

VOGUE^{CS}

PRICELIST 2026

VOGUE DIGITAL



2 897 234
page views per month



435 103
unique visitors per month



55 000
Facebook fans



175 000
Instagram followers



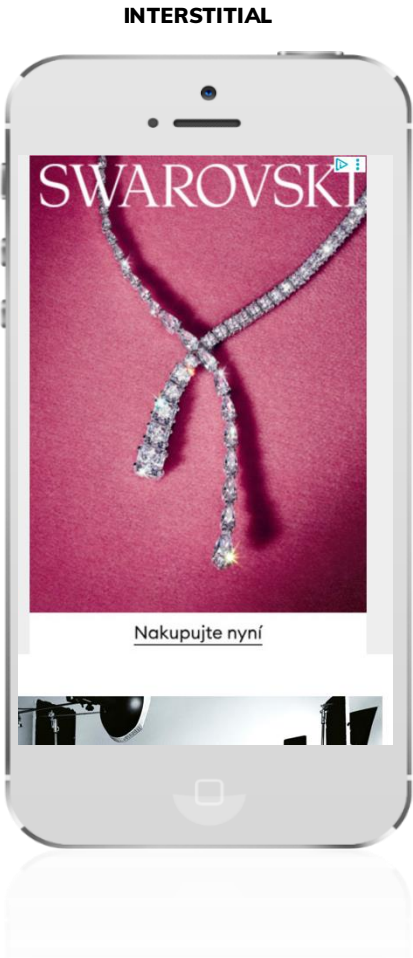
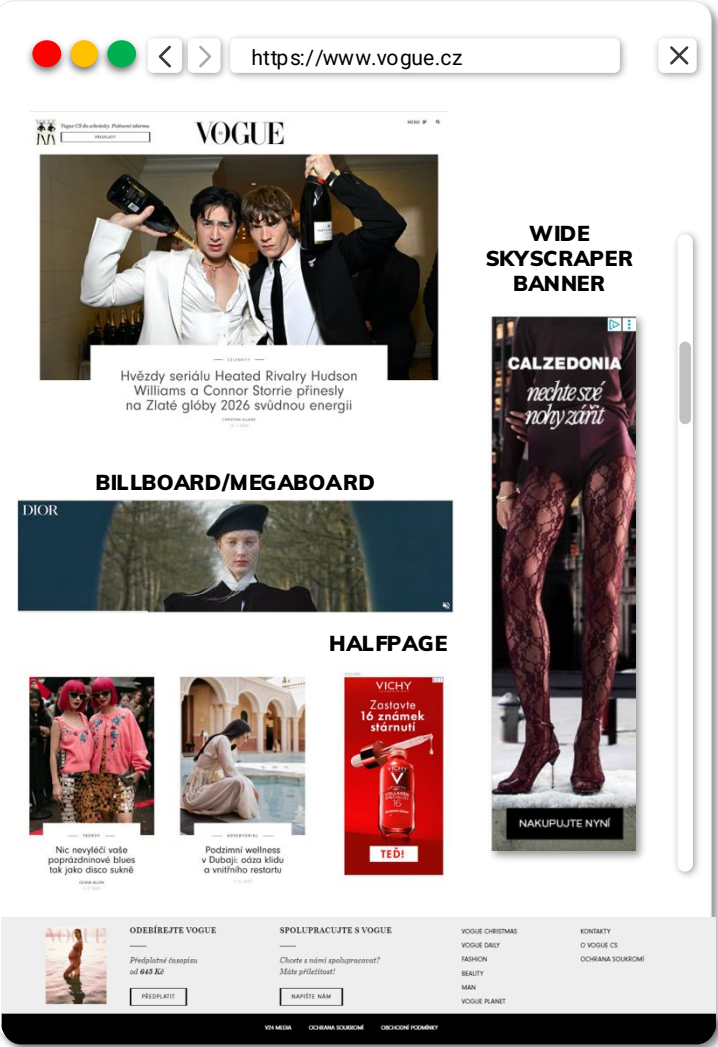
88%
of the readers are female



97%
of readers older than 30

Display formats

Format name	Web section	Medium	Size and other details	Price	Unit
> BILLBOARD/MEGABOARD	All web	 	1 300x350 970x250 300x250	1 700 CZK	CPT
> WIDE SKYSCRAPER ARTICLE	Articles	 	160x600 200x200	1 400 CZK	CPT
> HALFPAGE	Homepage + section	 	300x600 120x240	1 200 CZK	CPT
> INTERSTITIAL	Articles		320x480	1 000 CZK	CPT
> VIDEO IN BANNERS	According to banner choice	 	According to banner choice, HTML5 format	According to banner choice (+20 %)	CTP
> EXCLUSIVITY - BANNER FORMATS PER ONE DAY	All web	 	Banner exclusivity – Billboard, Halfpage, Wide Skyscraper Article and Interstitial across all web per one day	150 000 CZK	Per 1 day



Data for the campaign preparation must be provided no later than **5 WORK DAYS** prior to the start of the campaign, otherwise the number of impressions cannot be guaranteed.. All static banners must be delivered in **JPG, PNG, GIF** formats, with the data size **MAX. 150 kB**. URL shall be provided. Vogue CS reserves the **RIGHT TO UPDATE THE PRICE LIST**. General terms and conditions are on www.vogue.cz.

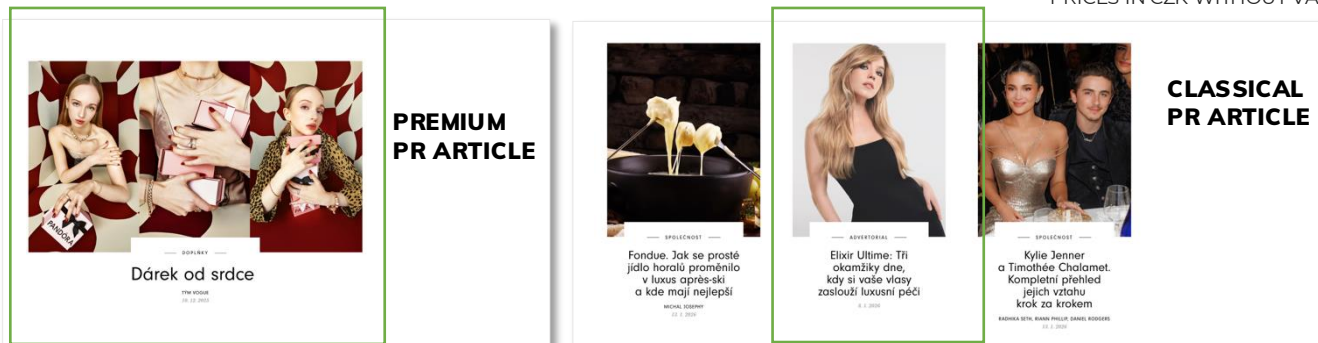
Advertorials

Format name	Description	Price	Unit
> PREMIUM PR ARTICLE HP + SECTION	Premium PR article exclusively made by Vogue, native article, photo editorial, video editorial*	130 000 CZK + production cost	per 1 pc
> CLASSICAL PR ARTICLE HP + SECTION	Classical PR article made from client's material, photo editorial, video editorial	110 000 CZK	per 1 pc

* The premium PR article is tied to the main editorial position for 1 day and then fixed to the 3rd editorial position for 5 days.

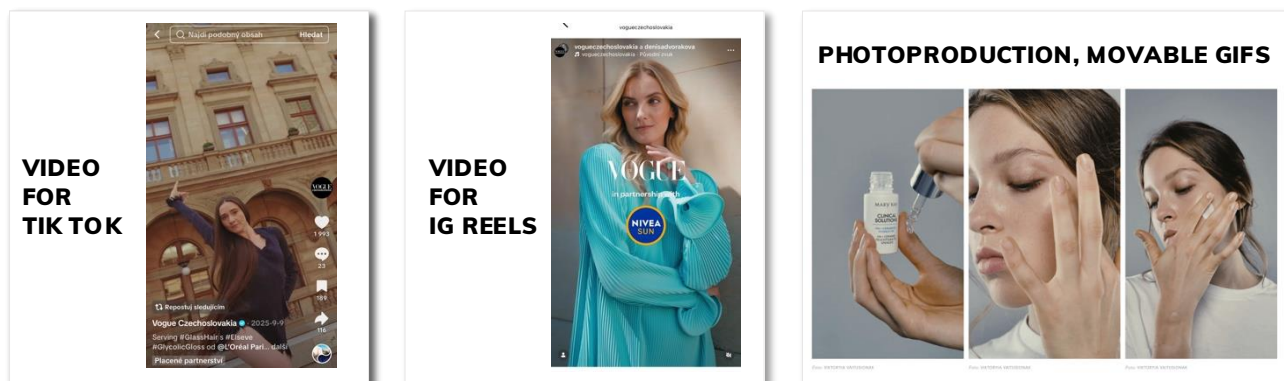
> OBJECTS OF INTEREST	Inclusion of the product in the article "Objects of interest" (one product in the gallery)	50 000 CZK	per 1 pc
> VOGUE TIP	Product on homepage in the section "TIP VOGUE" (one product with a short text, price, and link)	50 000 CZK	per 3 days

PRICES IN CZK WITHOUT VAT.



Add-ons

Format name	Description	Price
> VIDEO	Video production by Vogue CS The video can be used on the platforms of Vogue CS	On request For a preview click here →
> PHOTO PRODUCTION	Photo shoot by Vogue CS The video can be used on the platforms of Vogue CS	On request For a preview click here →
> MOVABLE GIFS	Movable gifs can be used instead of photos on the platforms of Vogue CS	On request For a preview click here →
> SHORT VIDEO ANIMATION	Short animated videos suitable for social networks	On request For a preview click here →



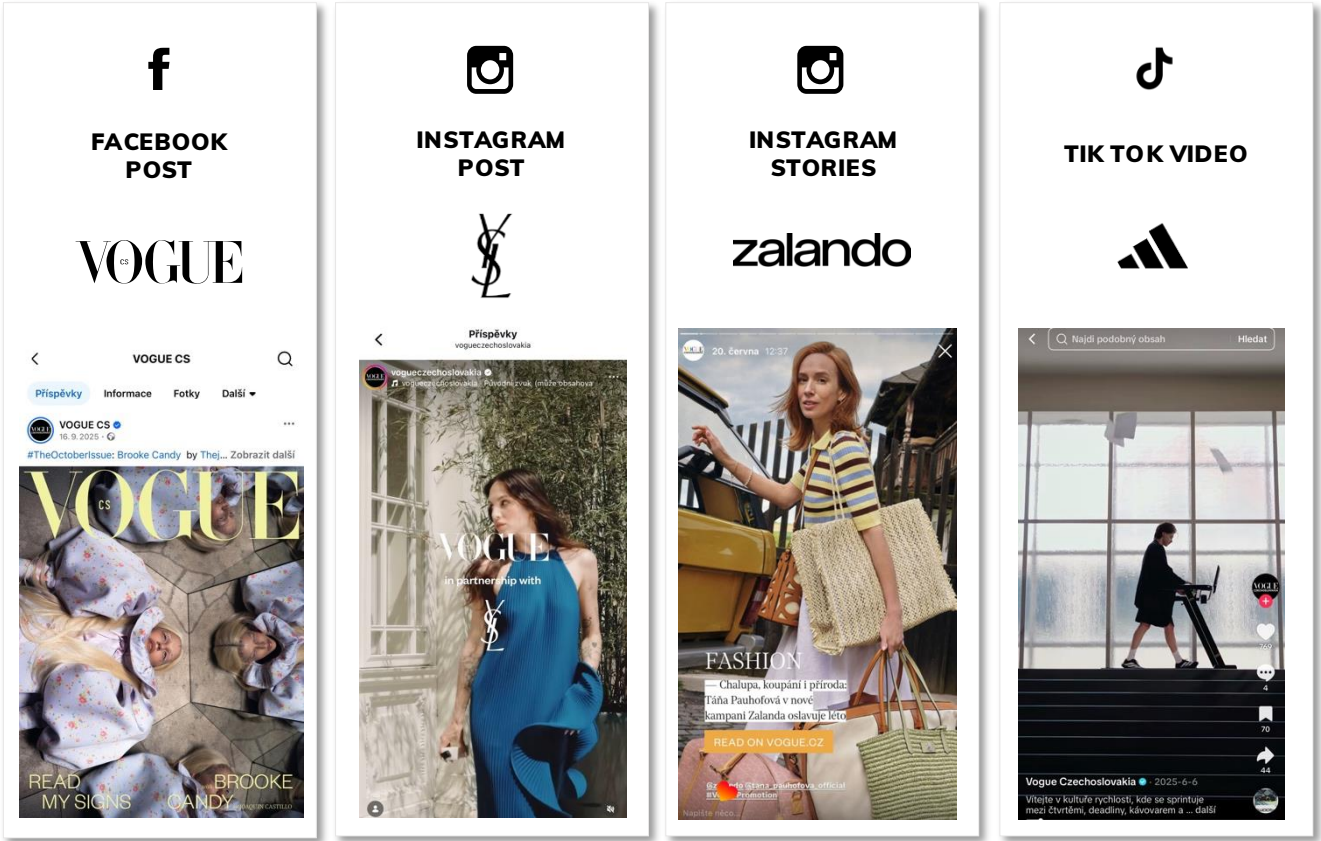
The price **DOES NOT INCLUDE CREATION AND PRODUCTION**. Content must be **APPROVED BY THE EDITORIAL TEAM VOGUE CS**. Special project will be customized according to **INDIVIDUAL** request of the client.

Social media, newsletter

Medium	Format name	Description	Price	Unit
INSTAGRAM 	> INSTASTORY	1 Instastory	40 000 CZK	per 1 pc
	> FEED POST*	1 post feed	140 000 CZK	per 1 pc
	> FRIDAY NEWS – INSTASTORY	1 IG story within Friday News	40 000 CZK	per 1 pc
TIK TOK 	> TIK TOK VIDEO*	1 Tik Tok video 80 000 IMPRESSIONS GUARANTEED	140 000 CZK	per 1 pc
FACEBOOK 	> FB POST – PART OF THE ARTICLE	NO GUARANTEED NUMBER OF VIEWS Link to the article on our website	40 000 CZK	per 1 pc
	> FB POST – STANDALONE	GUARANTEED NUMBER OF VIEWS Independent post	from 60 000 CZK	per 1 pc
NEWSLETTER 	> NEWSLETTER	Banner/link to the article within newsletter	5 CZK	per 1 contact

**Post to Instagram feed and Tik Tok video must be produced by Vogue CS - production is not included in the price

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