

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: 20 000
Format: 200 x 270 mm
Colors: 4/4 CMYK
Paper: LWC
Cover: 5/4 + 1/0
high-gloss dispersion varnish
Binding: V2

SCHEDULE

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

ADVERTISING RATES

SINGLE PAGE	SVĚT ŽENY	POP-UP	SPECIAL
standard page	CZK 265 000		CZK 130 000
inside front cover	CZK 368 000		CZK 184 000
outside back cover	CZK 399 000		CZK 199 000
inside back cover	CZK 329 000		
1st single page	CZK 329 000		
2nd single page	CZK 319 000		
3rd single page	CZK 309 000		
4th single page	CZK 297 000		
5th single page	CZK 292 000		
6th single page	CZK 287 000		
single page advertorial	CZK 314 000		
scentstrip*	CZK 265 000		
glued inserts (one sheet)*	CZK 265 000		

DOUBLE PAGE

standard double page	CZK 530 000	CZK 259 000
unfolding front V-gate cover	CZK 1 010 000	
unfolding front Z-gate cover	CZK 735 000	
1st double page	CZK 658 000	
2nd double page	CZK 616 000	
3rd double page	CZK 595 000	
4th double page	CZK 584 000	
5th double page	CZK 573 000	
6th double page	CZK 563 000	
double page advertorial	CZK 627 000	
1st double page after table of content	CZK 557 000	
2nd double page after table of content	CZK 551 000	

SMALL FORMATS

half page	CZK 194 000	CZK 82 000	CZK 88 000
one quarter page		CZK 58 000	

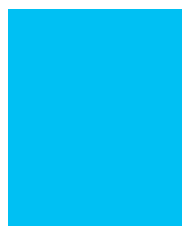
*production cost 0,60 CZK

**production costs 1 silicone dot 1,80 CZK/pcs, 2 silicone dots 2,30 CZK/pcs

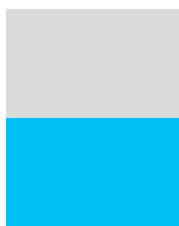
***production costs of an insertion into position 1,40 CZK/pcs

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>.

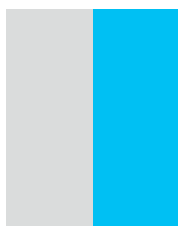
FORMATS



1/1
200 x 270 mm
trip size



1/2 horizontal
200 x 133 mm
trip size



1/2 vertical
98 x 270 mm
trip size

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SVĚT ŽENY

CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 600	PR article in carousel**	CZK 55 000	FB post	CZK 30 000
Halfpage + Rectangle below the article	CZK 300	PR article in TOP menu*	CZK 50 000	FB story	CZK 20 000
Rectangle	CZK 370	PR article (quiz)	CZK 85 000	IG post	CZK 20 000
Rollband + Pop up	CZK 700			IG story	CZK 15 000
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

