

BurdaMedia Extra

Online portfolio

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Total monthly traffic (reach) of online titles:

- more than 5 million users
- 55% of the CZ internet population

Traffic (reach) of the **premium pack** (elle.cz, marianne.cz, lifee.cz):

- 1.5 million users per month

Traffic (reach) of **women pack** in online titles:

- 3 million users per month

Traffic (reach) of food pack (apetitonline.cz, toprecepty.cz):

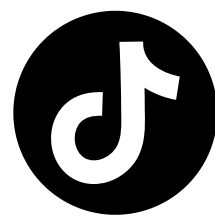
- 3 million users per month

Reach on social networks (Facebook, Instagram, Tiktok):

- more than 3-5 million users





WE ARE WHERE READERS ARE

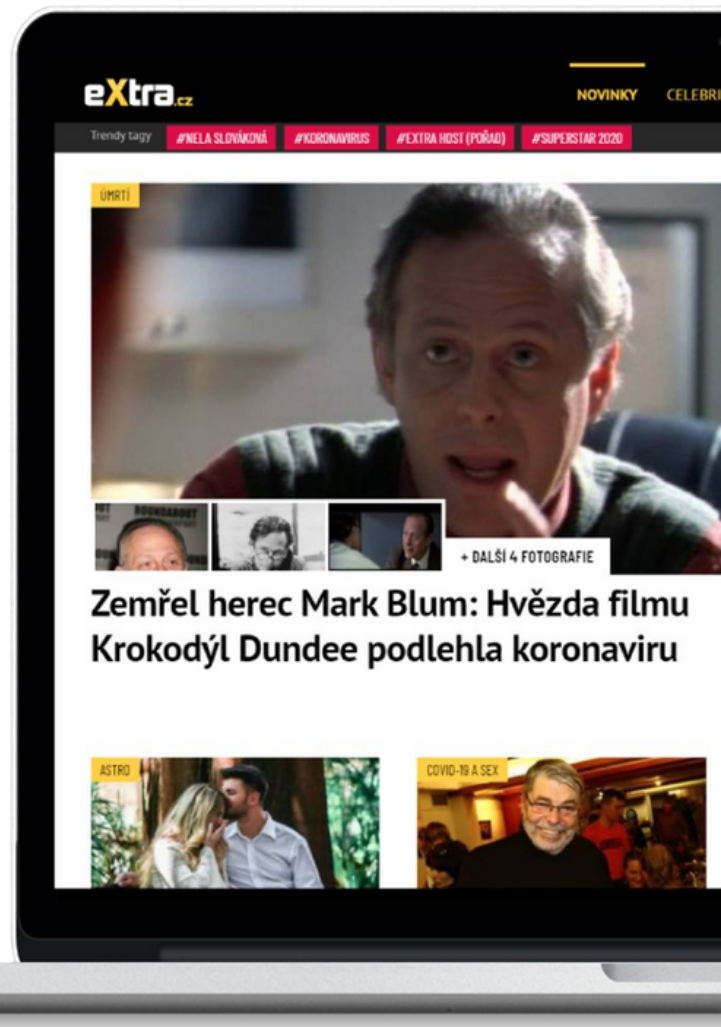
We provide a complete solution for online communication on all platforms



Extra.cz brings clear, entertaining news about Czech and foreign showbiz. Every day, it offers readers new information about relationships, embarrassments and emotions of mainly Czech and also foreign celebrities. It is also unique because many well-known personalities contribute to the site.

Monthly traffic and audience:



- 3.4 million real users
- 23 million visits
- 193 million page views
- 8 million video views
-  35 % desktop traffic
-  65 % mobile device traffic
-  48 % men
-  52 % women
- 66 % productive age of 20 - 59 years
- 54 % ABC socioeconomic classification

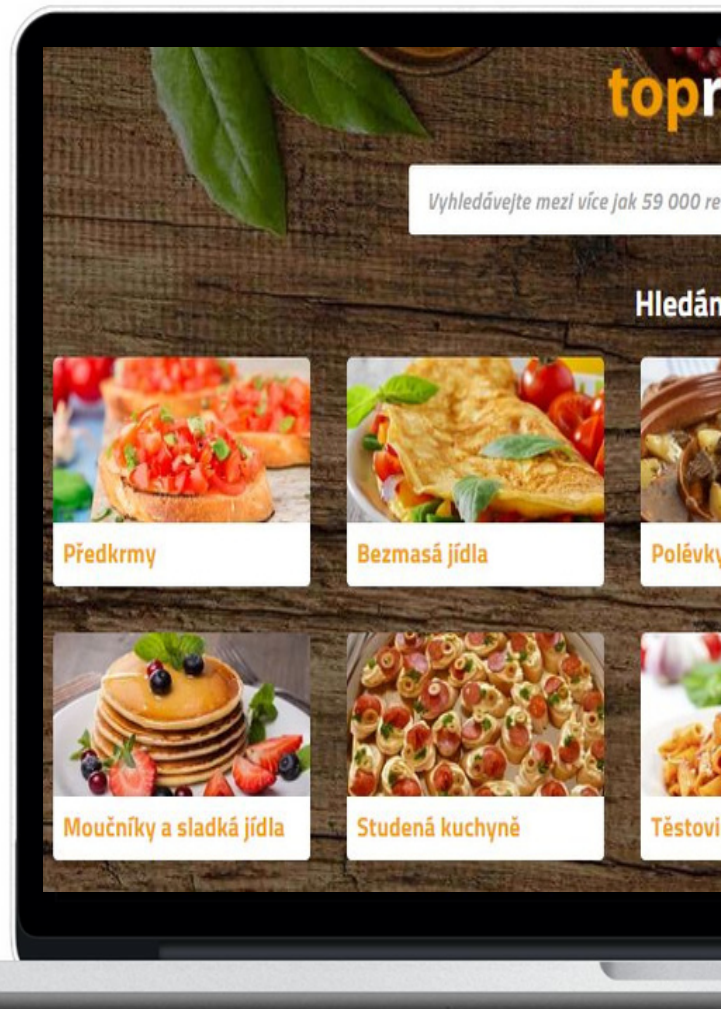


The most visited website about cooking and baking in the Czech Republic. It offers more than 59 thousand recipes including video recipes. The website now includes a magazine with tips and tricks that many cooks will appreciate.

Monthly traffic and audience:

- 2.6 million real users
- 9 million visits
- 24 million page views
- 10 million video views traffic
-  28 % desktop traffic
-  72 % mobile device traffic





-  64 % women
-  36 % men
- 69 % productive age of 20 - 59 years
- 53 % ABC socioeconomic classification





Apetit offers original, simple and functional recipes, introduces readers to gastronomic innovations and teaches them "not to be afraid of the kitchen". Even if they are not exactly master chefs. The Apetit editorial office is equipped with a professional kitchen so that it can test each recipe in advance with available ingredients. The editors or readers of Apetit who come to cook in this kitchen become the "test" cooks.

Monthly traffic and audience:

- 1.2 million real users
- 2 million visits
- 4 million page views
-  29 % desktop traffic
-  71 % mobile device traffic
-  65 % women
-  35 % men
- 69 % productive age of 20 - 59 years
- 53 % ABC socioeconomic classification



RECEPTY

Hledáte recept nebo surovi






**Apetit piknik už se blíží! Vedle ochutnávání
delikates si užijete také spoustu zábavy**

Začněte stříhat metr, my už jsme

Lifec.cz is a women's lifestyle magazine that draws you into the world of trends in fashion, cosmetics, health, housing and cooking. She will become your friend and advisor when it comes to children, relationships and experiences. Thanks to Lifec.cz, you can simply learn everything that a modern woman should be interested in.

Monthly traffic and audience:

- 1.5 million real users
- 4 million visits
- 20 million page views
- 4 million video views traffic
-  26 % desktop traffic
-  74 % mobile device traffic
-  69 % women
-  31 % men
- 68 % productive age of 20 - 59 years
- 52 % ABC socioeconomic classification

[Fit a krásná](#)[testování](#)[soutěže](#)

Jak na těhotenské nevolnosti: Funguje vhodný jídelníček, aromaterapie i babské rady

Ne nadarmo se říká, že těhotenství je jedním z nejkrásnějších období v životě ženy. Nastávající maminky v něm většinou zažívají mnoho krásných pocitů štěstí a nedočkavé radosti. Někdy se ale dostávají také nevolnosti, které mohou celé těhotenství znepříjemnit. Jak si užívat jiný stav bez



Jak se obléká moderátorka Eva Perkausová: Smyslné výstřihy, barevné přelasy i rafinované



Domácí hořčice: 7 rychlých receptů, po nichž se budete olizovat až za ušima

SVĚT ŽENY

WOMEN'S WORLD is a lifestyle website for women who enjoy life with enthusiasm and are happy to be themselves. In it, female readers will find not only news from the world of fashion, cosmetics and lifestyle, but also interesting things from the field of home design, travel and gastronomy.


Monthly traffic and audience:

→ 1.2 million real users


→ 3 million visits

→ 10 million page views

 36 % desktop traffic

 64 % mobile device traffic

 67 % women

 33 % men

→ 69 % productive age of 20 - 59 years

→ 55 % ABC socioeconomic classification

SVĚT ŽENY

[VZTAHY](#)[MÓDA A KRÁSA](#)[CELEBRITY](#)[PSYCHOLOGIE](#)[ZDRAVÍ](#)[ZÁBAVA](#)[BYDLENÍ](#)[T](#)

Marián Labuda z Vesničky má středisková v tichosti trpěl vážnou chorobou, neposlouchal nic



Capříkry, capky a různé zámotance pro úplně začátečníky a nešiky. Takhle zvládnete i vy!



Pozor, zdra věstina lidí uplácuje v uhrozuje celé rodiny







Pamatujete si na slizkého Sherminátora z Prčíček? Takhle dnes vypadá

CELEBRITY | Ema Erátová | 7. 6. 2023

marianne

MARIANNE is a lifestyle website for confident and independent women. It is based on the fact that the articles are not superficial and soulless. It offers a number of interviews with important people and precisely crafted articles on the topic of relationships, health, lifestyle, culture... On a professional level, it also deals with fashion and cosmetics. Marianne is a mix of intelligent reading, humor and lifestyle topics. Above all, she wants to inspire and entertain her readers.

Monthly traffic and audience:

- 0.8 million real users
- 2 million visits
- 14 million page views
-  32 % desktop traffic
-  68 % mobile device traffic
-  77 % women
-  23 % men
- 67 % productive age of 20 - 59 years
- 54 % ABC socioeconomic classification

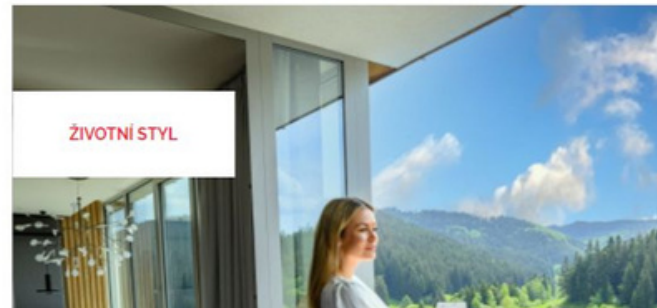
Zdroj: Google Analytics; Netmonitor - Spir - Gemius, 2023 - 03

marianne

[MÓDA](#)[KRÁSA](#)[ŽIVOTNÍ STYL](#)[ZÁBAVA](#)[STORIES](#)

Privolejte léto s červnovou
Marianne

Wixie: Nejnovější vlasový trend a
střih vhodný na léto



ELLE

ELLE is intended for sophisticated, independent women with a sense of their own style. It regularly presents readers with the latest fashion trends from the streets and shows of world designers. In addition, it features profiles and interviews with fashion, culture and show business personalities or practical tips related to beauty, health and fitness.

Monthly traffic and audience:

→ 0.5 million real users

→ 0.8 million visits

→ 3 million page views

🖥️ 33 % desktop traffic

📱 67 % mobile device traffic

💄 77 % women

🧔 23 % men

→ 70 % productive age of 20 - 59 years

→ 54 % ABC socioeconomic classification

ELLE



MÓDA

KRÁSA

CELEBRITY

LÁSKA A SEX

H



5 DŮVODŮ, PROČ SI KOUPIŤ
ČERVNOU ELLE



NEVĚRA JE NAKAŽLIVÁ
CHYTIT JI MŮŽETE OD PŘÍTEL
I OD KOLEGŮ Z PRÁCE



naše krásná Zahrada

A degree focused on the creation, maintenance and use of a modern garden is here for those who know that a garden is and should be a pleasure! In the individual sections, we are devoted to the ornamental garden and balcony and indoor flowers, but also to the cultivation of fruit, vegetables, herbs and animals in the garden.

Monthly traffic and audience:

→ 0.4 million real users

→ 0.7 million visits

→ 1.5 million page views

38 % desktop traffic

62 % mobile device traffic

76 % women

24 % men

→ 57 % productive age of 20 - 59 years

→ 49 % ABC socioeconomic classification

Zdroj: Google Analytics; Netmonitor - Spir - Gemius, 2023 - 03



ATLAS ROSTLIN | PRAXE | ZAHRADNÍ ARCHITEKTURA



Jak na dokonalý
trávník: zbavte se
plsti, mechu a při
sečení dodržte

jednoduché pravidlo







Víkend otevřený
zahrad: objevte
vesnice v Praze
Toulcově dvoř

navštívte farmu



G.cz is a social and opinion magazine. The content works in a fun way with leaderboards, video content, processing information related to news in the world of science and technology or art.

Monthly traffic and audience:

- 0.2 million real users
- 0.2 million visits
- 1 million page views
-  25 % desktop traffic
-  75 % mobile device traffic
-  53 % men
-  47 % women
- 71 % productive age of 20 - 59 years
- 57 % ABC socioeconomic classification



ZPRÁVY SATIRA NÁZORY ŽIVOT TECH ZÁBAVA VIDEO C

Jaroslav Heyrovský: Osmnáctkrát nominovaný laureát Nobelovy ceny byl také obviněn z kolaborace

Dnes uplynulo přesně 53 let od smrti jednoho ze dvou českých laureátů Nobelovy ceny, Jaroslava Heyrovského. Loni tomu navíc bylo 60 let od doby, kdy z rukou švédského krále...



Jan Fiedler



Kofola byla socialistickou odpovědí na Coca-Colu: Dodnes populární limonáda se začala vařit i kvůli přebytku kofeinu z pražení kávy



Kateřina Horáková



Vláda ČR: Živnostníci dostanou 000 měsíčně jako odškodné







Jana Mráková



Chip.cz is a test expert, technology consultant and trend commentator. It offers its readers a reliable, independent orientation in the digital world. Every year, it tests more than 2,000 products in its laboratories - from laptops and smartphones, through TVs to mobile networks or antivirus programs.

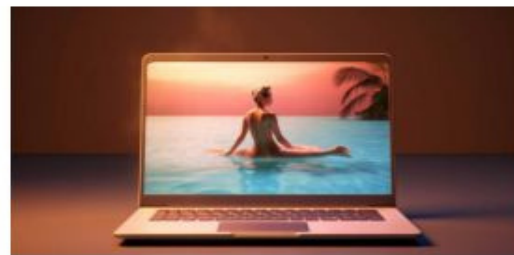
Monthly traffic and audience:

- 0.6 million real users
- 0.8 million visits
- 1.3 million page views
-  40 % desktop traffic
-  60 % mobile device traffic
-  21 % men
-  79 % women
- 69 % productive age of 20 - 59 years
- 60 % ABC socioeconomic classification



NOVINKY | TÉMATA | TOP10 & TE

NOVINKY



U USA roste počet vydírání na základě zmanipulovaných videí se sexuální tematikou

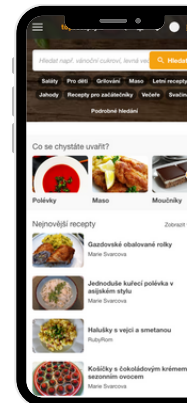
FBI varuje před stále častějším používáním umělé inteligence k vytváření falešných videí, která vypadají, že zobrazují skutečné osoby zapojené do sexuálně explicitních aktivit. Vyděračům přitom k vytváření falešných videí stačí jedna fotka ze sociálních sítí.

Ne
zpr
Fac
se
kar

Mějte
podv
Česk
„pošl
phish
objev

What we can do:

- wide reach (banners, native, video)
- content projects and tailor-made specials
- thematic series and topics
- wide reach on social networks
- targeted audience
- production of videos and advertorials
- product testing
- unique packs (premium, women, food, hobby, men)



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