

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	NEWSLETTER	PRICE	PRODUCT PLACEMENT	PRICE
Branding + Interscroller	CZK 600	Newsletter product tip/image	CZK 3,50 /contact	active	from 50 000 CZK
Halfpage + Rectangle below the article	CZK 300	Newsletter link to PR article	CZK 3,50 /contact	passive	from 25 000 CZK
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				
PR ARTICLES	PRICE	SOCIAL MEDIA	PRICE		
PR article - 1 day on HP	CZK 35 000	FB post	CZK 50 000		
PR article (quiz)	CZK 85 000	FB story	CZK 40 000		
		IG post	CZK 50 000		
		IG story	CZK 40 000		
		TikTok post	CZK 50 000		

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.

AD FORMATS DESCRIPTION

