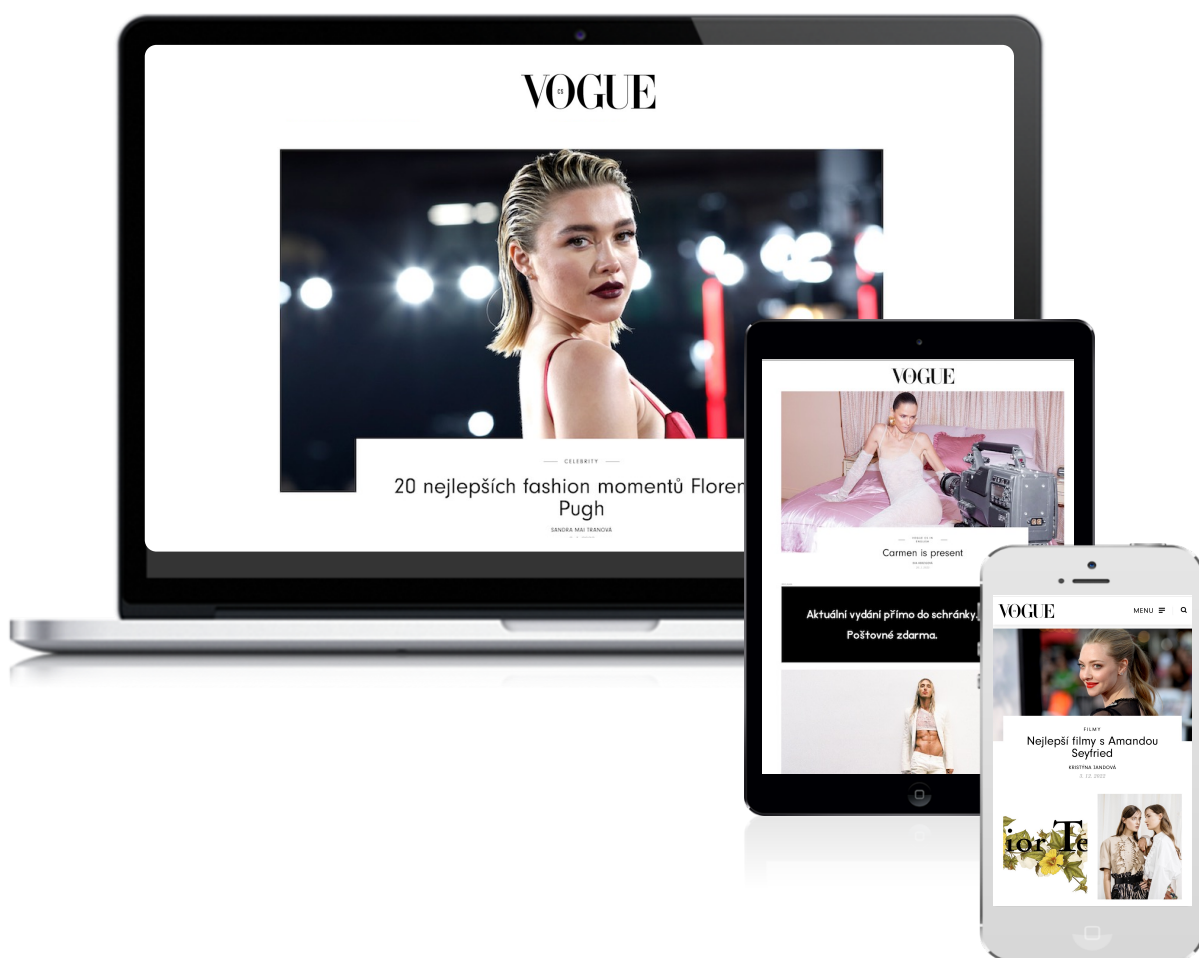


VOGUE^{CS}

PRICELIST 2023

VOGUE DIGITAL



1 029 000
Ø page views
per month
(03-12/2022)



161 015
unique visitors
per month
(03-12/2022)



51 491
Facebook fans



138 000
Instagram
followers



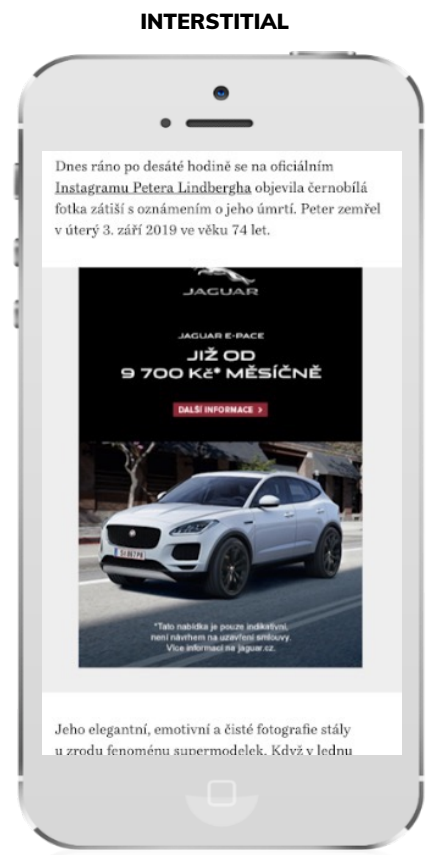
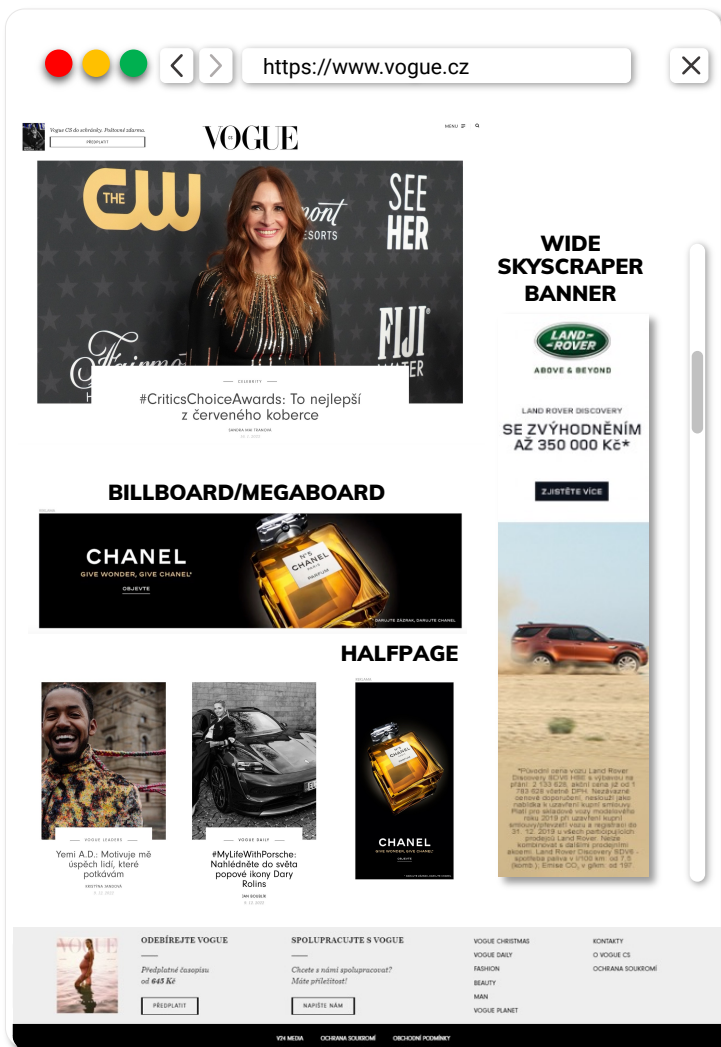
75%
of the readers
are female



47%
of readers aged
25 – 44

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	800 CZK	CPT
> VIDEO IN BANNERS	According to banner choice		According to banner choice, HTML5 format	According to banner choice (+20 %)	CTP
> BANNERS EXCLUSIVELY IN ONE SECTION	Seasonal section on the website		Banner formats include: billboard, skyscraper, interstitial	120 000 CZK	Per week



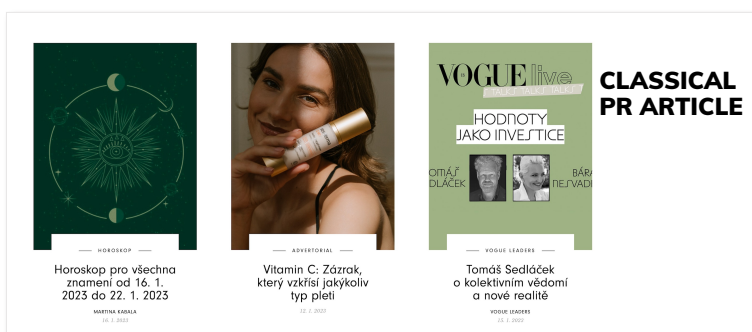
Data for the campaign preparation must be provided no later than **5 WORK DAYS** prior to the start of the campaign, otherwise the number of impressions cannot be guaranteed. All static banners must be delivered in **JPG, PNG, GIF** formats, with the data size **MAX. 150 kB**. URL shall be provided. 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*	120 000 CZK + production cost	per 1 pc
> CLASSICAL PR ARTICLE HP + SECTION	Classical PR article made from client's material, photo editorial, video editorial	100 000 CZK	per 1 pc

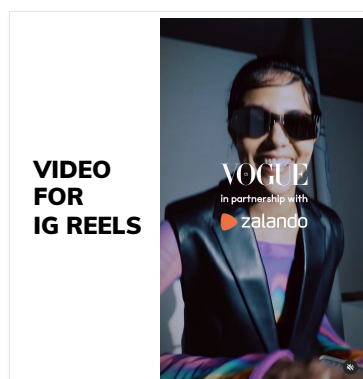
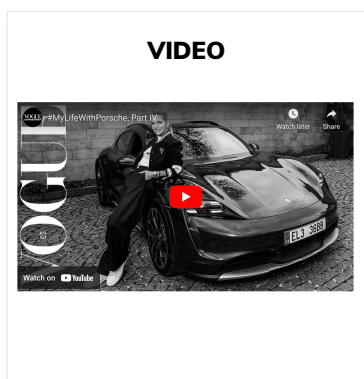
* The premium PR article is tied to the main editorial position for 1 day and then fixed to the 3rd editorial position for 5 days.

> OBJECTS OF INTEREST	Inclusion of the product in the article "Objects of interest" (one product in the gallery)	45 000 CZK	per 1 pc
> VOGUE TIP	Product on homepage in the section "TIP VOGUE" (one product with a short text, price, and link)	30 000 CZK	per 1 pc







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	30 000 CZK	per 1 pc
	> FEED POST*	1 post feed	120 000 CZK	per 1 pc
	> FRIDAY NEWS – INSTASTORY	1 IG story within Friday News	30 000 CZK	per 1 pc
TIK TOK 	> TIK TOK VIDEO*	1 Tik Tok video 80 000 IMPRESSIONS GUARANTEED	100 000 CZK	per 1 pc
FACEBOOK 	> FB POST – PART OF THE ARTICLE	NO GUARANTEED NUMBER OF VIEWS Link to the article on our website	30 000 CZK	per 1 pc
	> FB POST – STANDALONE	GUARANTEED NUMBER OF VIEWS Independent post	from 45 000 CZK	per 1 pc
NEWSLETTER 	> NEWSLETTER	Banner/link to the article within newsletter	4 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

