

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:** quarterly  
**Print run:** 13 000  
**Format:** 220 x 285 mm  
**Colors:** 4/4 CMYK  
**Paper:** MWC  
**Cover:** 4/4 + 1/0  
**UV glossy lacquer**  
**Binding:** V2

## ADVERTISING RATES

SINGLE PAGE	ELLE DECORATION	POP-UP
standard page	CZK 153 000	
front inside cover	CZK 208 000	
back outside cover	CZK 229 000	
back inside cover	CZK 191 000	
1st single page	CZK 191 000	
2nd single page	CZK 186 000	
3rd single page	CZK 181 000	
4st single page	CZK 175 000	
5st single page	CZK 170 000	
single page advertorial	CZK 181 000	
glued inserts (one sheet)*	CZK 152 000	
<b>DOUBLE PAGE</b>		
standard double page	CZK 306 000	
unfolded front V-gate cover	CZK 426 000	
1st double page	CZK 383 000	
2nd double page	CZK 355 000	
3rd double page	CZK 344 000	
4th double page	CZK 338 000	
5th double page	CZK 333 000	
double page advertorial	CZK 360 000	
<b>SMALL FORMATS</b>		
half page	CZK 110 000	CZK 50 000
one quarter page		CZK 30 000

## SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	20. 2. 2026	25. 2. 2026	25. 3. 2026
2/2026	22. 5. 2026	27. 5. 2026	24. 6. 2026
3/2026	21. 8. 2026	26. 8. 2026	23. 9. 2026
4/2026	23. 10. 2026	27. 10. 2026	25. 11. 2026

## 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

\*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**  
220 x 285 mm  
trip size



**1/2 horizontal**  
220 x 140 mm  
trip size



**1/2 vertical**  
107,5 x 285 mm  
trip size

# ELLE DECORATION ON-LINE

2026

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## ELLE DECORATION

CROSS DEVICE ADVERTISING	CPT
Branding + Interscroller	CZK 1 090
Halfpage + Rectangle below the article	CZK 640
Rectangle	CZK 750
Rollband + Pop up	CZK 1 150
Covervideo	CZK 1 550
Videospot (max 30s)	CZK 1 120
Videospot - bumper (max 7s)	CZK 1 090
Vignette (mobile only)	CZK 1 270
Video Interstitial (mobile only)	CZK 1 040

PR ARTICLES	PRICE
PR article in carousel**	CZK 85 000
PR article in TOP menu*	CZK 70 000
PR article (quiz)	CZK 85 000

SOCIAL MEDIA	PRICE
FB post	CZK 75 000
FB story	CZK 50 000
IG post	CZK 75 000
IG story	CZK 50 000

NEWSLETTER	PRICE
Newsletter product tip/image	CZK 3,50 /contact
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 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

