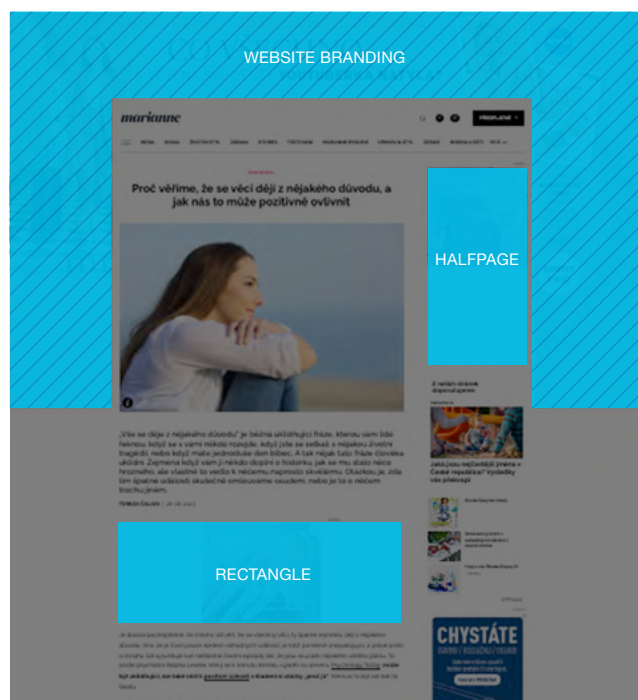
CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 450	PR article in carousel**	CZK 30 000	FB post	CZK 20 000
Halfpage + Rectangle below the article	CZK 270	PR article in TOP menu*	CZK 25 000	FB story	CZK 15 000
Rectangle	CZK 320	PR article (quiz)	CZK 85 000	IG post	CZK 20 000
Rollband + Pop up	CZK 650			IG story	CZK 15 000
Videospot (max 30s)	CZK 520				
Videospot - bumper (max 7s)	CZK 500				
Vignette (mobile only)	CZK 750				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE	BURDA NATIVE	PRICE
		Newsletter product tip/image	CZK 3,50 /contact	range 2 000-8 000, guarantee 20 000	CZK 230 000
		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.

** The PR article in the carousel is displayed in the editorial carousel for one day and then it is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION



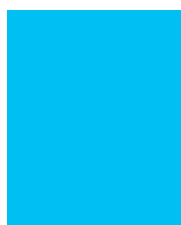
KŘÍŽOVKY PRINT

2026

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, surcharge of 30% for placement



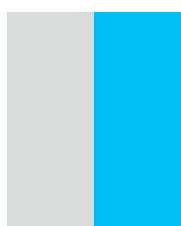
FORMATS**



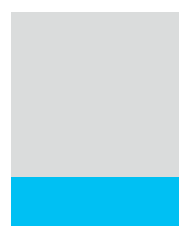
1/1
195 x 255 mm
148 x 205 mm
145 x 205 mm



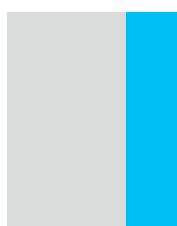
1/2 horizontal
195 x 125 mm
145 x 100 mm



1/2 vertical
95 x 255 mm
70 x 205 mm



1/3 horizontal
195 x 81 mm
145 x 65 mm



1/3 vertical
62 x 255 mm
45 x 205 mm



1/4
95 x 125 mm
70 x 100 mm

ADVERTISING RATES

SINGLE PAGE

standard page	62 000 CZK
front inside cover	67 000 CZK
back outside cover	72 000 CZK
back inside cover	62 000 CZK
DOUBLE PAGE	
standard double page	123 000 CZK
SMALL FORMATS*	
half page	40 000 CZK
one third of a page	40 000 CZK
one quarter page	24 000 CZK

* Not available in Sudoku titles.

** Titles of Křížovky have a variety of formats. The specific dimensions of advertising are specified within the advertising order.

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, surcharge of 30% for placement

SCHEDULE

JANUARY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	2/2026	5. 12. 2025	15. 12. 2025	5. 1. 2026
Svět ženy Číselné křížovky	2/2026	10. 12. 2025	12. 12. 2025	5. 1. 2026
Pošli recept Číselné křížovky	2/2026	9. 12. 2025	12. 12. 2025	8. 1. 2026
Pošli recept Křížovky MIX	2/2026	9. 12. 2025	12. 12. 2025	8. 1. 2026
Dáša Číselné křížovky	2/2026	19. 12. 2025	22. 12. 2025	12. 1. 2026
Dáša Číselno-Švédské křížovky	1/2026	19. 12. 2025	23. 12. 2025	12. 1. 2026
Katka Křížovky MIX	1/2026	19. 12. 2025	23. 12. 2025	12. 1. 2026
Křížovky na cestách	1/2026	19. 12. 2025	22. 12. 2025	12. 1. 2026
Pošli recept Superporce Sudoku	1/2026	2. 12. 2025	5. 12. 2025	12. 1. 2026
Svět ženy Křížovky	2/2026	19. 12. 2025	22. 12. 2025	12. 1. 2026
Katka Křížovky	3/2026	19. 12. 2025	29. 12. 2025	14. 1. 2026
SPKR The best of Katka SUDOKU	1/2026	8. 12. 2025	10. 12. 2025	14. 1. 2026
Katka Sudoku	2/2026	19. 12. 2025	23. 12. 2025	15. 1. 2026
Katka Číselné křížovky	2/2026	19. 12. 2025	29. 12. 2025	19. 1. 2026
Katka Číselno-Švédské křížovky	1/2026	23. 12. 2025	29. 12. 2025	19. 1. 2026
Svět ženy Extra těžké křížovky	1/2026	2. 1. 2026	5. 1. 2026	21. 1. 2026
Katka Křížovky	4/2026	23. 12. 2025	5. 1. 2026	26. 1. 2026
Svět ženy Číselné luštění	2/2026	23. 12. 2025	2. 1. 2026	26. 1. 2026

MARCH

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
SPKR Křížovky pro zahrádkáře	1/2026	13. 2. 2026	17. 2. 2026	4. 3. 2026
Svět ženy Číselné křížovky	4/2026	11. 2. 2026	13. 2. 2026	4. 3. 2026
Pošli recept Číselné křížovky	4/2026	10. 2. 2026	13. 2. 2026	5. 3. 2026
Pošli recept Křížovky MIX	4/2026	10. 2. 2026	13. 2. 2026	5. 3. 2026
Dáša Číselné křížovky	4/2026	17. 2. 2026	19. 2. 2026	9. 3. 2026
Katka Křížovky	7/2026	11. 2. 2026	19. 2. 2026	9. 3. 2026
Katka Křížovky 100	1/2026	7. 1. 2026	9. 1. 2026	9. 3. 2026
Křížovky na cestách	2/2026	16. 2. 2026	18. 2. 2026	9. 3. 2026
SPKR Výběr číselno-švédské	1/2026	16. 2. 2026	18. 2. 2026	9. 3. 2026
Svět ženy Křížovky	4/2026	16. 2. 2026	18. 2. 2026	9. 3. 2026
Pošli recept Superporce Číselné křížovky	1/2026	13. 2. 2026	17. 2. 2026	11. 3. 2026
SPKR Dětské křížovky – Chytrá myšLenka	1/2026	16. 2. 2026	18. 2. 2026	11. 3. 2026
Pošli recept Superporce Sudoku	2/2026	2. 1. 2026	6. 1. 2026	12. 3. 2026
SPKR Křížovky pro celou rodinu	5/2026	16. 2. 2026	18. 2. 2026	12. 3. 2026
Dáša Křížovky s humorem	1/2026	23. 2. 2026	26. 2. 2026	16. 3. 2026
Katka Číselné křížovky	4/2026	17. 2. 2026	25. 2. 2026	16. 3. 2026
Katka Číselno-Švédské křížovky	2/2026	23. 2. 2026	26. 2. 2026	16. 3. 2026
Katka Sudoku	4/2026	13. 1. 2026	15. 1. 2026	16. 3. 2026
SPKR Superkoktejl křížovek	1/2026	25. 2. 2026	27. 2. 2026	18. 3. 2026
Svět ženy Extra těžké křížovky	2/2026	24. 2. 2026	26. 2. 2026	18. 3. 2026
Katka Křížovky	8/2026	25. 2. 2026	5. 3. 2026	23. 3. 2026
SPKR Sudoku 1000	1/2026	3. 3. 2026	5. 3. 2026	23. 3. 2026
Svět ženy Číselné luštění	4/2026	24. 2. 2026	4. 3. 2026	23. 3. 2026
Katka Křížovky číselné moudré	1/2026	3. 3. 2026	5. 3. 2026	30. 3. 2026

FEBRUARY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Svět ženy Číselné křížovky	3/2026	14. 1. 2026	16. 1. 2026	4. 2. 2026
Svět ženy Číselno-Švédské křížovky	1/2026	16. 1. 2026	19. 1. 2026	4. 2. 2026
Katka The Best Of Sudoku	1/2026	31. 12. 2025	2. 1. 2026	5. 2. 2026
Křížovky Svět ženy 333 sudoku	1/2026	2. 1. 2026	6. 1. 2026	5. 2. 2026
Pošli recept Číselné křížovky	3/2026	13. 1. 2026	16. 1. 2026	5. 2. 2026
Pošli recept Křížovky MIX	3/2026	13. 1. 2026	16. 1. 2026	5. 2. 2026
Dáša Číselné křížovky	3/2026	19. 1. 2026	21. 1. 2026	9. 2. 2026
Katka Křížovky	5/2026	14. 1. 2026	22. 1. 2026	9. 2. 2026
Svět ženy Křížovky	3/2026	19. 1. 2026	21. 1. 2026	9. 2. 2026
Křížovky speciál Jaro	1/2026	19. 1. 2026	21. 1. 2026	11. 2. 2026
SPKR Omalovánky	1/2026	21. 1. 2026	23. 1. 2026	11. 2. 2026
Katka Číselné křížovky	3/2026	20. 1. 2026	28. 1. 2026	16. 2. 2026
Katka Sudoku	3/2026	13. 1. 2026	15. 1. 2026	16. 2. 2026
SPKR To nejlepší z číselných křížovek	1/2026	27. 1. 2026	29. 1. 2026	16. 2. 2026
Svět ženy Nové Extra Číselno-Švédské křížovky	1/2026	27. 1. 2026	29. 1. 2026	16. 2. 2026
Katka Křížovky	6/2026	26. 1. 2026	3. 2. 2026	23. 2. 2026
SPKR Relax křížovky - Na toulkách minulosti	1/2026	4. 2. 2026	6. 2. 2026	23. 2. 2026
Svět ženy Číselné luštění	3/2026	27. 1. 2026	4. 2. 2026	23. 2. 2026
Katka Křížovky MIX	2/2026	30. 1. 2026	3. 2. 2026	26. 2. 2026

APRIL

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	9/2026	6. 3. 2026	16. 3. 2026	8. 4. 2026
Katka The Best Of Sudoku	2/2026	6. 3. 2026	9. 3. 2026	8. 4. 2026
Pošli recept Číselno-Švédské křížovky	1/2026	13. 3. 2026	17. 3. 2026	8. 4. 2026
Svět ženy Číselné křížovky	5/2026	11. 3. 2026	13. 3. 2026	8. 4. 2026
Svět ženy Číselno-Švédské křížovky	2/2026	13. 3. 2026	16. 3. 2026	8. 4. 2026
Pošli recept Číselné křížovky	5/2026	17. 3. 2026	20. 3. 2026	9. 4. 2026
Pošli recept Křížovky MIX	5/2026	17. 3. 2026	20. 3. 2026	9. 4. 2026
Dáša Číselné křížovky	5/2026	20. 3. 2026	23. 3. 2026	13. 4. 2026
Svět ženy Křížovky	5/2026	17. 3. 2026	19. 3. 2026	13. 4. 2026
Katka Sudoku	5/2026	16. 3. 2026	18. 3. 2026	15. 4. 2026
Katka Křížovky	10/2026	13. 3. 2026	23. 3. 2026	20. 4. 2026
Katka Číselné křížovky	5/2026	25. 3. 2026	2. 4. 2026	22. 4. 2026
Katka Křížovky MIX	3/2026	31. 3. 2026	2. 4. 2026	22. 4. 2026
Svět ženy Číselné luštění	5/2026	25. 3. 2026	2. 4. 2026	27. 4. 2026

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, surcharge of 30% for placement

SCHEDULE

MAY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Dáša Čísello-Švédské křížovky	2/2026	15. 4. 2026	17. 4. 2026	6. 5. 2026
Katka Křížovky	11/2026	10. 4. 2026	20. 4. 2026	6. 5. 2026
SPKR Křížovky na dovolenou	4/2026	14. 4. 2026	16. 4. 2026	6. 5. 2026
Svět ženy Číselné křížovky	6/2026	13. 4. 2026	15. 4. 2026	6. 5. 2026
Pošli recept Číselné křížovky	6/2026	14. 4. 2026	17. 4. 2026	7. 5. 2026
Pošli recept Křížovky MIX	6/2026	10. 4. 2026	14. 4. 2026	7. 5. 2026
Dáša Číselné křížovky	6/2026	14. 4. 2026	16. 4. 2026	11. 5. 2026
Katka Čísello-Švédské křížovky	3/2026	17. 4. 2026	20. 4. 2026	11. 5. 2026
Křížovky na cestách	3/2026	15. 4. 2026	17. 4. 2026	11. 5. 2026
Pošli recept Superporce Sudoku	3/2026	6. 3. 2026	10. 3. 2026	11. 5. 2026
Svět ženy Křížovky	6/2026	15. 4. 2026	17. 4. 2026	11. 5. 2026
Svět ženy Nové Extra Čísello-Švédské křížovky	2/2026	14. 4. 2026	16. 4. 2026	11. 5. 2026
Katka Sudoku	6/2026	16. 3. 2026	18. 3. 2026	13. 5. 2026
Katka Číselné křížovky	6/2026	21. 4. 2026	29. 4. 2026	18. 5. 2026
Katka Křížovky	12/2026	22. 4. 2026	30. 4. 2026	18. 5. 2026
Křížovky speciál Léto	2/2026	28. 4. 2026	30. 4. 2026	20. 5. 2026
Svět ženy Extra těžké křížovky	3/2026	27. 4. 2026	29. 4. 2026	20. 5. 2026
Svět ženy Číselné luštění	6/2026	21. 4. 2026	29. 4. 2026	25. 5. 2026
SPKR The best of Katka SUDOKU	2/2026	22. 4. 2026	24. 4. 2026	28. 5. 2026

JULY

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Pošli recept Čísello-Švédské křížovky	2/2026	15. 6. 2026	17. 6. 2026	8. 7. 2026
Svět ženy Číselné křížovky	8/2026	15. 6. 2026	17. 6. 2026	8. 7. 2026
Pošli recept Číselné křížovky	8/2026	16. 6. 2026	19. 6. 2026	9. 7. 2026
Pošli recept Křížovky MIX	8/2026	16. 6. 2026	19. 6. 2026	9. 7. 2026
Pošli recept Superporce Sudoku	4/2026	27. 4. 2026	30. 4. 2026	9. 7. 2026
Dáša Číselné křížovky	8/2026	16. 6. 2026	18. 6. 2026	13. 7. 2026
Dáša Křížovky s humorem	2/2026	15. 6. 2026	18. 6. 2026	13. 7. 2026
Katka Čísello-Švédské křížovky	4/2026	19. 6. 2026	23. 6. 2026	13. 7. 2026
Katka Křížovky	16/2026	12. 6. 2026	22. 6. 2026	13. 7. 2026
Svět ženy Křížovky	8/2026	17. 6. 2026	19. 6. 2026	13. 7. 2026
Katka Sudoku	8/2026	5. 5. 2026	7. 5. 2026	15. 7. 2026
Katka Číselné křížovky	8/2026	15. 6. 2026	23. 6. 2026	20. 7. 2026
Svět ženy Extra těžké křížovky	4/2026	1. 7. 2026	3. 7. 2026	22. 7. 2026
Katka Křížovky	17/2026	25. 6. 2026	3. 7. 2026	27. 7. 2026
Katka Křížovky MIX	5/2026	1. 7. 2026	3. 7. 2026	27. 7. 2026
Svět ženy Číselné luštění	8/2026	25. 6. 2026	3. 7. 2026	27. 7. 2026

JUNE

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	13/2026	7. 5. 2026	18. 5. 2026	3. 6. 2026
Svět ženy Číselné křížovky	7/2026	13. 5. 2026	15. 5. 2026	3. 6. 2026
Katka The Best Of Sudoku	3/2026	24. 4. 2026	27. 4. 2026	4. 6. 2026
Křížovky Svět ženy 333 sudoku	2/2026	27. 4. 2026	29. 4. 2026	4. 6. 2026
Pošli recept Číselné křížovky	7/2026	12. 5. 2026	15. 5. 2026	4. 6. 2026
Pošli recept Křížovky MIX	7/2026	12. 5. 2026	15. 5. 2026	4. 6. 2026
Dáša Číselné křížovky	7/2026	19. 5. 2026	21. 5. 2026	8. 6. 2026
Katka Křížovky MIX	4/2026	19. 5. 2026	21. 5. 2026	8. 6. 2026
SPKR Katka Léto s luštěním	3/2026	19. 5. 2026	21. 5. 2026	8. 6. 2026
Svět ženy Čísello-Švédské křížovky	3/2026	19. 5. 2026	21. 5. 2026	8. 6. 2026
Pošli recept Superporce Číselné křížovky	2/2026	15. 5. 2026	19. 5. 2026	10. 6. 2026
Katka Číselné křížovky	7/2026	19. 5. 2026	27. 5. 2026	15. 6. 2026
Katka Křížovky	14/2026	20. 5. 2026	28. 5. 2026	15. 6. 2026
Katka Sudoku	7/2026	5. 5. 2026	7. 5. 2026	15. 6. 2026
Svět ženy Křížovky	7/2026	25. 5. 2026	27. 5. 2026	15. 6. 2026
Svět ženy Číselné luštění	7/2026	26. 5. 2026	3. 6. 2026	22. 6. 2026
Katka Křížovky	15/2026	3. 6. 2026	11. 6. 2026	29. 6. 2026
Katka Křížovky číselné moudré	2/2026	9. 6. 2026	11. 6. 2026	29. 6. 2026
SPKR Výběr číselno-švédské	2/2026	9. 6. 2026	11. 6. 2026	29. 6. 2026

AUGUST

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Svět ženy Číselné křížovky	9/2026	15. 7. 2026	17. 7. 2026	5. 8. 2026
Svět ženy Čísello-Švédské křížovky	4/2026	17. 7. 2026	20. 7. 2026	5. 8. 2026
Katka Křížovky 100	2/2026	8. 7. 2026	10. 7. 2026	6. 8. 2026
Katka The Best Of Sudoku	4/2026	1. 7. 2026	3. 7. 2026	6. 8. 2026
Pošli recept Číselné křížovky	9/2026	14. 7. 2026	17. 7. 2026	6. 8. 2026
Pošli recept Křížovky MIX	9/2026	14. 7. 2026	17. 7. 2026	6. 8. 2026
Dáša Číselné křížovky	9/2026	21. 7. 2026	23. 7. 2026	10. 8. 2026
Katka Křížovky	18/2026	15. 7. 2026	23. 7. 2026	10. 8. 2026
SPKR Omalovánky	8/2026	21. 7. 2026	23. 7. 2026	10. 8. 2026
SPKR To nejlepší z číselných křížovek	19/2026	21. 7. 2026	23. 7. 2026	10. 8. 2026
Svět ženy Křížovky	9/2026	20. 7. 2026	22. 7. 2026	10. 8. 2026
Katka Číselné křížovky	9/2026	21. 7. 2026	29. 7. 2026	17. 8. 2026
Katka Sudoku	9/2026	10. 7. 2026	14. 7. 2026	17. 8. 2026
Svět ženy Nové Extra Čísello-Švédské křížovky	3/2026	28. 7. 2026	30. 7. 2026	17. 8. 2026
Dáša Čísello-Švédské křížovky	3/2026	4. 8. 2026	6. 8. 2026	24. 8. 2026
Katka Křížovky	19/2026	29. 7. 2026	6. 8. 2026	24. 8. 2026
Svět ženy Číselné luštění	9/2026	28. 7. 2026	5. 8. 2026	24. 8. 2026

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, surcharge of 30% for placement

SCHEDULE

SEPTEMBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Pošli recept Číselné křížovky	10/2026	11. 8. 2026	14. 8. 2026	3. 9. 2026
Pošli recept Křížovky MIX	10/2026	11. 8. 2026	14. 8. 2026	3. 9. 2026
Katka Křížovky	20/2026	12. 8. 2026	20. 8. 2026	7. 9. 2026
Křížovky na cestách	4/2026	18. 8. 2026	20. 8. 2026	7. 9. 2026
Pošli recept Superporce Sudoku	5/2026	30. 6. 2026	3. 7. 2026	7. 9. 2026
Katka Křížovky MIX	6/2026	21. 8. 2026	25. 8. 2026	9. 9. 2026
Křížovky speciál Podzim	3/2026	18. 8. 2026	20. 8. 2026	9. 9. 2026
Pošli recept Superporce Číselné křížovky	3/2026	19. 8. 2026	21. 8. 2026	9. 9. 2026
SPKR Superkokejl křížovek	2/2026	19. 8. 2026	21. 8. 2026	9. 9. 2026
Svět ženy Číselné křížovky	10/2026	19. 8. 2026	21. 8. 2026	9. 9. 2026
Dáša Číselné křížovky	10/2026	25. 8. 2026	27. 8. 2026	14. 9. 2026
Katka Číselno-Švédské křížovky	5/2026	24. 8. 2026	27. 8. 2026	14. 9. 2026
SPKR Sudoku 1000	2/2026	25. 8. 2026	27. 8. 2026	14. 9. 2026
Svět ženy Křížovky	10/2026	24. 8. 2026	26. 8. 2026	14. 9. 2026
Katka Sudoku	10/2026	10. 7. 2026	14. 7. 2026	16. 9. 2026
Katka Číselné křížovky	10/2026	25. 8. 2026	2. 9. 2026	21. 9. 2026
Katka Křížovky	21/2026	26. 8. 2026	3. 9. 2026	21. 9. 2026
Svět ženy Číselné luštění	10/2026	25. 8. 2026	2. 9. 2026	21. 9. 2026
Katka Křížovky číselné moudré	3/2026	4. 9. 2026	7. 9. 2026	23. 9. 2026
Svět ženy Extra těžké křížovky	5/2026	4. 9. 2026	7. 9. 2026	23. 9. 2026
SPKR Relax křížovky - Na toulkách minulosti	2/2026	7. 9. 2026	9. 9. 2026	30. 9. 2026

NOVEMBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	24/2026	9. 10. 2026	19. 10. 2026	4. 11. 2026
Svět ženy Číselné křížovky	12/2026	14. 10. 2026	16. 10. 2026	4. 11. 2026
Pošli recept Číselné křížovky	12/2026	12. 10. 2026	15. 10. 2026	5. 11. 2026
Pošli recept Křížovky MIX	12/2026	12. 10. 2026	15. 10. 2026	5. 11. 2026
Pošli recept Superporce Sudoku	6/2026	4. 9. 2026	9. 9. 2026	5. 11. 2026
Dáša Číselné křížovky	12/2026	20. 10. 2026	22. 10. 2026	9. 11. 2026
Katka Číselno-Švédské křížovky	6/2026	19. 10. 2026	22. 10. 2026	9. 11. 2026
Křížovky na cestách	5/2026	16. 10. 2026	19. 10. 2026	9. 11. 2026
Svět ženy Křížovky	12/2026	19. 10. 2026	21. 10. 2026	9. 11. 2026
Katka Sudoku	12/2026	11. 9. 2026	15. 9. 2026	16. 11. 2026
Katka Číselné křížovky	12/2026	23. 10. 2026	2. 11. 2026	18. 11. 2026
Katka Křížovky	25/2026	23. 10. 2026	2. 11. 2026	18. 11. 2026
Křížovky speciál Zima	4/2026	27. 10. 2026	29. 10. 2026	18. 11. 2026
SPKR Dětské křížovky – Chytrá myšlenka	2/2026	27. 10. 2026	30. 10. 2026	18. 11. 2026
Svět ženy Extra těžké křížovky	6/2026	27. 10. 2026	29. 10. 2026	18. 11. 2026
Dáša Křížovky s humorem	3/2026	30. 10. 2026	2. 11. 2026	19. 11. 2026
Svět ženy Číselné luštění	12/2026	27. 10. 2026	4. 11. 2026	23. 11. 2026
Katka Křížovky	26/2026	27. 10. 2026	5. 11. 2026	30. 11. 2026

OCTOBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Katka Křížovky	22/2026	7. 9. 2026	15. 9. 2026	5. 10. 2026
Katka The Best Of Sudoku	5/2026	1. 9. 2026	3. 9. 2026	5. 10. 2026
Křížovky Svět ženy 333 sudoku	3/2026	4. 9. 2026	7. 9. 2026	5. 10. 2026
Svět ženy Číselno-Švédské křížovky	5/2026	11. 9. 2026	15. 9. 2026	5. 10. 2026
SPKR The best of Katka SUDOKU	3/2026	8. 9. 2026	10. 9. 2026	7. 10. 2026
Svět ženy Číselné křížovky	11/2026	11. 9. 2026	14. 9. 2026	7. 10. 2026
Pošli recept Číselné křížovky	11/2026	14. 9. 2026	17. 9. 2026	8. 10. 2026
Pošli recept Křížovky MIX	11/2026	14. 9. 2026	17. 9. 2026	8. 10. 2026
Dáša Číselné křížovky	11/2026	22. 9. 2026	24. 9. 2026	12. 10. 2026
Svět ženy Křížovky	11/2026	21. 9. 2026	23. 9. 2026	12. 10. 2026
Svět ženy Nové Extra Číselno-Švédské křížovky	4/2026	22. 9. 2026	24. 9. 2026	12. 10. 2026
Katka Sudoku	11/2026	11. 9. 2026	15. 9. 2026	14. 10. 2026
Katka Číselné křížovky	11/2026	22. 9. 2026	30. 9. 2026	19. 10. 2026
Katka Křížovky	23/2026	23. 9. 2026	1. 10. 2026	19. 10. 2026
Svět ženy Číselné luštění	11/2026	22. 9. 2026	30. 9. 2026	26. 10. 2026
Katka Křížovky MIX	7/2026	9. 10. 2026	12. 10. 2026	29. 10. 2026
Pošli recept Číselno-Švédské křížovky	3/2026	7. 10. 2026	9. 10. 2026	29. 10. 2026

DECEMBER

TITLE	ISSUE	BOOKING	DEADLINE	ON SALE
Dáša Číselno-Švédské křížovky	4/2026	13. 11. 2026	16. 11. 2026	3. 12. 2026
Katka The Best Of Sudoku	6/2026	2. 11. 2026	4. 11. 2026	3. 12. 2026
Pošli recept Číselné křížovky	1/2027	10. 11. 2026	13. 11. 2026	3. 12. 2026
Pošli recept Křížovky MIX	1/2027	10. 11. 2026	13. 11. 2026	3. 12. 2026
Dáša Číselné křížovky	1/2027	13. 11. 2026	16. 11. 2026	7. 12. 2026
Svět ženy Číselno-Švédské křížovky	6/2026	13. 11. 2026	16. 11. 2026	7. 12. 2026
Pošli recept Superporce Číselné křížovky	4/2026	11. 11. 2026	13. 11. 2026	9. 12. 2026
Svět ženy Číselné křížovky	1/2027	13. 11. 2026	16. 11. 2026	9. 12. 2026
Katka Číselné křížovky	1/2027	16. 11. 2026	25. 11. 2026	14. 12. 2026
Katka Křížovky	1/2027	18. 11. 2026	26. 11. 2026	14. 12. 2026
Svět ženy Křížovky	1/2027	23. 11. 2026	25. 11. 2026	14. 12. 2026
Katka Sudoku	1/2027	11. 11. 2026	13. 11. 2026	16. 12. 2026
Svět ženy Číselné luštění	1/2027	16. 11. 2026	25. 11. 2026	21. 12. 2026

CHILDREN'S TITLES PRINT

2026

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, advertising must meet The LEGO Group's requirements and need to be approved by LEGO Publishing



Periodicity: several times a month

Print run: 20 000

Format: 210 x 280 mm

Colors: 4/4 CMYK

Paper: LWC

Cover: 4/4 glossy

Binding: V1

ADVERTISING RATES CHILDREN'S TITLES

SINGLE PAGE

standard page	90 000 CZK
front inside cover	130 000 CZK

SCHEDULE

JANUARY

TITLE	ISSUE	ON SALE
Lego komiks – 02 (2026/01) – Ninjago	1/2026	7. 1. 2026
Lego Ninjago	1/2026	8. 1. 2026
Lego komiks – 21 (2026/01) Legacy	2/2026	12. 1. 2026
Lego Star Wars	1/2026	12. 1. 2026
Princezna Mimi 2026/01	1/2026	15. 1. 2026
Lego Minecraft	1/2026	19. 1. 2026
Lego Technic	1/2026	19. 1. 2026
Lego Batman	1/2026	21. 1. 2026
Miraculous 2026/01	2/2026	21. 1. 2026
Lego City	1/2026	22. 1. 2026
Lego Marvel 2026/01 – Spider-Man 2026/01	1/2026	26. 1. 2026

MAY

TITLE	ISSUE	ON SALE
Lego Star Wars	4/2026	4. 5. 2026
Lego komiks – 23 (2026/03) Legacy	5/2026	18. 5. 2026
Minecraft 2026/02 – non Lego	8/2026	18. 5. 2026
Princezna Mimi 2026/02	7/2026	18. 5. 2026
Lego Ninjago	5/2026	21. 5. 2026
Planeta WOW 2026/01	9/2026	25. 5. 2026

SEPTEMBER

TITLE	ISSUE	ON SALE
Lego Marvel 2026/06 – Avengers 2026/03	6/2026	3. 9. 2026
Lego Minecraft	6/2026	3. 9. 2026
Princezna Mimi 2026/03	15/2026	14. 9. 2026
Lego komiks – 25 (2026/05) Legacy	8/2026	21. 9. 2026
Lego Ninjago	9/2026	24. 9. 2026
Lego Star Wars	8/2026	24. 9. 2026
Lego Legacy	5/2026	30. 9. 2026

FEBRUARY

TITLE	ISSUE	ON SALE
Lissy 2026/01	3/2026	9. 2. 2026
Bluey 2026/01	4/2026	11. 2. 2026
Lego Ninjago	2/2026	11. 2. 2026
Lego Legacy	1/2026	16. 2. 2026
Minecraft 2026/01 – non Lego	5/2026	18. 2. 2026
Lego Star Wars	2/2026	19. 2. 2026
Gábinin kouzelný domek 2026/01	6/2026	25. 2. 2026

JUNE

TITLE	ISSUE	ON SALE
Lego komiks – 2026/04 – Avengers 2026/02	4/2026	4. 6. 2026
Lego Minecraft	4/2026	4. 6. 2026
Lego Legacy	3/2026	8. 6. 2026
Miraculous 2026/02	10/2026	8. 6. 2026
Lego Star Wars	5/2026	10. 6. 2026
Lego Ninjago	6/2026	22. 6. 2026

OCTOBER

TITLE	ISSUE	ON SALE
Lego komiks – 05 (2026/04) – Ninjago	9/2026	7. 10. 2026
Lego Marvel 2026/07 – Spider-Man 2026/04	7/2026	19. 10. 2026
Lego Minecraft	7/2026	19. 10. 2026
Lego DREAMZzz	2/2026	21. 10. 2026
Miraculous 2026/03	16/2026	22. 10. 2026
Lego Ninjago	10/2026	26. 10. 2026
Lego Star Wars	9/2026	29. 10. 2026

MARCH

TITLE	ISSUE	ON SALE
Lego Minecraft	2/2026	5. 3. 2026
Lego Marvel 2026/02 – Avengers 2026/01	2/2026	11. 3. 2026
Lego komiks – 22 (2026/02) Legacy	3/2026	16. 3. 2026
Lego Ninjago	3/2026	18. 3. 2026
Lego Star Wars	3/2026	26. 3. 2026

JULY

TITLE	ISSUE	ON SALE
Lego komiks – 04 (2026/03) – Ninjago	6/2026	8. 7. 2026
Lego Technic	2/2026	13. 7. 2026
Lego Star Wars	6/2026	16. 7. 2026
Lissy 2026/02	11/2026	16. 7. 2026
Lego komiks – 24 (2026/04) Legacy	7/2026	20. 7. 2026
Lego Marvel 2026/05 – Spider-Man 2026/03	5/2026	20. 7. 2026
Lego Minecraft	5/2026	20. 7. 2026
Lego Ninjago	7/2026	23. 7. 2026
Lego Batman	2/2026	30. 7. 2026

NOVEMBER

TITLE	ISSUE	ON SALE
Lego Jurassic World	2/2026	4. 11. 2026
Lego Friends	2/2026	5. 11. 2026
Minecraft 2026/04 – non Lego	17/2026	16. 11. 2026
Lego komiks – 26 (2026/06) Legacy	10/2026	23. 11. 2026
Lego Legacy	6/2026	23. 11. 2026
Lego Ninjago	11/2026	30. 11. 2026

APRIL

TITLE	ISSUE	ON SALE
Lego DREAMZzz	1/2026	8. 4. 2026
Lego komiks – 03 (2026/02) – Ninjago	4/2026	8. 4. 2026
Lego Legacy	2/2026	13. 4. 2026
Lego Minecraft	3/2026	20. 4. 2026
Lego Ninjago	4/2026	20. 4. 2026
Lego Marvel 2026/03 – Spider-Man 2026/02	3/2026	23. 4. 2026
Lego Jurassic World	1/2026	27. 4. 2026
Lego Friends	1/2026	29. 4. 2026

AUGUST

TITLE	ISSUE	ON SALE
Lego City	2/2026	5. 8. 2026
Lego Legacy	4/2026	5. 8. 2026
Bluey 2026/02	12/2026	10. 8. 2026
Minecraft 2026/03 – non Lego	13/2026	17. 8. 2026
Lego Star Wars	7/2026	20. 8. 2026
Gábinin kouzelný domek 2026/02	14/2026	24. 8. 2026
Lego Ninjago	8/2026	24. 8. 2026
Lego Ninjago	8/2026	24. 8. 2026

DECEMBER

TITLE	ISSUE	ON SALE
Lego Marvel 2026/08 – Avengers 2026/04	8/2026	3. 12. 2026
Lego Minecraft	8/2026	3. 12. 2026
Lego Star Wars	10/2026	3. 12. 2026

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eXtra.cz

CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 600
Halfpage + Rectangle below the article	CZK 300
Rectangle	CZK 370
Rollband + Pop up	CZK 700
Videospot (max 30s)	CZK 620
Videospot - bumper (max 7s)	CZK 600
Vignette (mobile only)	CZK 800
Video Interstitial (mobile only)	CZK 900

PR ARTICLES

PRICE

PR article - 1 day on HP	CZK 35 000
PR article (quiz)	CZK 85 000

NEWSLETTER

PRICE

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

SOCIAL MEDIA

PRICE

FB post	CZK 50 000
FB story	CZK 40 000
IG post	CZK 50 000
IG story	CZK 40 000
TikTok post	CZK 50 000

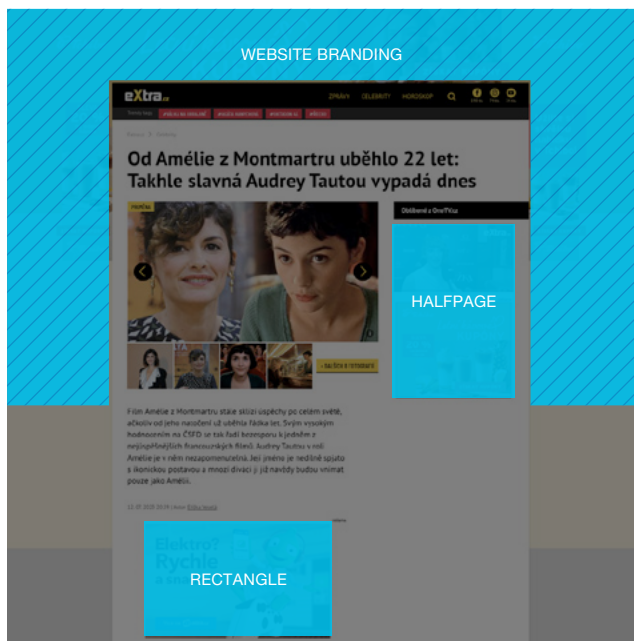
PRODUCT PLACEMENT

PRICE

active	from 50 000 CZK
passive	from 25 000 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. 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

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LIFE.CZ

CROSS DEVICE ADVERTISING	CPT
Branding + Interscroller	CZK 600
Halfpage + Rectangle below the article	CZK 300
Rectangle	CZK 370
Rollband + Pop up	CZK 700
Videospot (max 30s)	CZK 620
Videospot - bumper (max 7s)	CZK 600
Vignette (mobile only)	CZK 800
Video Interstitial (mobile only)	CZK 900

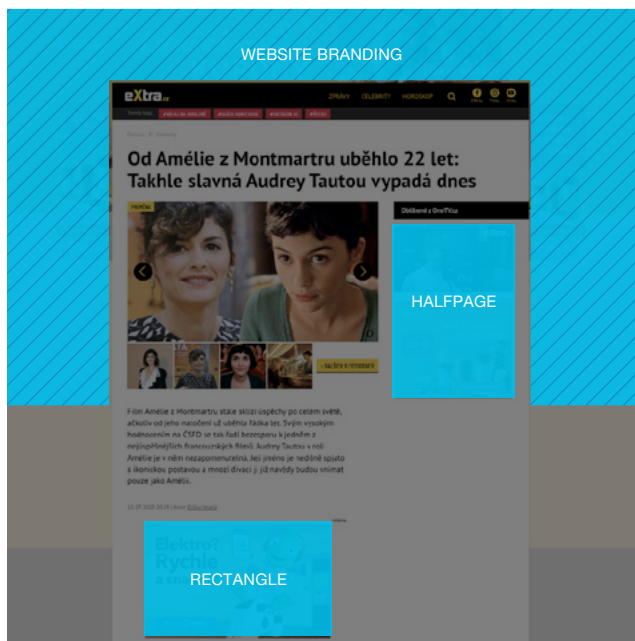
PR ARTICLES	PRICE
PR article - 1 day on HP	CZK 30 000
PR article (quiz)	CZK 85 000

NEWSLETTER	PRICE
Newsletter product tip/image	CZK 3,50 /contact
Newsletter link to PR article	CZK 3,50 /contact
SOCIAL MEDIA	PRICE
FB post	CZK 50 000
FB story	CZK 40 000
IG post	CZK 50 000
IG story	CZK 40 000
TikTok post	CZK 50 000

PRODUCT PLACEMENT	PRICE
active	from 60 000 CZK
passive	from 25 000 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. 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

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.

toprecepty.cz

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 700
Video Interstitial (mobile only)	CZK 900

PR ARTICLES

PRICE

PR article - 1 day on HP	CZK 30 000
PR article (quiz)	CZK 85 000

NEWSLETTER

PRICE

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

SOCIAL MEDIA

PRICE

FB post	CZK 50 000
FB story	CZK 40 000
IG post	CZK 50 000
IG story	CZK 40 000
TikTok post	CZK 50 000
Pinterest post	CZK 50 000

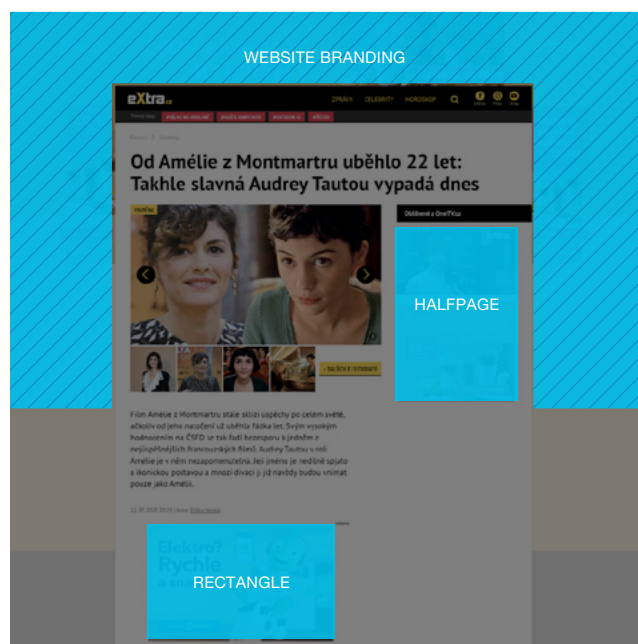
PRODUCT PLACEMENT

PRICE

active	from 30 000 CZK
passive	from 15 000 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. 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.

AD FORMATS DESCRIPTION



INTERSCROLLER
MOBILE RECTANGLE

FLOATING ALL ON-LINE

2026

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INVOLVED WEBSITES: Elle.cz, Marianne.cz, Svetzeny.cz, Lfee.cz, Nasekrasnazahrada.cz, Chip.cz, Apetitonline.cz, Toprecepty.cz, Extra.cz, Burdastyle.cz

CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 450
Halfpage + Rectangle below the article	CZK 250
Rectangle	CZK 290
Rollband + Pop up	CZK 650
Videospot (max 30s)	CZK 490
Videospot - bumper (max 7s)	CZK 470
Vignette (mobile only)	CZK 750
PR native	CZK 99
Video Intestinal (mobile only)	CZK 600

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.

HOBBY PACK ON-LINE

2026

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.

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

CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 470
Halfpage + Rectangle below the article	CZK 270
Rectangle	CZK 300
Rollband + Pop up	CZK 700
Videospot (max 30s)	CZK 510
Videospot - bumper (max 7s)	CZK 490
Vignette (mobile only)	CZK 800
Video Intestinal (mobile only)	CZK 600

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

2026

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INVOLVED WEBSITES: Apetitonline.cz, Toprecepty.cz

CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 470
Halfpage + Rectangle below the article	CZK 270
Rectangle	CZK 300
Videospot (max 30s)	CZK 510
Videospot - bumper (max 7s)	CZK 490
Vignette (mobile only)	CZK 800
Video Intestinal (mobile only)	CZK 500

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

2026

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

CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 550
Halfpage + Rectangle below the article	CZK 290
Rectangle	CZK 400
Rollband + Pop up	CZK 750
Videospot (max 30s)	CZK 750
Videospot - bumper (max 7s)	CZK 700
Vignette (mobile only)	CZK 850
Video Intestitial (mobile only)	CZK 700

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

2026

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INVOLVED WEBSITES: Elle.cz, Marianne.cz, Lifee.cz

CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 830
Halfpage + Rectangle below the article	CZK 410
Rectangle	CZK 550
Rollband + Pop up	CZK 930
Videospot (max 30s)	CZK 850
Videospot - bumper (max 7s)	CZK 830
Vignette (mobile only)	CZK 1050
Video Intstitial (mobile only)	CZK 1 000

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.

BURDA NATIVE ON-LINE

2026

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WEB FORMATS

WEB	MIN. RANGE*	MAX. RANGE*	GUARANTEE OF VIEWING	PRICE
Apetitonline.cz	1 500	6 000	20 000	230 000 CZK
Marianne.cz	2 000	8 000	20 000	230 000 CZK
Elle.cz	2 000	8 000	20 000	230 000 CZK
Mariannebydleni.cz	2 000	8 000	20 000	230 000 CZK
Chip.cz	2 000	8 000	20 000	230 000 CZK
Nasekrasnazahrada.cz	2 000	8 000	20 000	230 000 CZK
Svetzeny.cz	2 000	8 000	20 000	230 000 CZK

Prices in CZK without VAT, valid from 1. 1. 2026.
* Number of keystrokes incl. spaces





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BurdaMedia Extra

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CZECH REPUBLIC

registered in the commercial register of the Municipal Court in Prague on March 20, 1991, section C, file 1405

company registration no.: 15273598

tax identification no.: CZ15273598

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E-mail: burda@burda.cz

For details see www.burdamediaextra.cz/en/advertising