

FLOATING ALL 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: Elle.cz, Marianne.cz, Svetzeny.cz, Lifee.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 Intstitial (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

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INVOLVED WEBSITES: Apetitonline.cz, Elle.cz/decoration, Chip.cz, Marianne.cz/venkov-styl, Mariannebydleni.cz, Nasekrasnazahrada.cz, Svetzeny.cz/bydleni, Burdastyle.cz, 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 Intstitial (mobile only)	CZK 600

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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 Intstitial (mobile only)	CZK 500

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ŽENY PACK ON-LINE

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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 Intstitial (mobile only)	CZK 700

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LIFESTYLE PREMIUM PACK ON-LINE

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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

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* Number of keystrokes incl. spaces

