

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.

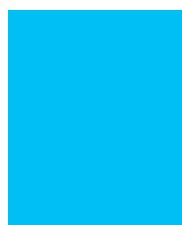


Periodicity: monthly
Print run: 22 000
Format: 210 x 275 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 4/4
Binding: V1

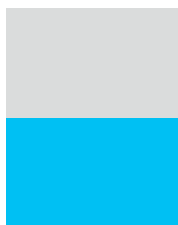
SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	24. 11. 2025	28. 11. 2025	17. 12. 2025
2/2026	29. 12. 2025	2. 1. 2026	21. 1. 2026
3/2026	26. 1. 2026	30. 1. 2026	18. 2. 2026
4/2026	23. 2. 2026	27. 2. 2026	18. 3. 2026
5/2026	27. 3. 2026	2. 4. 2026	22. 4. 2026
6/2026	24. 4. 2026	30. 4. 2026	20. 5. 2026
7/2026	25. 5. 2026	29. 5. 2026	17. 6. 2026
8/2026	29. 6. 2026	3. 7. 2026	22. 7. 2026
9/2026	27. 7. 2026	31. 7. 2026	19. 8. 2026
10/2026	31. 8. 2026	4. 9. 2026	23. 9. 2026
11/2026	25. 9. 2026	2. 10. 2026	21. 10. 2026
12/2026	26. 10. 2026	30. 10. 2026	18. 11. 2026
1/2027	23. 11. 2026	27. 11. 2026	16. 12. 2026
SPECIAL			
NKZ SPECIAL 1/2026	23. 12. 2025	31. 12. 2025	15. 1. 2026
NKZ SPECIAL 2/2026	30. 1. 2026	3. 2. 2026	18. 2. 2026
NKZ SPECIAL 3/2026	27. 2. 2026	3. 3. 2026	18. 3. 2026
NKZ SPECIAL 4/2026	27. 3. 2026	31. 3. 2026	15. 4. 2026
NKZ SPECIAL 5/2026	28. 8. 2026	1. 9. 2026	16. 9. 2026

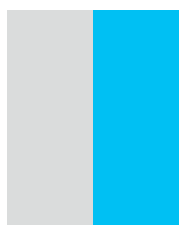
FORMATS



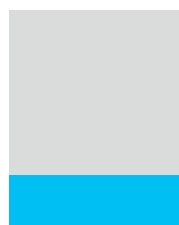
1/1
210 x 275 mm
trip size



1/2 horizontal
210 x 135 mm
trip size



1/2 vertical
104 x 275 mm
trip size



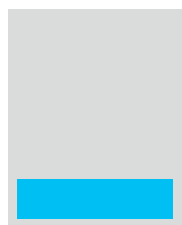
1/3 horizontal
210 x 90 mm
trip size



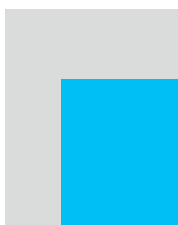
1/3 vertical
72 x 275 mm
trip size



1/4
85 x 118 mm
trip size



1/4 horizontal
175 x 56 mm
trip size



juniorpage
135 x 210 mm
trip size

ADVERTISING RATES

SINGLE PAGE

standard page	CZK 98 000
front inside cover	CZK 135 000
back outside cover	CZK 146 000
back inside cover	CZK 124 000
1st single page	CZK 124 000
single page advertorial	CZK 119 000

DOUBLE PAGE

standard double page	CZK 194 000
double page advertorial	CZK 238 000

SMALL FORMATS

half page	CZK 57 000
one third of a page	CZK 57 000
one quarter page	CZK 32 000
one quarter page horizontal	CZK 32 000
one sixth of a page	CZK 21 000
junior page	CZK 83 000

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 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>.

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naše krásná Zahrada

CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 450	PR article in carousel**	CZK 30 000	FB post	CZK 20 000
Halfpage + Rectangle below the article	CZK 270	PR article in TOP menu*	CZK 25 000	FB story	CZK 15 000
Rectangle	CZK 320	PR article (quiz)	CZK 85 000	IG post	CZK 20 000
Rollband + Pop up	CZK 650			IG story	CZK 15 000
Videospot (max 30s)	CZK 520				
Videospot - bumper (max 7s)	CZK 500				
Vignette (mobile only)	CZK 750				
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 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 one day and then it is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION

