

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: 17 000
 Format: 195 x 285 mm
 Colors: 4/4 CMYK
 Paper: LWU
 Cover: 4/4 (or 5/4)
 + 1/0 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	26. 11. 2025	3. 12. 2025	17. 12. 2025
2/2026	7. 1. 2026	14. 1. 2026	28. 1. 2026
3/2026	4. 2. 2026	11. 2. 2026	25. 2. 2026
4/2026	4. 3. 2026	11. 3. 2026	25. 3. 2026
5/2026	1. 4. 2026	8. 4. 2026	22. 4. 2026
6/2026	29. 4. 2026	6. 5. 2026	20. 5. 2026
7/2026	27. 5. 2026	3. 6. 2026	17. 6. 2026
8/2026	1. 7. 2026	8. 7. 2026	22. 7. 2026
9/2026	29. 7. 2026	5. 8. 2026	19. 8. 2026
10/2026	26. 8. 2026	2. 9. 2026	16. 9. 2026
11/2026	30. 9. 2026	7. 10. 2026	21. 10. 2026
12/2026	27. 10. 2026	4. 11. 2026	18. 11. 2026
1/2027	25. 11. 2026	2. 12. 2026	16. 12. 2026

ADVERTISING RATES

SINGLE PAGE

standard page	CZK 133 000
inside front cover	CZK 221 000
outside back cover	CZK 279 000
inside back cover	CZK 200 000
1st single page	CZK 194 000
single page advertorial	CZK 156 000

DOUBLE PAGE

standard double page	CZK 265 000
unfolding front V-gate cover	CZK 433 000
double page advertorial	CZK 311 000

SMALL FORMATS

half page	CZK 98 000
half page advertorial	CZK 109 000
one third of a page	CZK 87 000
one quarter page	CZK 68 000
one quarter page horizontal	CZK 68 000

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>.

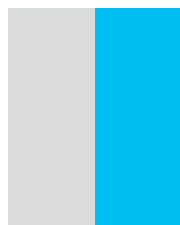
FORMATS



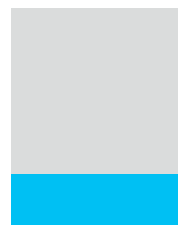
1/1
195 x 285 mm
trip size



1/2 horizontal
195 x 140 mm
trip size



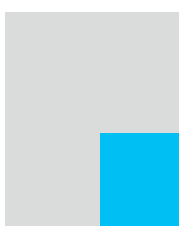
1/2 vertical
95 x 285 mm
trip size



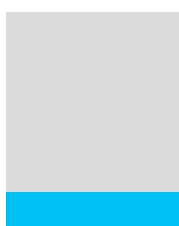
1/3 horizontal
195 x 93 mm
trip size



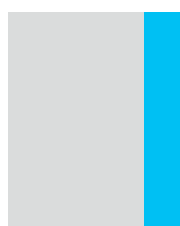
1/3 vertical
62 x 285 mm
trip size



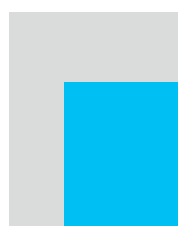
1/4
95 x 140 mm
trip size



1/4 horizontal
195 x 68 mm
trip size



1/4 vertical
45 x 285 mm
trip size



juniorpage
130 x 195 mm
trip size

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.



CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 600	PR article - 1 day on HP	CZK 35 000	FB post	CZK 20 000
Halfpage + Rectangle below the article	CZK 300	PR article (quiz)	CZK 85 000	FB story	CZK 10 000
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				
		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 24 hours and is tagged on HP by the end of the week.

AD FORMATS DESCRIPTION

