

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
5st single page	CZK 295 000		CZK 147 000
6st 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***

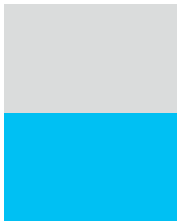
- 1 sheet - CZK 2,70
2 sheets - CZK 4,20
4 sheets - CZK 6,80
- 6 sheets - CZK 8,00
8 sheets - CZK 8,50
insert for subscribers - CZK 16,00

*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>.

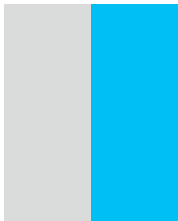
FORMATS



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

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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

