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

valid from 1. 1. 2025

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Advertising positions	Dimensions	Recommendet impressions / week	CPT
NEWS			
Homepage iDNES.cz, Lidovky.cz a Expres.cz[1]			
Branding	According to technical specifications	1 500 000	**700**
HalfPageAd	300x600	1 000 000	**160**
Rectangle[2]	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[3]	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.cz[4]			
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 CZK/day**
Square	480x480	500 000	**220**

Advertising positions	Dimensions	Recommendet impressions / week	CPT
Sport pack[5]			
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**
Commercial article	According to technical specifications		**99 000 CZK/day**
Square	480x480	600 000	**220**
Economy pack[6]			
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 CZK/day**
Square	480x480	250 000	**260**
Lidovky.cz[7]			
Branding	According to technical specifications	500 000	**700**
HalfPageAd	300x600	500 000	**220**
Rrectangle	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	Recommendet impressions / week	CPT
MAGAZINES			
Auto pack[8]			
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 CZK/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 CZK/day**
Square	480x480	150 000	**225**
Lifestyle pack[9]			
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 CZK/day**
Square	480x480	200 000	**180**

Advertising positions	Dimensions	Recommendet 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 CZK/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 CZK/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.cz[10] (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	150000	**150**
Commercial article	According to technical specifications		**79 000 CZK/day**
Square	480x480	150 000	**180**

Advertising positions	Dimensions	Recommendet 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 CZK/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	50000	**150**
Commercial article	According to technical specifications		**79 000 CZK/day**
Square	480x480	40 000	**180**
IT + Mobile + Gaming pack[11]			
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 00	**180**
Commercial article	According to technical specifications		**79 000 CZK/day**
Square	480x480	100 000	**180**

Advertising positions	Dimensions	Recommendet impressions / week	CPT
OTHER SITES			
Peníze.cz (money)			
Branding	According to technical specifications	250 000	**720**
HalfPageAd	300x600	250 000	**260**
	Mobile Advertisement		
Interscroller	According to technical specifications	50 000	**720**
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 CZK/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 (parfumes)			
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 CZK/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 CZK/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 CZK/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 CZK/week**
	Mobile Advertisement		
Interscroller	According to technical specifications	20 000	**350**
Mobile Rectangle	300x250	25 000	**160**

Advertising positions	Dimensions	Recommendet 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 CZK/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 CZK/week**
Pack AkcniCeny.cz[12] (sales)			
Branding	According to technical specifications	300 000	**660**
Top Wallpaper	1000x340, 250 kB	350 000	**550**
Carousel	1080x1080, 250 kB	350 000	**440**
HalfPageAd	300x600	300 000	**330**
Sky Scraper	120x600	400 000	**280**
Infotext	80 text characters	500 000	**110**
Commercial article	According to technical specifications		**40 000 CZK/week**
	Mobile Advertisement		
Interscroller	According to technical specifications	400 000	**660**
Mobile Top Wallpaper	320x250, 250 kB	400 000	**550**
Mobile Carousel	1080x1080, 250 kB	350 000	**440**
Mobile Square	480x480	250 000	**200**
Mobile Rectangle (WideSquare)	300x250	300 000	**210**
Mobilní Sticky	300x250, 30 kB	350 000	**350**
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**
In-počasí.cz			
Branding	Dle technických specifikací	750 000	**520**
HalfPageAd	300x600	700 000	**180**
	Mobilní reklama		
Interscroller	Dle technických specifikací	800 000	**520**
Mobile Branding	600x200	600 000	**450**
Mobile Rectangle	300x250	400 000	**140**

Advertising positions	Dimensions	Recommendet impressions / week	CPT	CPT Behavioral targeting
FLOATING[13]				
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**
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 Floating[14]				
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 Rectangle 480x300 is not displayed on Homepage Lidovky.cz

3 Gigaboard is displayed only on iDnes.cz

4 Lidovky.cz includes the following categories: Events + World + People + Opinions. Commercial article is displayed only on iDNES.cz.

5 Sport pack contains Sport iDNES.cz, Sport Lidovky.cz. Commercial article is displayed only on iDNES.cz

6 The economic pack contains: Economy iDNES.cz, Economy Lidovky.cz, Money.cz and Finmag.cz. Commercial article is displayed only on iDNES.cz.

7 Purchased commercial article must be placed in specific section of Lidovky.cz

8 Auto pack contains: Auto iDNES.cz, Autojournal.cz, SkodaHome. Commercial article is displayed only on Auto iDNES.cz.

9 Life style pack contains: Expres.cz, Revue.iDNES.cz, Xman.iDNES.cz.

10 Commercial article is displayed only on Bydlení iDNES.cz, TipServer only on Reality iDNES.cz.

11 IT + Mobile + Gaming pack contains: Technet.iDNES.cz, Mobil.iDNES.cz, Bonusweb.iDNES.cz.

12 The AkcniCeny.cz pack contains: AkcniCeny.cz and iLetáky.cz.

13 It is displayed across all servers and magazines, including the media agencies.

14 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 acording 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 bannner variants per position and 5 different urls are allowed, for each additional variants there is a surcharge CZK 10,000.