



*The biggest shopping
event of the year*

CZECH REPUBLIC

SPRING | 17-20 APRIL 2026

AUTUMN | 18-21 SEPTEMBER 2026





About the Marianne Days event

- ✓ An unmistakable shopping event with the longest tradition
- ✓ A long weekend full of exclusive discounts and gifts with every purchase
- ✓ Extended by one shopping day – Friday–Monday
- ✓ A varied offer of products from different segments
- ✓ An accompanying programme in Marianne Lounges throughout the Czech Republic
- ✓ Linked with the Marianne, Marianne Bydlení and Marianne Venkov a Styl lifestyle magazines

MARIANNE DAYS 2025

Spring, autumn



>360
partners
involved

>1200
bargains and
discounts

>5200
shops and
establishments

>273 000
vouchers booklets
bought

>200 000
new app users

8+1
Marianne
Lounges

Source: BurdaMedia Extra, internal database data,
Marianne Days app, GA 9/2025, ABC CZ 9/2025.

Who is the typical shopper

ON MARIANNE DAYS?



77 % women



80 % with their own income
(economically active)



90 % would recommend the
DM app to their friends



94 % motivated by
an extra discount



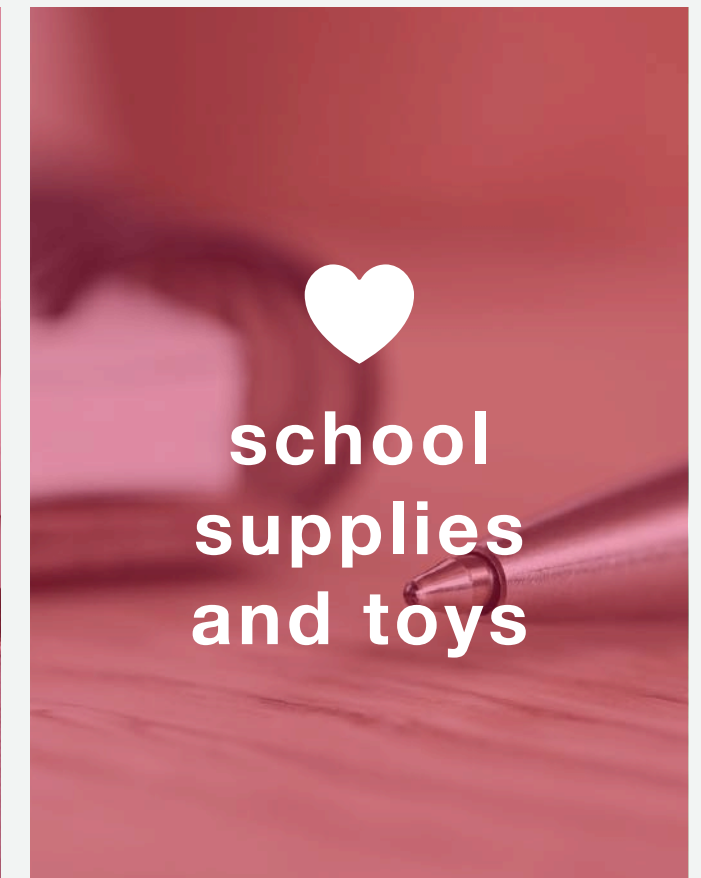
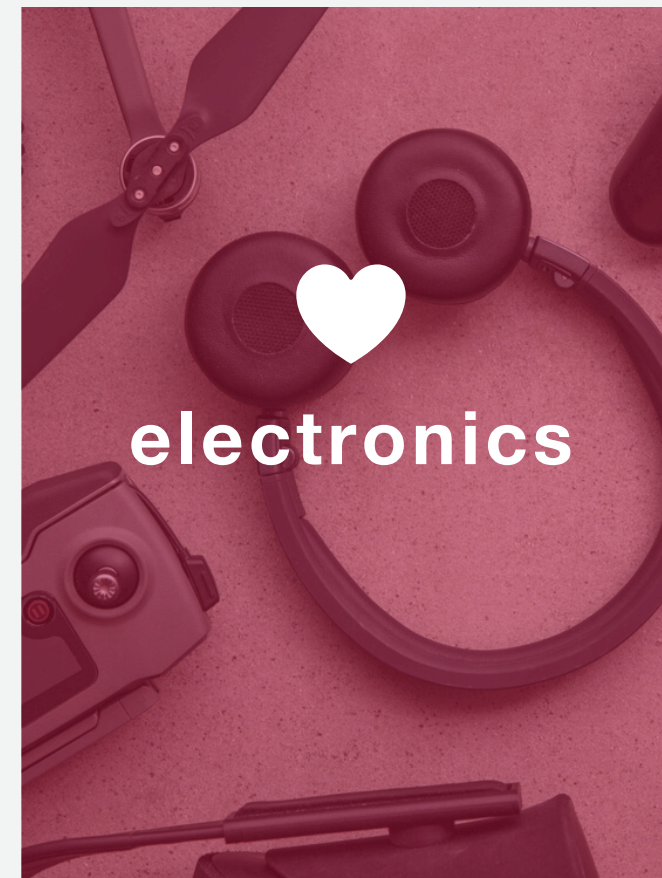
76 % enjoy receiving gifts
with their purchases



63 % like getting a discount
voucher for their next purchase

Source: survey among Marianne participants, which can be completed
in the mobile app or on the web,
15.-29. 9. 2025, N-9037

They are primarily interested in

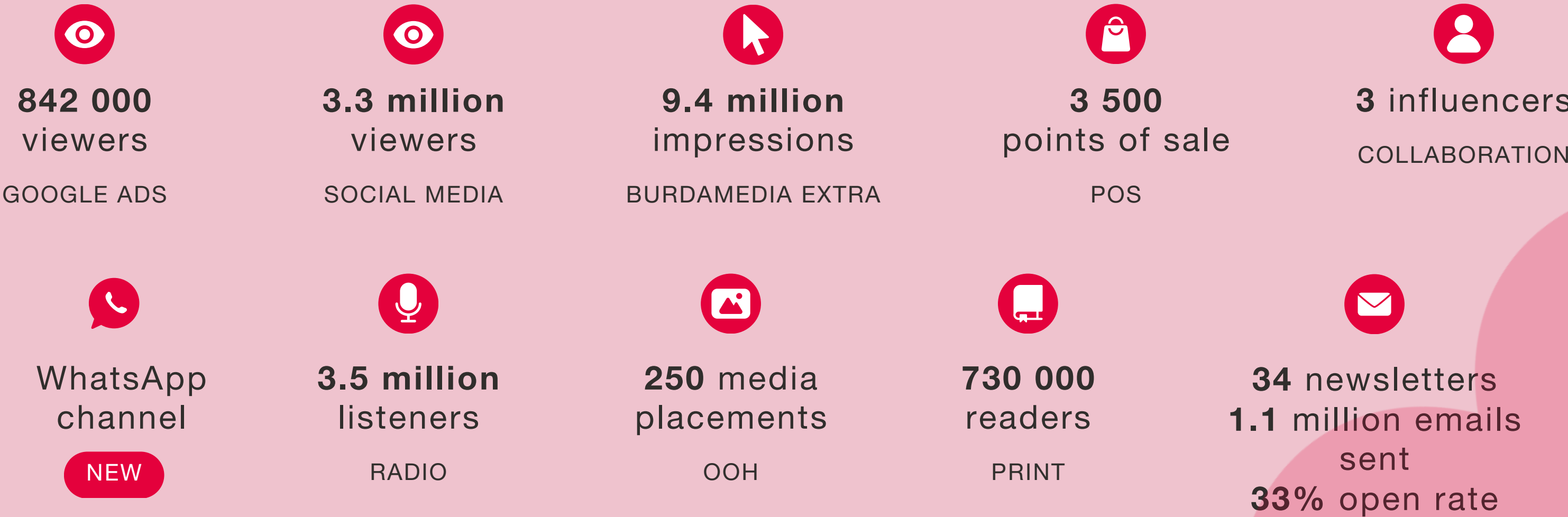


Source: survey among Marianne Days participants, which can be completed in the mobile app or on the web, 15.–29. 9. 2025, N-9037

Almost 78% are repeat participants

MARKETING CAMPAIGN

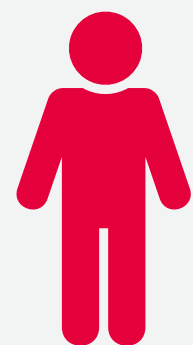
7.2 MILLION potential customers reached



The model example represents the structure and reach of the marketing communication campaign of the Marianne Days 2025 autumn event. A similar campaign structure and scope is envisioned for 2026. BurdaMedia Extra reserves the right to change.

VOUCHER BOOKLET HOLDERS

MARIANNE DAYS 2026



>530 thousand

*COUPON USERS
MARIANNE DAYS*

SPECIAL PRINTED MARIANNE DAYS SUPPLEMENT INCLUDED IN THE MARIANNE MAGAZINE.

The Marianne Bydlení and Marianne Venkov a styl magazines contain a QR code to download the electronic version of the supplement.

Note: The total number of users is an estimate based on coupon books sold with the magazine, in the app, and on the Marianne Days microsite.



MARIANNE

Lifestyle magazine for self-confident and independent women based on intelligent reading.

**MARIANNE DAYS CIRCULATION
PER ISSUE:**

56,000/98,000 COPIES

READERSHIP: 165,400 READERS

READER PROFILE:

WOMAN AGED 25–50 ABC1



MARIANNE BYDLENÍ

One of the best-selling housing magazines on the Czech market, it is inspiring and based on practical information and tips from the trade.

**MARIANNE DAYS CIRCULATION
PER ISSUE:**

20,200/20,200 COPIES

READERSHIP: 93,000 READERS

READER PROFILE:

WOMAN AGED 25–55 ABC1



MARIANNE VENKOV & STYL

The magazine focuses on the most beautiful aspects of the Czech countryside in high style, capturing village life from all aspects.

**MARIANNE DAYS CIRCULATION
PER ISSUE:**

17,400/20,000 COPIES

READER PROFILE:

WOMAN AGED 25–55 ABC1

*Source: planned print circulation for 4/25 and 9/25 issues;
Media project, 3Q/2024–2Q/2025, readership per issue*

OFFER AND PRICES IN 2026

PARTNER BENEFITS:

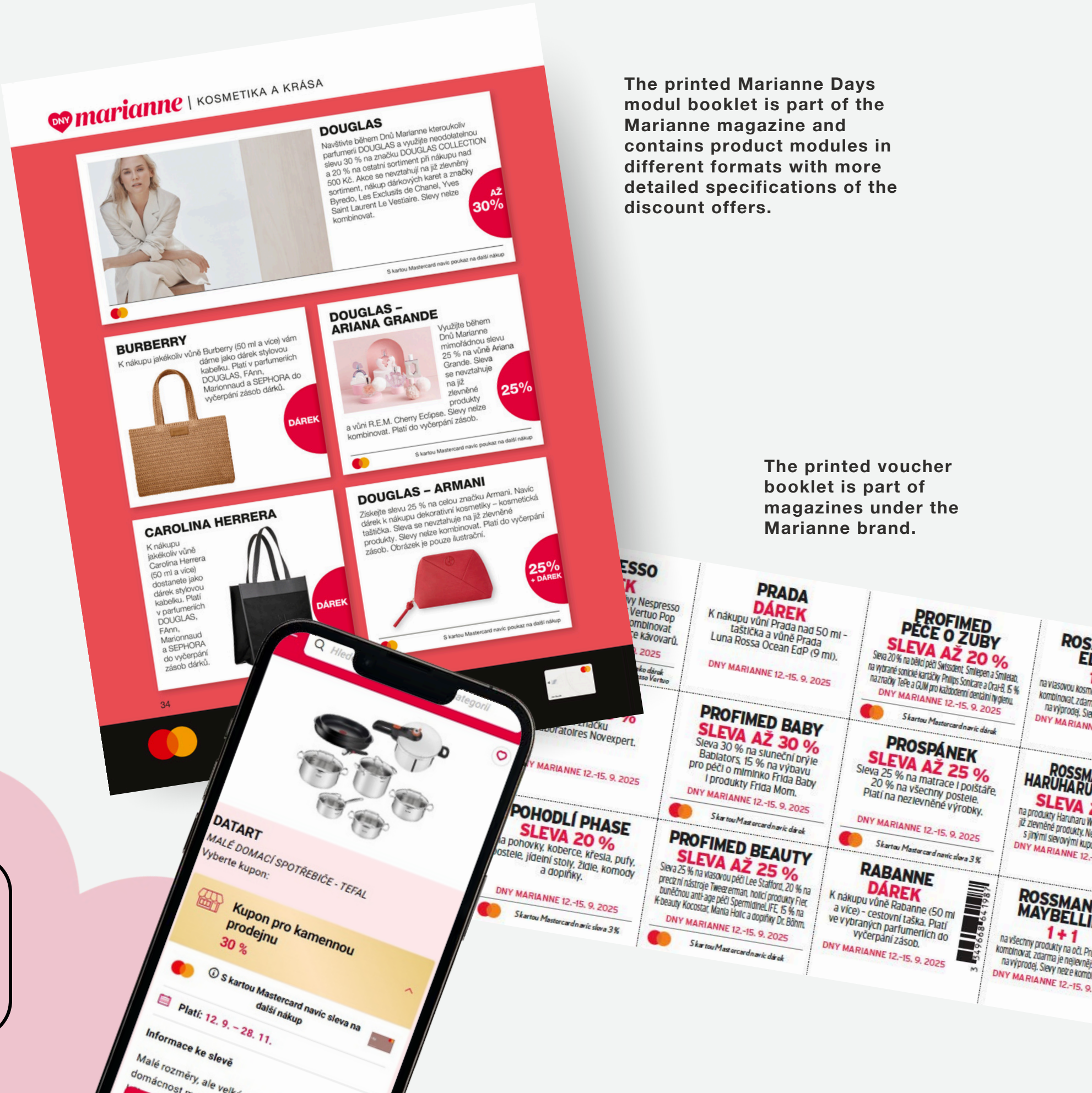
- ✓ A discount voucher in the Marianne Days voucher booklet in the Marianne, Marianne Bydlení and Marianne Venkov a styl magazines, on the event microsite and in a special mobile app in the Czech Republic.
- ✓ Their offer presented in the Marianne Days booklet in the Marianne magazine, on the event microsite and in a special mobile app in the Czech Republic. A QR with a link to the booklet will be placed in the Marianne Bydlení and Marianne Venkov a styl magazines.
- ✓ Listing of participating shops on the microsite and in electronic form.
- ✓ Marianne Days promo materials (poster, wobblers, security gate sleeve – limited quantity) and online press kit to download for further presentation of the event.
- ✓ Promotion and association with an established and successful brand.
- ✓ Press kit and the possibility of preparing specially made promo formats.

DISCOUNT VOUCHER PRICE LIST

1/6	1/3	2/3	1/1
CZK 89 000	CZK 129 000	CZK 199 000	CZK 269 000

The printed Marianne Days modul booklet is part of the Marianne magazine and contains product modules in different formats with more detailed specifications of the discount offers.

The printed voucher booklet is part of magazines under the Marianne brand.



Other promotion opportunities



MODULE BOOKLET PRICE LIST

Full page advertising	CZK 269 000
Double page advertising	CZK 534 000
Inside front cover	CZK 350 000
Inside back cover	CZK 333 000
Outside back cover	CZK 404 000

VOUCHER BOOKLET PRICE LIST

First double page	249 000 CZK
Central panorama	249 000 CZK
Full page advertising	159 000 CZK
Inside back cover	169 000 CZK
Outside back cover	179 000 CZK

The offer is valid for a limited number of partners.

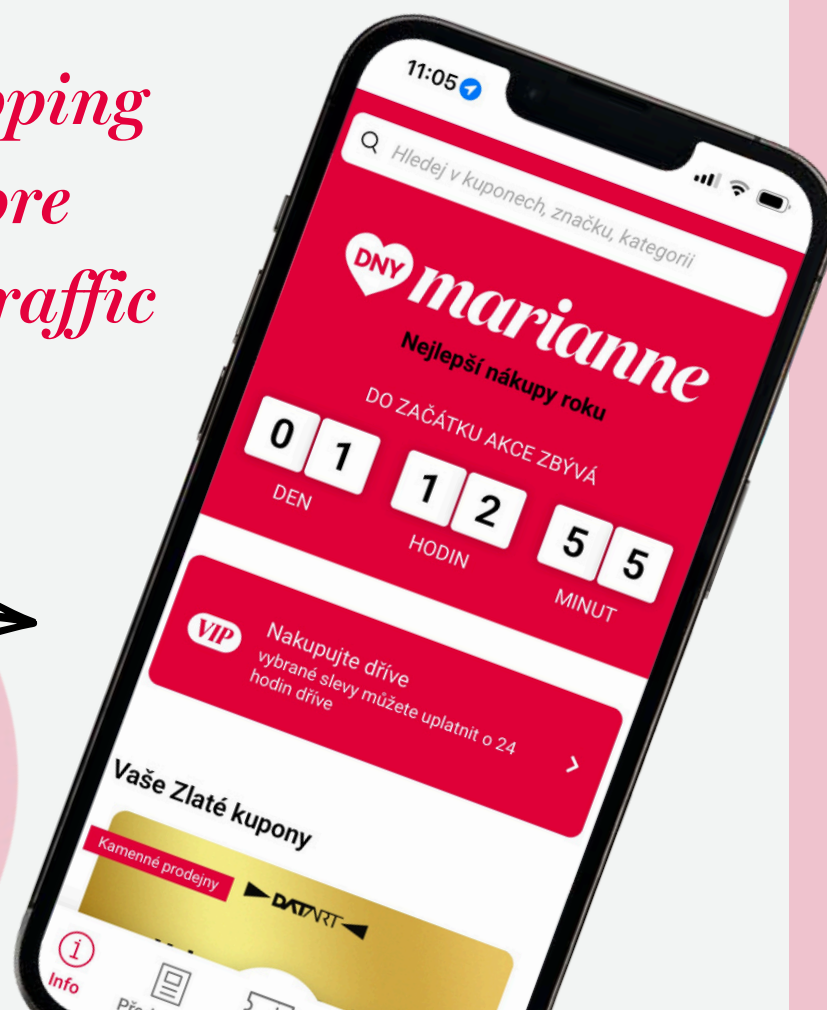


NEWS

Exclusive bonus for selected users of the app and printed voucher booklet

- ✓ View offers in the app a day early with the option to apply discounts from Thursday onwards
- ✓ Exclusive shopping a day early can be used by a group of holders of printed coupon books
- ✓ Priority shopping applies in store and online shops

Exclusive early shopping from Thursday – more orders and website traffic



NEW FORMAT

Promo widget

Promote your discount offer or specific product across BurdaMedia Extra websites (Extra.cz, Marianne.cz, ELLE.cz, Toprecepty.cz, and more)

- ✓ The widget displays the partner's logo, discount amount, and brief info or a specific product
- ✓ Direct link to the product detail page on the partner's website

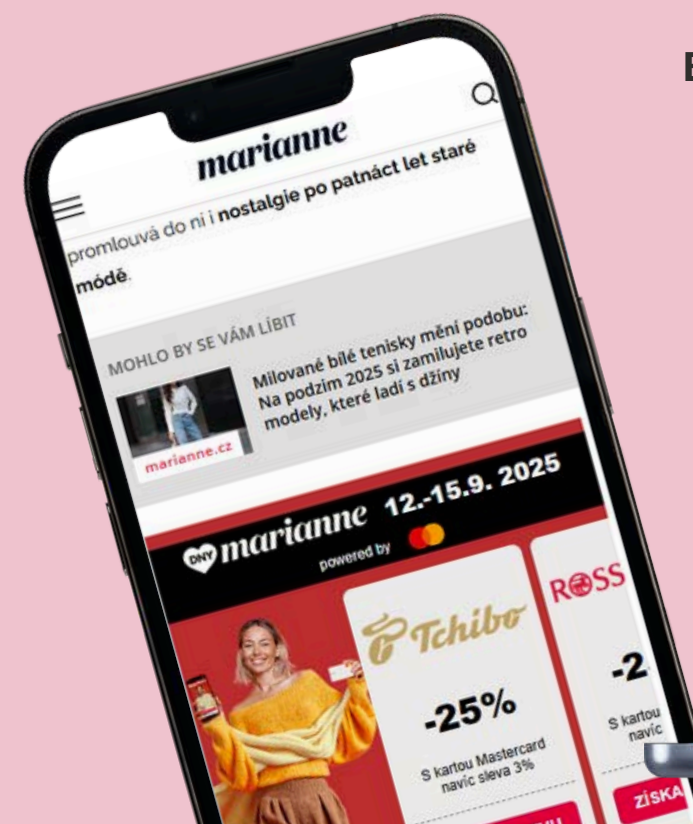
PRICE LIST

Variant A: Promo widget (coupons) **CZK 49 000**

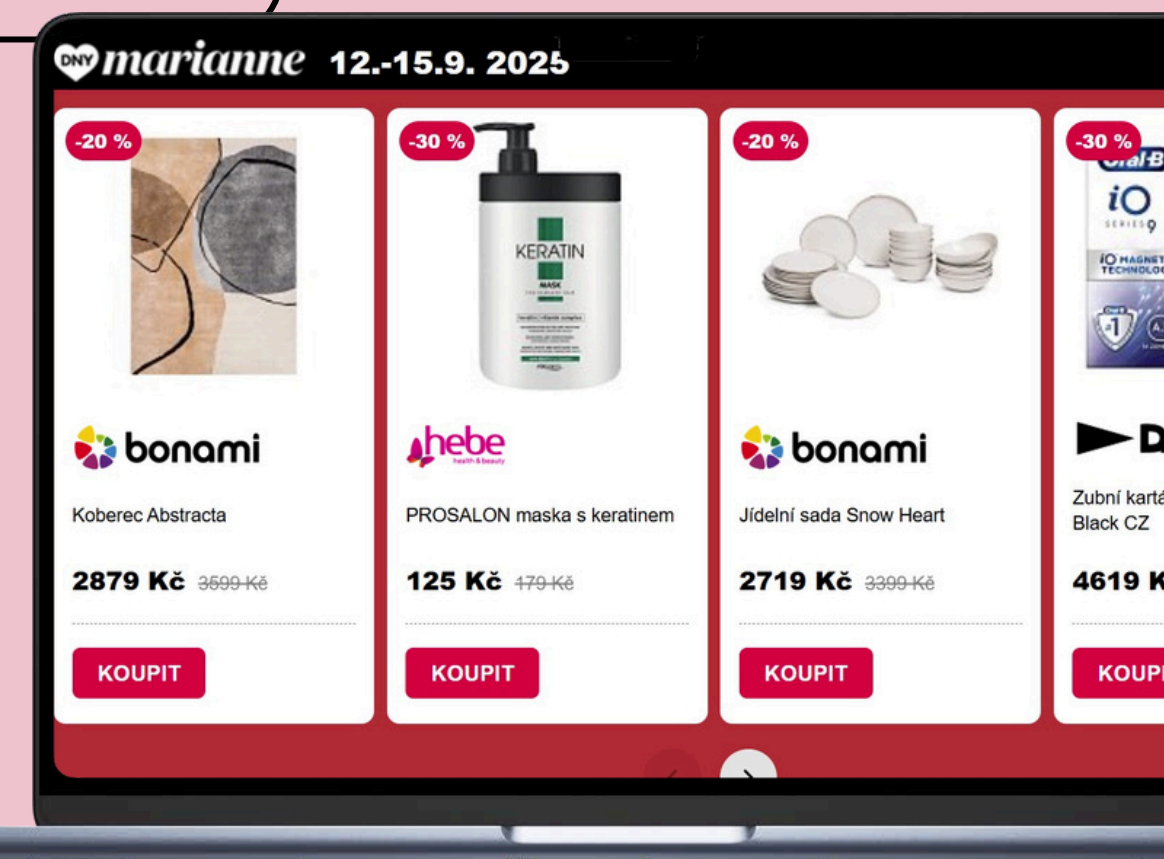
Variant B: Promo widget (1 product) **CZK 49 000**

Prices are listed without VAT and always apply to only one season of the event, i.e., spring/fall.

A



B



APP, WEB AND PRINT

GOLD VOUCHERS – YOUR BEST OFFERS WILL BE UNMISSABLE

Gold voucher

Highlight your best discount offers directly on the home page in the app and on the microsite



Printed voucher booklet

Additional benefits:

- ✓ Colour differentiation in the alphabetical list of offers in the app and on the microsite
- ✓ Differentiation with larger size and more colourfulness in the printed voucher booklet
- ✓ Colour differentiation in the printed Marianne Days booklet (1/6 size)

PRICE LIST

GOLD VOUCHER

– booklet, voucher booklet, app, microsite

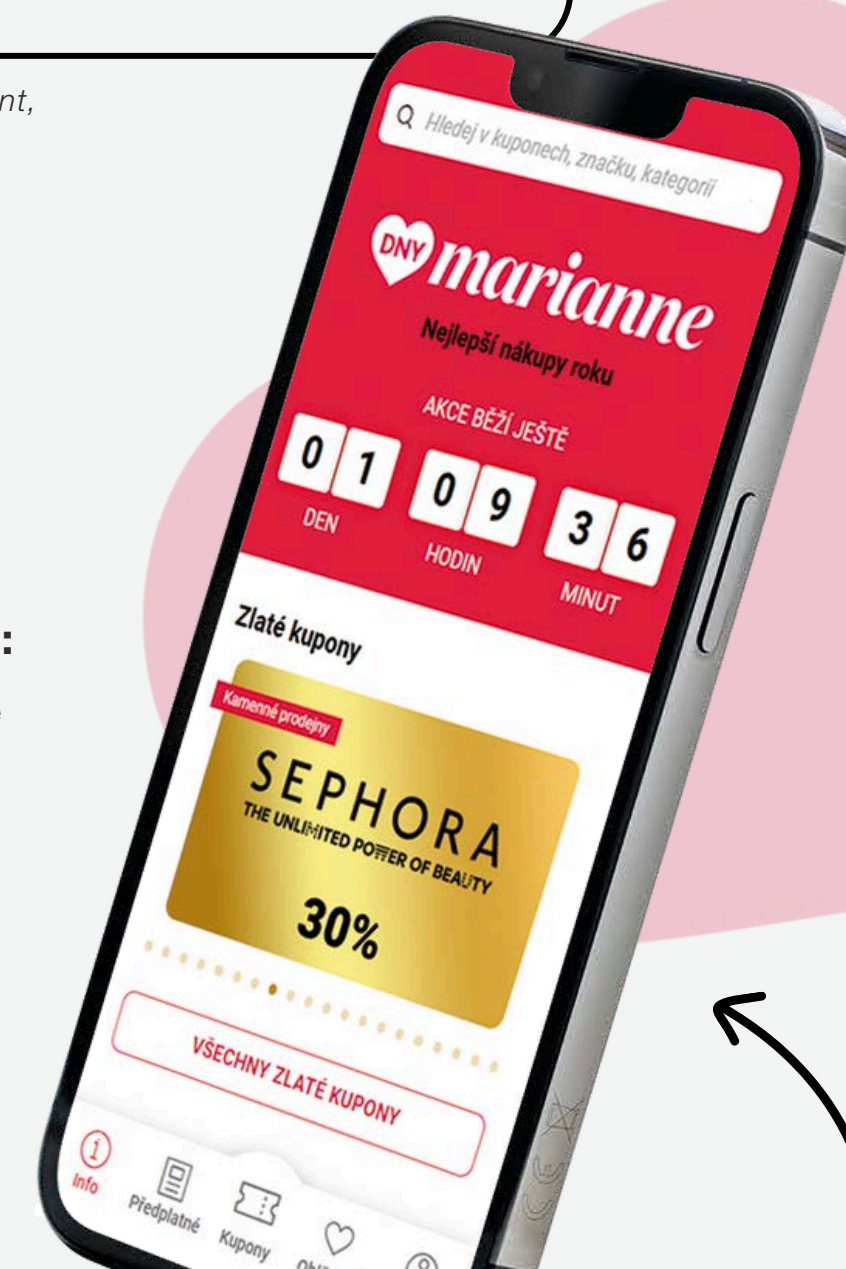
CZK 89 000

The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.

Increase the success rate of your offer by **up to 80 %**

Criteria for placing an offer as a Gold Voucher:

- ✓ Overall attractiveness of the offer to the widest possible group of consumers/event participants without further restrictions or exceptions
- ✓ Minimum discount of 30%
- ✓ Includes an additional discount from the payment card partner.



MARIANNE DAYS MOBILE APP

EXCLUSIVE OFFER FOR A LIMITED NUMBER OF PARTNERS

Top offer up to
80 % more
use

Happy Hours offers

Motivate your customers to buy quickly

Special **extra discounts displayed on the app homepage** only at selected times (for 2–3 hours).

The discount during happy hours is significantly higher than the normal discounts we provide for other offers and must be accompanied by an additional 3% Mastercard discount.

Up to 5 times more orders than for standard offers in the same time period

PRICE LIST

1 offer in Happy Hours mode

- offer displayed on the app homepage and microsite
- push notifications (app) with click through to the offer

CZK 99 000

Offer topping

Presentation of your offer in a dominant position

Be the first to reach customers in the Marianne Days app and on the Marianne Days website and post one of your offers in a top position ahead of other partners. App users and website visitors will see your offer **highlighted in colour in one of the top three positions** before an alphabetical list of others (in that category).

Limited offer for a maximum of 3 clients in each category (Fashion & Accessories, Beauty, Electronics, Services & Decor, E-shops and more).

PRICE LIST

First offer in the selected section	CZK 49 000
Second offer in the selected section	CZK 39 000
Third offer in the selected section	CZK 29 000

The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.

Source: Marianne Days app and Google Analytics,
03–09/2025

DNY MARIANNE MOBILE APP

Product tip

Inspire users to buy specific products/ services

Recommend your chosen product to all users in the form of a photo with a description.

Provide them with a tip on a specific product/service that they can buy at a discount during the shopping weekend.

PRICE LIST

Product tip in the Marianne Days app

CZK 39 000

Source: Marianne Days app and Google Analytics, 03–09/2025
The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.



Push notifications

Exclusively for 8 clients only!

The number of notifications is limited to make the message as effective as possible.

The user who has installed the app will receive a notification (similar to an SMS). They will then click through to the message detail, which will take them directly to the discount offer.

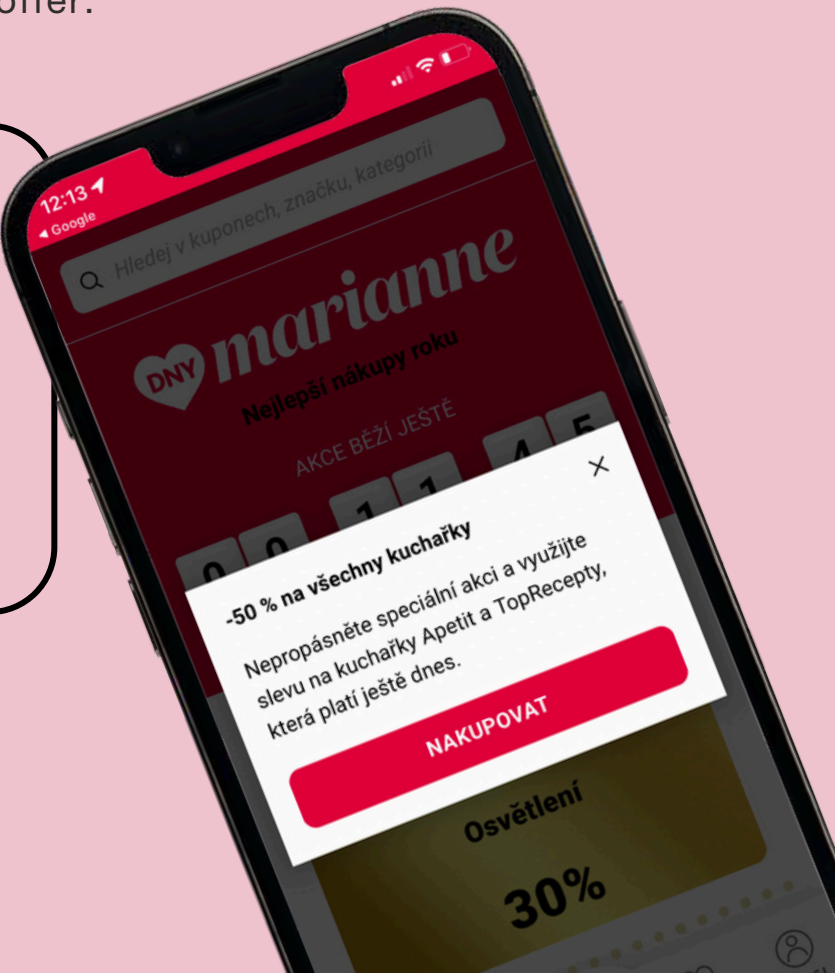
PRICE LIST

1 push notification during the shopping event

CZK 99 000

4 push notifications (one each day)

CZK 199 000



> 350 000
coupons used in the app
> 3 470 000
microsite
views

MARRIANNE DAYS APP AND WEBSITE

USE THE POPULAR AND IMPROVED
MARRIANNE DAYS APP FOR YOUR OWN
PROJECT TO REACH ALL ITS USERS IN
A UNIQUE WAY



App features

- ✓ Search for partner offers and shop addresses
- ✓ **Finding** the route to the shop
- ✓ **Easy addition of** vouchers to favourites (creating a wish list) directly from the list of offers
- ✓ Buying and redeeming Marianne Days electronic vouchers **easily**
- ✓ Opportunity to earn rewards for purchases
- ✓ Get special bonuses (VIP user group)

App partner

Exclusive offer for one partner only

- **Partner logo on every page** (within the limits and rules of the App Store and Google Play)
- **Partner banner on every page**, at the bottom (within the limits and rules of the App Store and Google Play)
- **Product logo/image on the half-page** featuring the mobile app in the printed Marianne Days module booklet (supplement to the Marianne magazine)
- **1/1 advertorial partnership** featuring the Marianne Days mobile app in Marianne Bydlení and Marianne Venkov a styl magazines No. 4/25 and, as the case may be, 9/25
- **1 PR article with the partner's logo** and a video with the exact procedure on how to use the Marianne Days app at www.marianne.cz
- **Editorial newsletter partnership** for Marianne Days – 178,000 subscribers
- **3 FB posts** as part of the communication of the app on Marianne, Marianne, Marianne Bydlení and Marianne Venkov a styl

Total media value of performance: CZK 1 794 000

PRICE LIST

App partnership price

CZK 299 000

The prices are exclusive of VAT and only apply to one season of the event, i.e. spring/autumn.



Marianne Lounges

Prestigious spaces in shopping centres across Prague and other Czech cities featuring engaging programmes where visitors can experience partner products, collect the iconic Marianne days shopping bag, and enjoy gifts as rewards for their purchases.

MARIANNE LOUNGES ALL OVER THE CZECH REPUBLIC

- ✓ Gifts as rewards for purchases
- ✓ Chance to get the iconic Marianne Days shopping bag filled with product samples for free
- ✓ Fun accompanying programme
- ✓ Chance to experience products and services from participating partners



Become a Marianne Lounge partner

**IN SELECTED SHOPPING CENTRES
THROUGHOUT THE CZECH
REPUBLIC**

CZK 190 000 – partner fee*

- ✓ Space in the **Marianne Lounge** (up to 9 m² depending on space availability)
- ✓ Opportunity **to present your products and services** in the Marianne Lounge
- ✓ Presentation of the partner in the **Marianne Days section of the Marianne, Marianne Bydlení and Marianne Venkov a styl magazines**
- ✓ Presentation of the **programme in the Marianne Lounge** on the Marianne Days microsite and in the Marianne Days mobile app
- ✓ PR article on the Marianne Days microsite and logo in the mobile app

** The fee does not include the organisation of the partner's presentation and associated costs.*

*By purchasing a partnership you
will receive performance worth of
up to CZK 530 000*

Reach up to
31 000
visitors

CZK 6 PER INSERTED PRODUCT SAMPLE

Circulation for spring Marianne Days: 12 000 copies

Circulation for autumn Marianne Days: 19 000 copies

By purchasing sampling you will get:

- ✓ Insertion of a sample of your product in Marianne Days bags
- ✓ Opportunity to present products and services in all Marianne Lounges
- ✓ Other means of promotion as agreed with the organiser
- ✓ Placement of the product photo on the POS board in all Lounges (in compliance with the specified circulation).

DEADLINE FOR SPRING SAMPLING:

31 January 2026

***DEADLINE FOR AUTUMN
SAMPLING:***

31 June 2026

Become a Marianne Lounge partner

**PRESENT SAMPLES OF YOUR
PRODUCTS IN ALL MARIANNE
LOUNGES AND GET THEM
DIRECTLY TO CUSTOMERS**



How to participate?

ORDER THE MODULE FOR BRICK-AND-MORTAR SHOPS OR E-SHOPS AND SIGN THE BINDING RESERVATION SENT BY US

MARIANNE DAYS 2026

- Only active clients who already have or plan to order advertising in Marianne or Marianne Bydlení or Marianne Venkov a styl in 2026 (no later than the 9/26 issue) are eligible to participate. As a condition of participation for clients in the electronics and home furnishings/decor segments, you must order advertising in Marianne or Marianne Bydlení in 2026 (no later than the 9/26 issue).
- Provide participants in the Marianne Days event with a **minimum 25% discount** on goods and services or an attractive gift with purchase appropriate to the basic discount. Clients in the home furnishings/decor segment must provide a **minimum 20% discount** on goods and services.
- For customers paying with the main partner's card, provide an **additional 3% discount** or a valuable gift.
- Register at <https://slevy.marianne.cz/partner> and upload all supporting documents (discount specification, 300 DPI product/gift photos without logos, text and addresses of your participating shops) **no later than 30 January 2026** (spring deadline) and **19 June 2025** (autumn deadline)

• TERMS AND CONDITIONS

- Each module may only be used for **one brand**.
- The discount provided must apply to the entire range including the new collection. Exceptions must be approved by BurdaMedia Extra.
- **Any offer or gift must be approved** by BurdaMedia Extra.
- E-shops and brick-and-mortar shops may not be advertised in one module at the same time.
- The text presentation of the client's brick-and-mortar shops may not contain any web links.
- The participation of individual e-shops must be approved by BurdaMedia Extra.
- The client **may not publish the discount code** in any way. In the event of publication, the client will be subject to a monetary penalty.
- Customers may only claim discounts and gifts by **presenting a printed or electronic Marianne Days voucher** at the shop checkouts and by entering the discount code in the e-shops.
- The client is obliged to display the sent promotional posters in their brick-and-mortar shops at least 1 week before the event and present the event in the e-shops at least 1 week before the event.
- The client is obliged to **promote the event** at least 1 week before the event on their websites and social networks.
- The client is obliged to ensure that the staff in the shops are informed about the details of the event, in particular about the mechanism of using printed and electronic vouchers.
- There **must not be a parallel discount event** in the shop. The holding of such an event may be punishable by a monetary penalty.
- To maximise the success of our cooperation, we recommend that you do not offer any similar discounts for at least **2 weeks before the event**.
- Please be sure to consistently fill in the participating branches. If promotional materials are sent to a defunct branch or to an incorrect address, the client will be charged for distribution.
- **The General Terms and Conditions** for participation in the Marianne Days project are available at <https://burda.cz/cs/inzerce/ke-stazeni/tisk>.

DEADLINE FOR SPRING REGISTRATION: 5 January 2026

DEADLINE FOR AUTUMN REGISTRATION: 29 May 2026



www.dnymarianne.cz