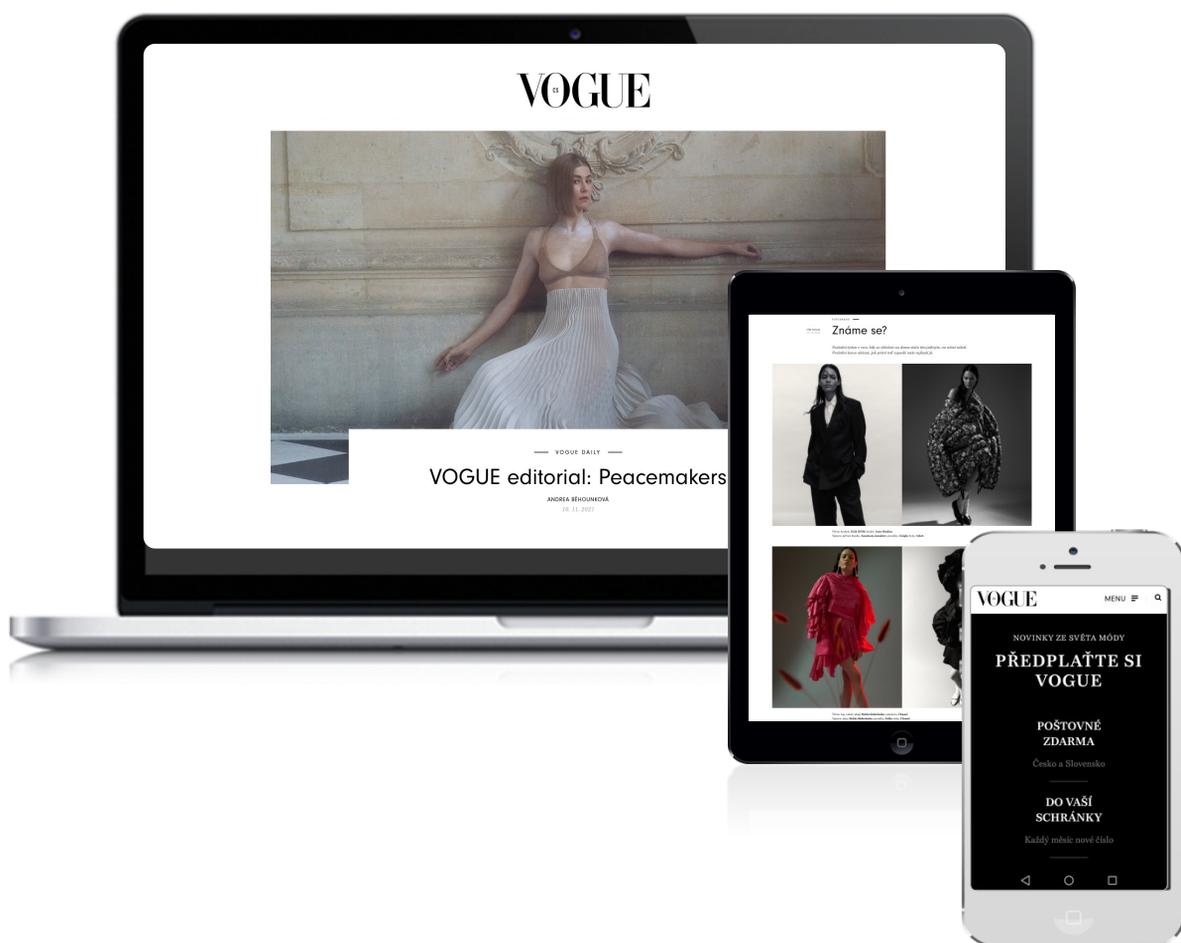


# VOGUE<sup>CS</sup>

## 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



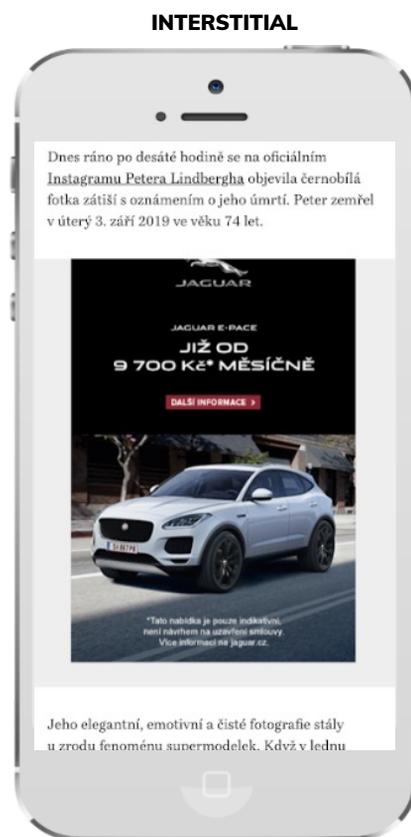
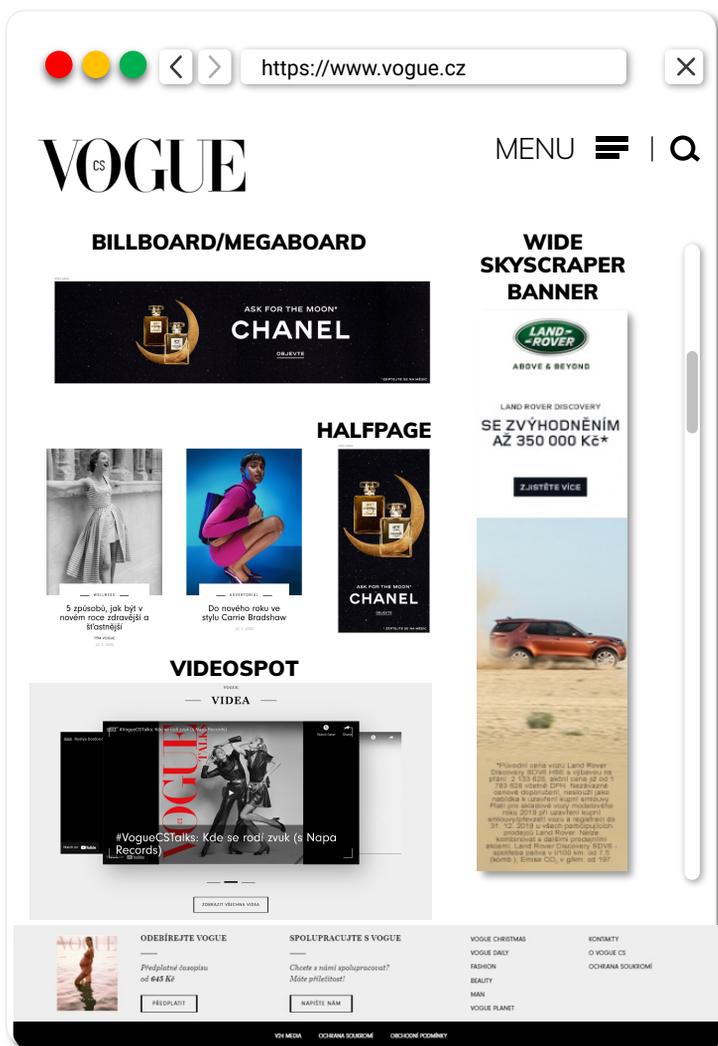
**80%**  
of the readers  
are female



**48%**  
of readers aged  
25 – 34

## Display formats

Format name	Web section	Medium	Size and other details	Price	Unit
> <b>BILLBOARD/MEGABOARD</b>	All web		1 300x350   970x250   300x250	<b>1 500 CZK</b>	CPT
> <b>WIDE SKYSCRAPER ARTICLE</b>	Articles		160x600   200x200	<b>1 200 CZK</b>	CPT
> <b>HALFPAGE</b>	Homepage + section		300x600   120x240	<b>1 000 CZK</b>	CPT
> <b>INTERSTITIAL</b>	Articles		320x480	<b>700 CZK</b>	CPT
> <b>VIDEO IN BANNERS</b>	According to banner choice		According to banner choice, HTML5 format	<b>According to banner choice (+20 %)</b>	Per week
> <b>BANNERS EXCLUSIVELY IN ONE SECTION</b>	Seasonal section on the website		Banner formats include: billboard, skyscraper, interstitial	<b>100 000 CZK</b>	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 not exceeding **MAX. 150 kB**. URL shall be provided. Vogue CS reserves the **RIGHT TO UPDATE THE PRICE LIST**; General terms and conditions of cooperation can be found at [www.vogue.cz](http://www.vogue.cz). The video is located within the **HOME PAGE** - video module, see the screen above.

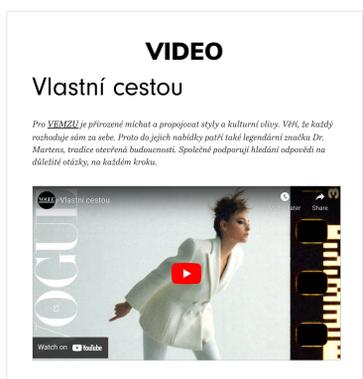
## Advertorials

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



## Add-ons

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



## Social, newsletter

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

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

