

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.

LIFE.CZ

CROSS DEVICE ADVERTISING	CPT
Branding + Interscroller	CZK 600
Halfpage + Rectangle below the article	CZK 300
Rectangle	CZK 370
Rollband + Pop up	CZK 700
Videospot (max 30s)	CZK 620
Videospot - bumper (max 7s)	CZK 600
Vignette (mobile only)	CZK 800
Video Interstitial (mobile only)	CZK 900

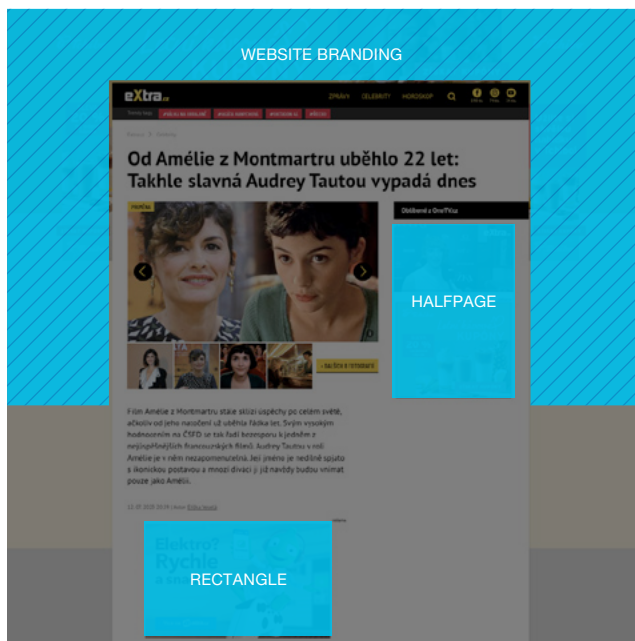
PR ARTICLES	PRICE
PR article - 1 day on HP	CZK 30 000
PR article (quiz)	CZK 85 000

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

PRODUCT PLACEMENT	PRICE
active	from 60 000 CZK
passive	from 25 000 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