

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

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
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

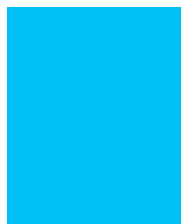
***production costs of an insertion into position 1,40 CZK/pcs

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>.

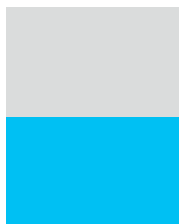
ADVERTISING RATES

SINGLE PAGE	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	
4th single page	CZK 175 000	
5th single page	CZK 170 000	
single page advertorial	CZK 181 000	
glued inserts (one sheet)*	CZK 152 000	
DOUBLE PAGE		
standard double page	CZK 306 000	
unfolding 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	
SMALL FORMATS		
half page	CZK 110 000	CZK 50 000
one quarter page		CZK 30 000

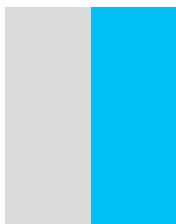
FORMATS



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

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CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 1 090	PR article in carousel**	CZK 85 000	FB post	CZK 75 000
Halfpage + Rectangle below the article	CZK 640	PR article in TOP menu*	CZK 70 000	FB story	CZK 50 000
Rectangle	CZK 750	PR article (quiz)	CZK 85 000	IG post	CZK 75 000
Rollband + Pop up	CZK 1 150			IG story	CZK 50 000
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				
		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

