

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

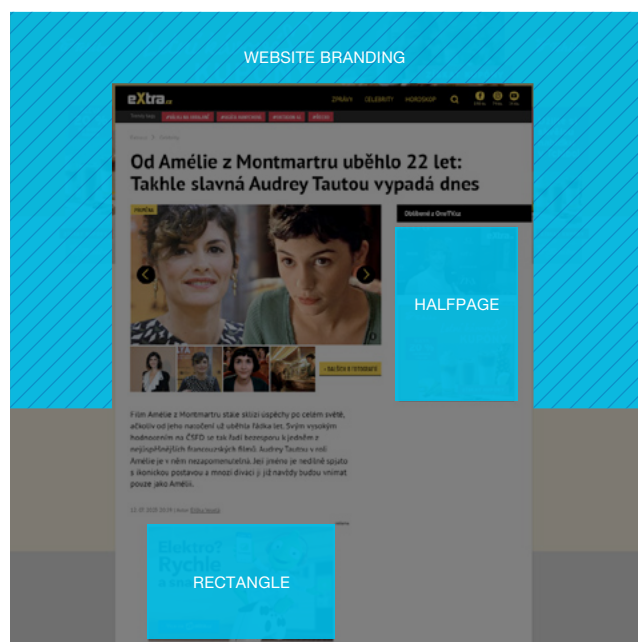
PRODUCT PLACEMENT

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