

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: 28 000
Format: 210 x 275 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 5/4 + 1/0
5/4 + 1/0 UV glossy varnish
Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	14. 11. 2025	18. 11. 2025	18. 12. 2025
2/2026	16. 12. 2025	19. 12. 2025	15. 1. 2026
3/2026	16. 1. 2026	20. 1. 2026	19. 2. 2026
4/2026	13. 2. 2026	17. 2. 2026	19. 3. 2026
5/2026	13. 3. 2026	16. 3. 2026	16. 4. 2026
6/2026	17. 4. 2026	20. 4. 2026	21. 5. 2026
7/2026	15. 5. 2026	19. 5. 2026	18. 6. 2026
8/2026	12. 6. 2026	16. 6. 2026	16. 7. 2026
9/2026	17. 7. 2026	21. 7. 2026	20. 8. 2026
10/2026	14. 8. 2026	18. 8. 2026	17. 9. 2026
11/2026	11. 9. 2026	15. 9. 2026	15. 10. 2026
12/2026	12. 10. 2026	15. 10. 2026	19. 11. 2026
1/2027	13. 11. 2026	16. 11. 2026	17. 12. 2026

*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	APETIT	POP-UP	SPECIAL
standard page	CZK 189 000		CZK 168 000
inside front cover	CZK 285 000		CZK 200 000
outside back cover	CZK 334 000		CZK 228 000
inside back cover	CZK 256 000		CZK 184 000
1st single page	CZK 245 000		
2nd single page	CZK 233 000		
3rd single page	CZK 233 000		
4th single page	CZK 223 000		
5th single page	CZK 212 000		
single page advertorial	CZK 223 000		CZK 200 000
glued inserts (one sheet)*	CZK 189 000		
DOUBLE PAGE			
standard double page	CZK 378 000		CZK 334 000
unfolding front V-gate cover	CZK 520 000		
1st double page	CZK 478 000		
2nd double page	CZK 445 000		
3rd double page	CZK 434 000		
4th double page	CZK 424 000		
double page advertorial	CZK 445 000		CZK 399 000
SMALL FORMATS			
half page	CZK 135 000	CZK 65 000	CZK 107 000
one third of a page	CZK 135 000		CZK 107 000
one quarter page	CZK 65 000	CZK 45 000	CZK 44 000

GLUED INSERTS**

into position - CZK 2,70

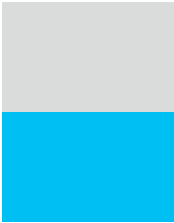
INSERTS***

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

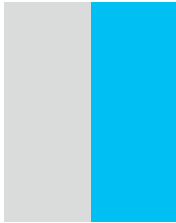
FORMATS



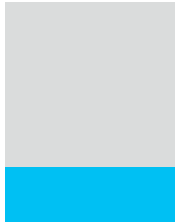
1/1
210 x 275 mm
trip size



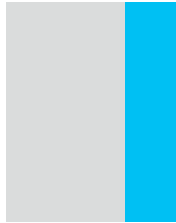
1/2 horizontal
210 x 135 mm
trip size



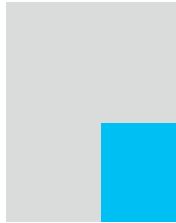
1/2 vertical
102 x 275 mm
trip size



1/3 horizontal
210 x 88 mm
trip size



1/3 vertical
67 x 275 mm
trip size



1/4
102 x 135 mm
trip size

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Apetit

CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 600	PR article - 7 days on HP	CZK 45 000	FB post	CZK 50 000
Halfpage + Rectangle below the article	CZK 300	PR article (quiz)	CZK 85 000	FB story	CZK 40 000
Rectangle	CZK 370			IG post	CZK 50 000
Rollband + Pop up	CZK 700			IG story	CZK 40 000
Videospot (max 30s)	CZK 620			TikTok post	CZK 50 000
Videospot - bumper (max 7s)	CZK 600			Pinterest post	CZK 50 000
Vignette (mobile only)	CZK 800				
Video Interstitial (mobile only)	CZK 900				
		NEWSLETTER	PRICE		
		Newsletter product tip/image	CZK 3,50 /contact		
		Newsletter link to PR article	CZK 3,50 /contact		
				BURDA NATIVE	PRICE
				range 2 000-8 000, guarantee 20 000	CZK 230 000

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.

AD FORMATS DESCRIPTION

