

VOGUE^{CS}

PRICELIST 2022

VOGUE DIGITAL



1 077 027
Ø page views
per month



147 279
unique visitors
per month



~49 599
Facebook fans



~129 297
Instagram
followers














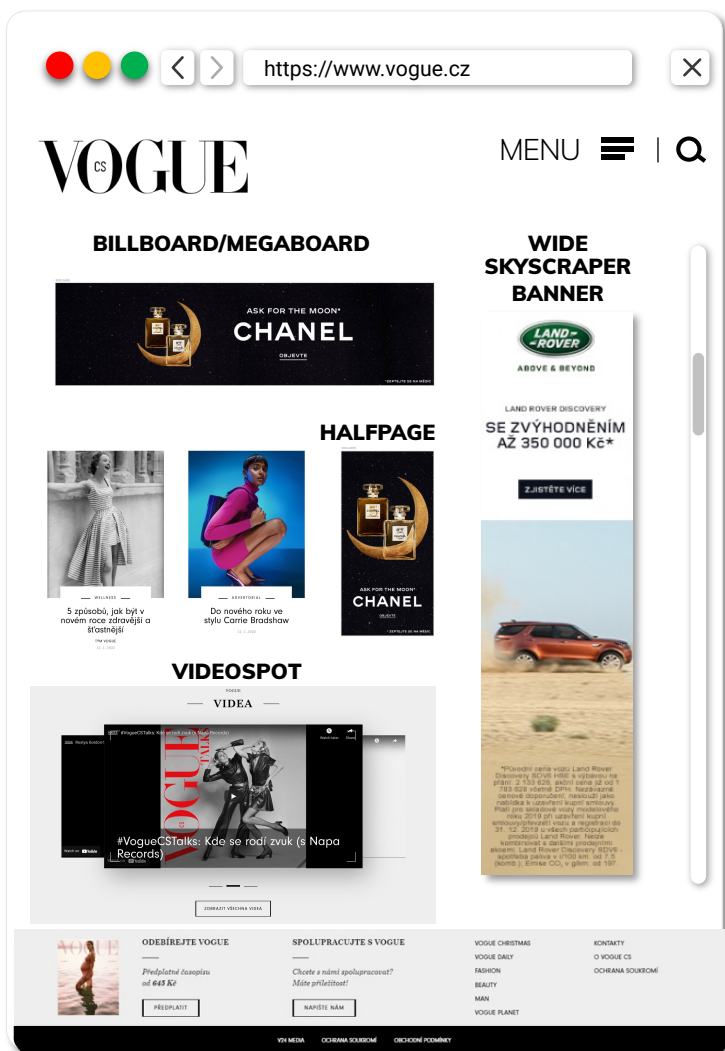
80%
of the readers
are female



48%
of readers aged
25 – 34

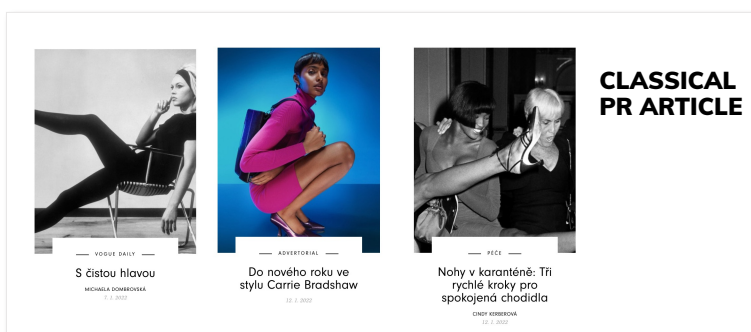
Display formats

Format name	Web section	Medium	Size and other details	Price	Unit
> BILLBOARD/MEGABOARD	All web	 	1 300x350 970x250 300x250	1 500 CZK	CPT
> WIDE SKYSCRAPER ARTICLE	Articles	 	160x600 200x200	1 200 CZK	CPT
> HALFPAGE	Homepage + section	 	300x600 120x240	1 000 CZK	CPT
> INTERSTITIAL	Articles		320x480	700 CZK	CPT
> VIDEO IN BANNERS	According to banner choice	 	According to banner choice, HTML5 format	According to banner choice (+20 %)	Per week
> BANNERS EXCLUSIVELY IN ONE SECTION	Seasonal section on the website	 	Banner formats include: billboard, skyscraper, interstitial	100 000 CZK	Per week

**INTERSTITIAL**

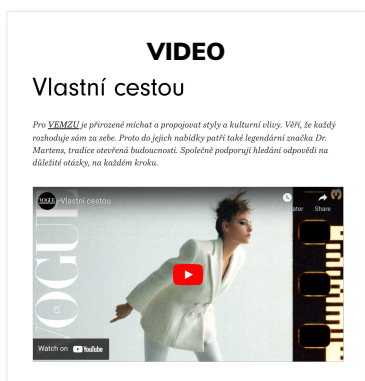
Advertorials

Format name	Description	Price	Unit
> PREMIUM PR ARTICLE HP + SECTION	Premium PR article exclusively made by Vogue, native article, photo editorial, video editorial*	100 000 CZK + production cost	per week
> CLASSICAL PR ARTICLE HP + SECTION	Classical PR article made from client's material, photo editorial, video editorial	80 000 CZK	per week
> PR ARTICLE WITHIN SECTION	Classical PR article made from client's material, located in a specific section, photo editorial, video editorial	60 000 CZK	per week
* The premium PR article is tied to the main editorial position for 1 day and then fixed to the 3rd editorial position for 1 week.			
> OBJECTS OF INTEREST	Inclusion of the product in the article "Objects of interest" (one product in the gallery with name, price, and link)	35 000 CZK	per week
> PRODUKT OF THE DAY	Product of the day on homepage (one product with a short text, price, and link)	25 000 CZK	per day






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 →



Social, newsletter

Medium	Format name	Description	Price	Unit
INSTAGRAM 	> INSTASTORY	1 Instastory	25 000 CZK	per 1 pc
	> FEED POST*	1 post within feed	100 000 CZK	per 1 pc
	> FRIDAY NEWS – INSTASTORY	Inclusion of 1 news within Friday News	25 000 CZK	per 1 pc
FACEBOOK 	> FB POST – PART OF THE ARTICLE	NO GUARANTEED NUMBER OF VIEWS Link to the article on our website	25 000 CZK	per 1 pc
	> FB POST – STANDALONE	GUARANTEED NUMBER OF VIEWS Independent post	from 35 000 CZK	per 1 pc
NEWSLETTER 	NEWSLETTER	Banner/link to the article within newsletter	3,50 CZK	per 1 contact

* Post to Instagram feed must be the client's own production - production is not included in the price.

