

Price list of online advertising for titles of MAFRA, a.s.

valid from 1.4. 2024

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Advertising positions	Dimensions	Recommended impressions / week	CPT
N E W S			
Homepage iDNES.cz, Lidovky.cz a Expres.cz¹			
Branding	According to technical specifications	1 500 000	700
HalfPageAd	300x600	1 000 000	160
Rectangle	480x300	1 000 000	250
Square	480x480	1 000 000	320
Native video Ad	According to technical specifications	500 000	220
HyperText	According to technical specifications	4 000 000	30
Gigaboard ²	480x960	1 000 000	490
Mobile Advertisement			
Interscroller	According to technical specifications	1 500 000	700
Mobile Square	480x480	1 000 000	190
Cross-device			
Native Ad	According to technical specifications	1 000 000	175
Square	480x480	1 000 000	190
News iDNES.cz a Lidovky.cz³			
Branding	According to technical specifications	1 000 000	700
HalfPageAd	300x600	1 000 000	220
Square	480x480	500 000	220
Rectangle	480x300	500 000	180
Native Video Ad	According to technical specifications	500 000	220
Mobile Advertisement			
Interscroller	According to technical specifications	1 000 000	700
Mobile Square	480x480	1 000 000	220
Mobile Rectangle	300x250	1 100 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	500 000	175
Commercial article	According to technical specifications		99 000 Kč/day
Square	480x480	500 000	220
Sport pack⁴			
Branding	According to technical specifications	500 000	680
HalfPageAd	300x600	500 000	220
Square	480x480	600 000	220
Rectangle	480x300	450 000	190
Native Video Ad	According to technical specifications	450 000	220
Mobile Advertisement			
Interscroller	According to technical specifications	500 000	680
Mobile Square	480x480	500 000	220
Mobile Rectangle	300x250	500 000	150
Cross-device			
Cross-device Native Ad	According to technical specifications	500 000	180

Advertising positions	Dimensions	Recommended impressions / week	CPT
Commercial article	According to technical specifications		99 000 Kč/day
Square	480x480	600 000	220
Economy pack⁵			
Branding	According to technical specifications	300 000	720
HalfPageAd	300x600	500 000	260
Square	480x480	150 000	260
Rectangle	480x300	250 000	240
Native Video Ad	According to technical specifications	400 000	220
Mobile Advertisement			
Interscroller	According to technical specifications	300 000	720
Mobile Square	480x480	400 000	250
Mobile Rectangle	300x250	300 000	240
Cross-device			
Cross-device Native Ad	According to technical specifications	450 000	180
Commercial article	According to technical specifications		99 000 Kč/day
Square	480x480	250 000	260
Lidovky.cz⁶			
Branding	According to technical specifications	500 000	700
HalfPageAd	300x600	500 000	220
Rectangle	480x300	500 000	180
Square	480x480	200 000	220
Mobile Advertisement			
Interscroller	According to technical specifications	500 000	700
Mobile Square	480x480	500 000	220
Mobile Rectangle	300x250	400 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	500 000	175
Commercial article	According to technical specifications		35 000/week
Square	480x480	200 000	220

Advertising positions	Dimensions	Recommended impressions / week	CPT
MAGAZINES			
Auto pack⁷			
Branding	According to technical specifications	150 000	660
HalfPageAd	300x600	200 000	170
Rectangle	480x300	100 000	170
Square	480x480	70 000	220
Native Video Ad	According to technical specifications	50 000	220
Mobile Advertisement			
Interscroller	According to technical specifications	100 000	660
Mobile Square	480x480	150 000	220
Mobile Rectangle	300x250	150 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	50 000	180
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	100 000	220
Ona.iDNES.cz (women magazine)			
Branding	According to technical specifications	200 000	660
HalfPageAd	300x600	200 000	225
Rectangle	480x300	200 000	200
Square	480x480	100 000	225
Native Video Ad	According to technical specifications	150 000	240
Mobile Advertisement			
Interscroller	According to technical specifications	225 000	660
Mobile Square	480x480	300 000	225
Mobile Rectangle	300x250	200 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	150 000	190
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	150 000	225
Lifestyle pack⁸			
Branding	According to technical specifications	400 000	550
HalfPageAd	300x600	400 000	180
Rectangle	480x300	350 000	160
Square	480x480	120 000	180
Native Video Ad	According to technical specifications	200 000	180
Mobile Advertisement			
Interscroller	According to technical specifications	150 000	550
Mobile Square	480x480	500 000	180
Mobile Rectangle	300x250	500 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	250 000	150
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	200 000	180

Advertising positions	Dimensions	Recommended impressions / week	CPT
Expres.cz (tabloid)			
Branding	According to technical specifications	750 000	550
HalfPageAd	300x600	300 000	180
Rectangle	480x300	200 000	160
Square	480x480	350 000	180
Commercial article	According to technical specifications		79 000 Kč/day
Mobile Advertisement			
Interscroller	According to technical specifications	300 000	550
Mobile Square	480x480	300 000	180
Mobile Rectangle	300x250	250 000	170
Antiyoutuber.cz			
Branding	According to technical specifications	750 000	550
HalfPageAd	300x600	300 000	180
Rectangle	480x300	200 000	160
Square	480x480	350 000	180
Commercial article	According to technical specifications		79 000 Kč/day
Mobile Advertisement			
Interscroller	According to technical specifications	300 000	550
Mobile Square	480x480	300 000	180
Mobile Rectangle	300x250	250 000	170
Bydlení.iDNES.cz + Reality.iDNES.cz² (estate)			
Branding	According to technical specifications	500 000	520
HalfPageAd	300x600	500 000	180
TipServeru	According to technical specifications	250 000	100
Rectangle	480x300	200 000	160
Square	480x480	100 000	180
Native Video Ad	According to technical specifications	100 000	180
Mobile Advertisement			
Interscroller	According to technical specifications	100 000	520
Mobile Square	480x480	100 000	180
Mobile Rectangle	300x250	150 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	150 000	150
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	150 000	180

Advertising positions	Dimensions	Recommended impressions / week	CPT
Hobby.iDNES.cz			
Branding	According to technical specifications	120 000	520
HalfPageAd	300x600	125 000	180
Rectangle	480x300	80 000	160
Square	480x480	50 000	180
Native Video Ad	According to technical specifications	100 000	180
Mobile Advertisement			
Interscroller	According to technical specifications	75 000	520
Mobile Square	480x480	75 000	180
Mobile Rectangle	300x250	120 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	100 000	150
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	50 000	180
Cestování.iDNES.cz (travel)			
Branding	According to technical specifications	250 000	520
HalfPageAd	300x600	300 000	180
Rectangle	480x300	100 000	160
Square	480x480	35 000	180
Cross-device Native Video Ad	According to technical specifications	50 000	180
Mobile Advertisement			
Interscroller	According to technical specifications	40 000	520
Mobile Square	480x480	40 000	180
Mobile Rectangle	300x250	50 000	170
Cross-device			
Cross-device Native Ad	According to technical specifications	50 000	150
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	40 000	180
IT + Mobile + Gaming pack¹⁰			
Branding	According to technical specifications	250 000	520
HalfPageAd	300x600	200 000	180
Rectangle	480x300	200 000	160
Square	480x480	100 000	180
Native Video Ad	According to technical specifications	125 000	220
Mobile Advertisement			
Interscroller	According to technical specifications	100 000	520
Mobile Square	480x480	100 000	180
Mobile Rectangle	300x250	200 000	160
Cross-device			
Cross-device Native Ad	According to technical specifications	100 000	180
Commercial article	According to technical specifications		79 000 Kč/day
Square	480x480	100 000	180

Advertising positions	Dimensions	Recommended impressions / week	CPT
OTHER SITES			
Penize.cz (money)			
Branding	According to technical specifications	250 000	720
HalfPageAd	300x600	250 000	260
Mobile Advertisement			
Interscroller	According to technical specifications	50 000	660
Mobile Square Premium	480x480	50 000	260
Emimino.cz (mothers and children)			
Branding	According to technical specifications	250 000	660
HalfPageAd	300x600	350 000	250
Rectangle	480x300	250 000	190
Commercial article	According to technical specifications		55 000 Kč/week
Mobile Advertisement			
Interscroller	According to technical specifications	500 000	660
Mobile Square	480x480	500 000	240
Mobile Rectangle	300x250	500 000	190
Arome.cz (perfumes)			
Branding	According to technical specifications	100 000	500
HalfPageAd	300x600	100 000	190
Desktop Rectangle	300x250	80 000	170
Commercial article	According to technical specifications		35 000 Kč/week
Labužník.cz (restaurants)			
Branding	According to technical specifications	130 000	385
HalfPageAd	300x600	140 000	160
Desktop Rectangle	300x250	100 000	140
Commercial article	According to technical specifications		35 000 Kč/week
Vitalion.cz (health)			
Branding	According to technical specifications	100 000	385
HalfPageAd	300x600	100 000	160
Desktop Rectangle	300x250	100 000	160
Commercial article	According to technical specifications		35 000 Kč/week
Modnípeklo.cz (fashion)			
Branding	According to technical specifications	30 000	385
HalfPageAd	300x600	60 000	160
Commercial article	According to technical specifications		35 000 Kč/week
Mobile Advertisement			
Interscroller	According to technical specifications	20 000	350
Mobile Rectangle	300x250	25 000	160

Advertising positions	Dimensions	Recommended impressions / week	CPT
DatabázeKnih.cz (books)			
Branding	According to technical specifications	300 000	385
HalfPageAd	300x600	300 000	160
Commercial article	According to technical specifications		35 000 Kč/week
Mobile Advertisement			
Interscroller	According to technical specifications	400 000	385
Mobile Square	480x480	350 000	180
Mobile Rectangle	300x250	350 000	160
Commercial article	According to technical specifications		35 000 Kč/week
Pack AkniCeny.cz¹¹ (sales)			
Branding	According to technical specifications	300 000	450
TOP Wallpaper	According to technical specifications	250 000	360
HalfPageAd	300x600	350 000	300
Sky Scraper	120x600	200 000	240
Rectangle	480x300	250 000	220
Infotext	According to technical specifications	150 000	100
Commercial article	According to technical specifications		35 000 Kč/week
Mobile Advertisement			
Interscroller	According to technical specifications	300 000	360
TOP Wallpaper	According to technical specifications	250 000	360
Mobile Square	480x480	300 000	180
Mobile Rectangle	300x250	250 000	170
Infotext	According to technical specifications	150 000	100
iDOS.cz (travel connection finder)			
Branding	According to technical specifications	500 000	360
HalfPageAd	300x600	500 000	160
Middleboard	690x100	500 000	120
Mobile Advertisement			
Interscroller	According to technical specifications	500 000	360
Rajče.net (photos)			
Branding	According to technical specifications	2 000 000	120
HalfPageAd	300x600	2 500 000	40
Mobile Advertisement			
Interscroller	According to technical specifications	2 000 000	120
Mobile Rectangle	300x250	250 000	40

Advertising positions	Dimensions	Recommended impressions / week	CPT	CPT Behavioral targeting
F L O A T I N G ^{1 2}				
Floating MAFRA				
Branding	According to technical specifications	1 000 000	680	980
HalfPageAd	300x600	1 000 000	160	224
Rectangle	480x300	1 000 000	140	196
Square	480x480	1 000 000	160	224
Wallpaper	970x310	1 000 000	70	98
Native Video Ad	According to technical specifications	500 000	200	
Mobile Advertisement				
Interscroller	According to technical specifications	1 000 000	680	980
Mobile Square	480x480	1 000 000	160	224
Mobile Rectangle	300x250	1 000 000	140	196
Mobile Branding	600x200	1 000 000	450	590
Mobile Vignette	720x1280		700	990
Cross-device				
Rectangle	300x250	1 000 000	140	196
Square	480x480	1 000 000	160	224
Native Ad	According to technical specifications	500 000	120	168
Video Floating¹³				
Videospot Premium	According to technical specifications	250 000	850	
Videospot All	According to technical specifications	250 000	600	
Outstream	According to technical specifications	500 000	250	
Reach video	According to technical specifications	500 000	650	

NOTES

- ¹ HyperText is displayed on iDnes and Lidovky
- ² Gigaboard is displayed on iDnes.cz only
- ³ Lidovky.cz includes the following categories: Events + World + People + Opinions. Commercial article is displayed only on iDNES.cz.
- ⁴ Sport pack contains Sport iDNES.cz, Sport Lidovky.cz. Commercial article is displayed only on iDNES.cz
- ⁵ The economic pack contains: Economy iDNES.cz, Economy Lidovky.cz, Money.cz and Finmag.cz. Commercial article is displayed only on iDNES.cz.
- ⁶ Purchased commercial article must be placed in specific section of Lidovky.cz
- ⁷ Auto pack contains: Auto iDNES.cz, Autojournal.cz, SkodaHome. Commercial article is displayed only on Auto iDNES.cz.
- ⁸ Life style pack contains: Expres.cz, Revue.iDNES.cz, Xman.iDNES.cz.
- ⁹ Commercial article is displayed only on Bydlení iDNES.cz, TipServer only on Reality iDNES.cz.
- ¹⁰ IT + Mobile + Gaming pack contains: Technet.iDNES.cz, Mobil.iDNES.cz, Bonusweb.iDNES.cz.
- ¹¹ The AkcniCeny.cz pack contains: AkcniCeny.cz and iLetáky.cz.
- ¹² It is displayed across all servers and magazines, including the media agencies.
- ¹³ Video: 30% surcharge for using VPAID technology (for video spots).

DOCUMENTATION

- The materials for the publication of banner and video advertising must be delivered no later than 2 working days before the start of the campaign. Materials for non-standard formats and PR articles must be delivered no later than 5 working days before the start of the campaign, publication of the PR article.
- In case of non-delivery of the ad files or late delivery of the ordered advertisement, we cannot guarantee the number of impressions and further on we as the publisher according to GTC (<http://www.mafra.cz/vop/>) reserve the right to a cancellation fee of 100%.
- In the event of a discrepancy in statistics based on third-party measurements, a difference of no more than 10% will be accepted compared to statistics from our advertising system.

SURCHARGES

- Exclusion of server, magazine or exclusion of a specific section + 30%. Applies to Homepage, News, Sports, Economics, Auto pack, Floating. Each additional targeting surcharge 30% (eg geolocation, frequency, time limit).
- Behavioral targeting of advertising - surcharge 40%.
- When combining targeting, such as behavioral and geolocation, there is always a higher surcharge.
- Every additional 5 kB started above the standard banner size - 10% surcharge.
- In the case of banner advertising, a maximum of 5 different banner variants per position and 5 different urls are allowed, for each additional variants there is a surcharge CZK 10,000.