

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: 19 000
 Format: 203 x 274 mm
 Colors: 4/4 CMYK
 Paper: MWC
 Cover: 5/4 + 1/0
 UV glossy lacquer
 Binding: V2

SCHEDULE

ISSUE	BOOKING	DEADLINE	ON SALE
1/2026	7. 11. 2025	12. 11. 2025	17. 12. 2025
2/2026	28. 11. 2025	3. 12. 2025	15. 1. 2026
3/2026	16. 1. 2026	19. 1. 2026	19. 2. 2026
4/2026	13. 2. 2026	16. 2. 2026	19. 3. 2026
5/2026	20. 3. 2026	23. 3. 2026	23. 4. 2026
6/2026	17. 4. 2026	20. 4. 2026	21. 5. 2026
7/2026	15. 5. 2026	18. 5. 2026	18. 6. 2026
8/2026	12. 6. 2026	15. 6. 2026	23. 7. 2026
9/2026	17. 7. 2026	20. 7. 2026	20. 8. 2026
10/2026	14. 8. 2026	17. 8. 2026	17. 9. 2026
11/2026	18. 9. 2026	21. 9. 2026	22. 10. 2026
12/2026	13. 10. 2026	16. 10. 2026	19. 11. 2026
1/2027	13. 11. 2026	16. 11. 2026	17. 12. 2026

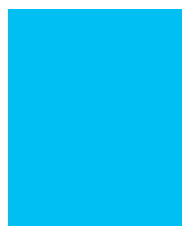
GLUED INSERTS**

into position - CZK 2,70

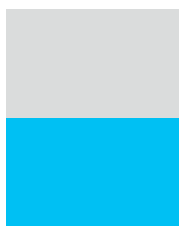
INSERTS***

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

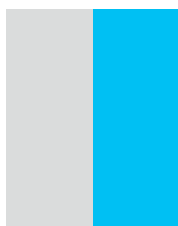
FORMATS



1/1
 203 x 274 mm
 trip size



1/2 horizontal
 203 x 134 mm
 trip size



1/2 vertical
 99 x 274 mm
 trip size

ADVERTISING RATES

SINGLE PAGE	ELLE	POP-UP	SPECIAL
standard page	CZK 285 000		CZK 213 000
back outside cover	CZK 432 000		CZK 328 000
back inside cover	CZK 359 000		CZK 267 000
1st left next to the table of content	CZK 359 000		CZK 267 000
1st right next to the table of content	CZK 359 000		CZK 267 000
2nd single page	CZK 349 000		CZK 256 000
3rd single page	CZK 338 000		CZK 251 000
4th single page	CZK 328 000		CZK 240 000
5th single page	CZK 317 000		CZK 235 000
6th single page	CZK 317 000		CZK 229 000
7th single page	CZK 306 000		
8th single page	CZK 306 000		
9th single page	CZK 306 000		
10th single page	CZK 306 000		
single page advertorial	CZK 338 000		CZK 251 000
scentstrip*	CZK 285 000		CZK 213 000
glued inserts (one sheet)*	CZK 285 000		CZK 213 000
DOUBLE PAGE			
standard double page	CZK 568 000		CZK 426 000
unfolding front V-gate cover	CZK 1 080 000		
unfolding front Z-gate cover	CZK 791 000		CZK 593 000
1st double page	CZK 711 000		CZK 530 000
2nd double page	CZK 666 000		CZK 498 000
3rd double page	CZK 645 000		CZK 480 000
4th double page	CZK 634 000		CZK 469 000
5th double page	CZK 623 000		CZK 459 000
6th double page	CZK 612 000		CZK 454 000
double page advertorial	CZK 677 000		CZK 503 000
1st double page after table of content	CZK 602 000		CZK 447 000
2nd double page after table of content	CZK 595 000		CZK 442 000
3rd double page after table of content	CZK 589 000		CZK 437 000
SMALL FORMATS			
half page	CZK 205 000	CZK 82 000	CZK 153 000
one quarter page		CZK 57 000	

*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>.

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ELLE

CROSS DEVICE ADVERTISING	CPT	PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE
Branding + Interscroller	CZK 1 090	PR article in carousel**	CZK 85 000	FB post	CZK 75 000
Halfpage + Rectangle below the article	CZK 640	PR article in TOP menu*	CZK 70 000	FB story	CZK 50 000
Rectangle	CZK 750	PR article (quiz)	CZK 85 000	IG post	CZK 75 000
Rollband + Pop up	CZK 1 150			IG story	CZK 50 000
Covervideo	CZK 1 550			TikTok post	CZK 75 000
Videospot (max 30s)	CZK 1 120				
Videospot - bumper (max 7s)	CZK 1 090	NEWSLETTER	PRICE		
Vignette (mobile only)	CZK 1 270	Newsletter product tip/image	CZK 3,50 /contact	BURDA NATIVE	PRICE
Video Interstitial (mobile only)	CZK 1 040	Newsletter link to PR article	CZK 3,50 /contact	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 same conditions also apply to Elle Decoration.

* 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

