

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>.

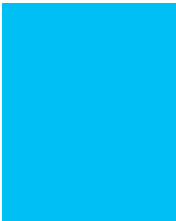
GLUED INSERTS**

into position - CZK 2,70

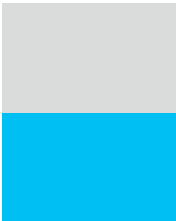
INSERTS***

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

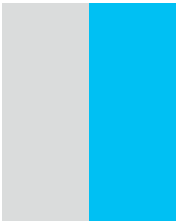
FORMATS



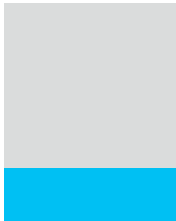
1/1
210 x 275 mm
trip size



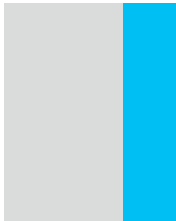
1/2 horizontal
210 x 135 mm
trip size



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

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CROSS DEVICE ADVERTISING

CPT

Branding + Interscroller	CZK 840
Halfpage + Rectangle below the article	CZK 420
Rectangle	CZK 550
Rollband + Pop up	CZK 900
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

PR ARTICLES

PRICE

PR article in carousel**	CZK 55 000
PR article in TOP menu*	CZK 50 000
PR article (quiz)	CZK 85 000

SOCIAL MEDIA

PRICE

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

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
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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

