

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>.

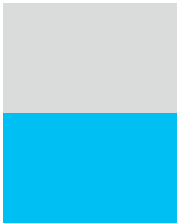
ADVERTISING RATES

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

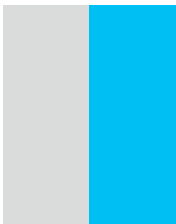
FORMATS



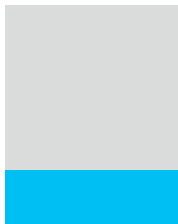
1/1
230 x 296 mm
trip size



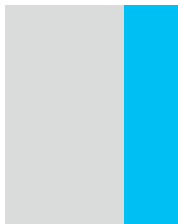
1/2 horizontal
230 x 145,5 mm
trip size



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