

DNY marianne

CZECH REPUBLIC:

11th-13th September 2015

SLOVAKIA:

18th-20th September 2015

Join the most successful shopping event
in Czech and Slovak Republic
with over 5 480 stores participating
and turnover of 405 000 000 CZK in 2014!

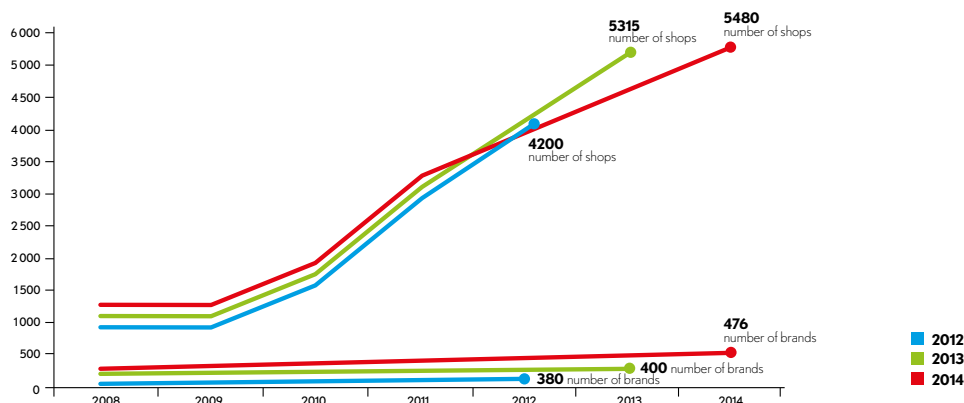
DEADLINE FOR YOUR REGISTRATION: 5. 6. 2015

15th
anniversary

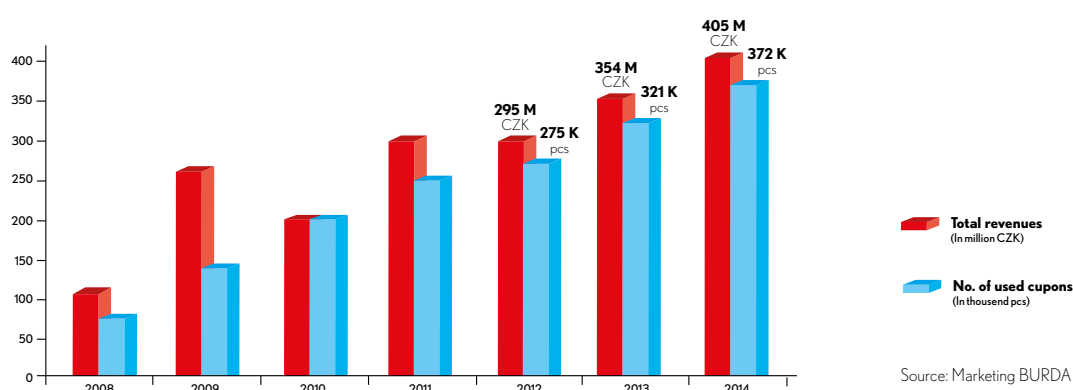
Marianne Days 2014

Results in Czech Republic and Slovakia

NUMBER OF BRANDS AND STORES



PARTNER TOTAL REVENUES AND COUPONS USED



Source: Marketing BURDA Praha

MARIANNE DAYS GLOBAL CONCEPT

- The most successful shopping event in Czech Republic and Slovakia
- Present on the Czech market for 15 years!
- 3 days of shopping with hundreds of special offers (discounts and gifts)
- Marianne Days Lounges in Prague, Ostrava, Brno* and Bratislava with special presents and free programs
- Mobile application navigating the shoppers through the partner stores
- **NEW!** Separate section for e-shops' offers

* lounge in Brno to be confirmed

Marianne Days 2015

Global promo campaign



Radio



Print



Websites + newsletters



Cinema

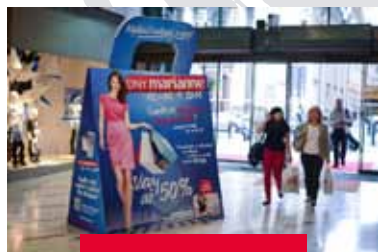


Social media

360°
CAMPAIGN
reaching up to **6.2 M.**
Czech and Slovak
people



Shopping malls
+ outdoor



POS



Mobile app



Events
(Marianne Days Lounges)

HOW TO PARTICIPATE

- Order at least 1/6 module size and sign reservation
- Provide min. 25 % (Marianne) or 20 % (Marianne Bydleni) or valuable gift to Marianne Days participants
- Provide min. additional 3 % discount or extra valuable gift to main sponsor customers
- Register on <http://akce.burdamedia.cz/Dny-Marianne-2015/> for CR and <http://akce.burdamedia.cz/Dni-Marianne-2015-SK/> for SK to send your materials* by **5. 6. 2015**. All materials must be sent only via the website**.

**photo of the product or gift, 300 DPI, text based on size of the module, store addresses*

***To receive new password go to: <http://akce.burdamedia.cz/forgotPass>, in case of technical problems with reservation system, please contact us at akce@burdamedia.cz*

CONDITIONS

- Only active clients can participate. It means clients who have already ordered advertising in 2015 in Marianne or Marianne Bydleni
- Each module can be used only for one brand
- E-shop and traditional shop cannot be advertised at once on one module (special e-shops' section is launched in 2015)
- Discount has to be provided on all product range and cannot be used on already discounted products
- Every offer and gift must be approved by Burda
- Readers can access discounts and gifts only after presenting Marianne Days coupon at cash desk (traditional shops) or discount code (e-shops)
- Marianne Days posters and paper boards have to be placed in all shopping windows at least 2 weeks before the event. Rule is not valid for e-shops
- Marianne Days have to be promoted on each participant's facebook and/or website at least 2 weeks before the event
- Marianne Days bags have to be distributed to all Marianne Days shoppers. Amount of bags per shop is limited
- Marianne Days participants conditions are listed in „General Terms and Conditions“ for CR on <http://akce.burdamedia.cz/Dny-Marianne-2015/documents> and for SK on <http://akce.burdamedia.cz/Dni-Marianne-2015-SK/documents>
- Partners whose products and services belong by their nature into Marianne Bydleni and are interested in advertising in Marianne, must advertise their offer in both magazines (Marianne and Marianne Bydleni)

IMPORTANT DATE

- Register till **5. 6. 2015** (fill in the form with the discount/gift offer), send us your signed reservation and materials (photo of the product or gift, 300 DPI, text based on size of the module, store addresses list). Registration can be done only on <http://akce.burdamedia.cz/Dny-Marianne-2015/> for CR and <http://akce.burdamedia.cz/Dni-Marianne-2015-SK/> for SK

1. MODULE OFFERS

PURCHASE ONE OF 4 DIFFERENT MODULES* AND GAIN:

- Presentation of your brand and offer on the module in a magazine
- Discount coupon with your offer in a magazine
- Presentation of your brand offer on Marianne Days micro site and in the mobile app
- Presentation of your store addresses in the address book, on the micro site and in the mobile app
- Marianne Days promo materials and shopping bags (limited amount, not valid for e-shops)

* participation rules on page 4

full page

2/3 page

1/3 page vertical

1/6 page

1/3 page horizontal

RATES IN CZK

Module	1/6	1/3 vertical/horizontal	2/3	1/1
Marianne	52 000	85 000	140 000	245 000
Marianne Bydleni	30 000	48 000	78 000	100 000
Special offer	discount/gift	discount/gift	discount/gift	discount/gift
Partner's promo	Fac/web/@mail	Fac/web/@mail	Fac/web/@mail	Fac/web/@mail

2. MARIANNE DAYS LOUNGE OFFERS

WHAT ARE MARIANNE DAYS LOUNGES?

- Commercial places in Prague, Ostrava and Brno* where Marianne Days participants can receive presents but also discover/test our partners' products and services
- Over 25 000 people visited Marianne Days lounges in Czech Republic in 2014

MARIANNE DAYS LOUNGE IN PRAGUE

- **Location** • Ovončý trh (outdoor tent) - lounge with the highest traffic
- **Partner fee** • **300 000 CZK + production costs (decor, hostesses and products)**
- **Partner receives** • **922 500 CZK of media value:**
 - 25 m² space in Marianne Days Lounge
 - 1 advertorial page in Marianne 9/15
 - 1/2 page lounge program presentation in Marianne Days section in Marianne 9/15 and Marianne Bydlení 9/15
 - Presentation of the lounge program on the Marianne Days micro site and in the mobile app
 - 2/3 page partner offer in Marianne 9/15

MARIANNE DAYS LOUNGE IN OSTRAVA

- **Location** • Nova Karolina (inside the shopping mall) linked with the entertaining program of the shopping mall
- **Partner fee** • **150 000 CZK + production costs (decor, hostesses and products)**
- **Partner receives** • **469 500 CZK of media value:**
 - 25 m² space in Marianne Days Lounge
 - 1/2 page lounge program presentation in Marianne Days section in Marianne 9/15 and Marianne Bydlení 9/15
 - Presentation of the lounge program on the Marianne Days micro site and in the mobile app
 - 1/6 page partner offer in Marianne 9/15

** lounge in Brno to be confirmed*



**MARIANNE DAYS LOUNGES SPACE IS LIMITED SO IF YOU ARE INTERESTED,
PLEASE CONTACT OUR TEAM AS SOON AS POSSIBLE!**

3. MOBILE APP SPONSOR

MOBILE APP CONCEPT

- Designed to make the shopping easier and more efficient
 - Allows users to search the partners' offers, store addresses and create their wish list
 - Shows the best route to access partner stores
 - Provides information about Marianne Days Lounges location and programs
-
- **Sponsor fee** • **300 000 CZK**
 - **Sponsor receives** • **2 449 000 CZK of media value:**
 - 1 single page advertorial linked with the mobile app in Marianne 9/15, Marianne Bydleni 9/15, InStyle 9/15, Joy 9/15
 - Logo/product photo on 1/2 page mobile app presentation in Marianne Days section in Marianne 9/15 and Marianne Bydleni 9/15
 - Logo on the presentation of the mobile app on the Marianne Days CR and SK micro site and facebook
 - Logo on every screen of the mobile app for CR and SK
 - Box in the app menu with the sponsor PR article
 - 1 banner 300 x 300 (3 weeks) with partner logo on elle.cz, marieclaire.cz, joyonline.cz, marianne.cz and instyleonline.cz. The banner links to mobile app description
 - 1 PR article presenting how to use the app with partner logo on elle.cz, marieclaire.cz, joyonline.cz and marianne.cz (3 weeks)
 - Direct mailing explaining the use of the mobile app with partner logo (35 506 addresses)



4. MAIN CO-SPONSOR

- **Main co-sponsor fee** • **1 500 000 CZK**
- **Main co-sponsor receives** • **15 179 387 CZK of media value:**
 - Logo in Marianne Days section in Marianne 9/15 and Marianne Bydleni 9/15. The logo is placed on each page (around 135 pages)
 - Single page advertorial with sponsor info in the Marianne Day section in Marianne 9/15 and Marianne Bydleni 9/15
 - Logo on the cover of coupon book
 - Single page advertising on the 2nd cover of the coupon book
 - Logo on the back side of the coupons (alternated with second sponsor)
 - Logo in all promo campaigns (print, subway, shopping malls)
 - Logo on foil posters and paper boards in partner stores
 - Stand in Marianne Days lounges in Prague and Ostrava*
 - Distribution of promotional materials in Marianne Days bags given away in lounges in Prague, Ostrava and Brno (25 000 bags)
 - Logo on banner in promo campaign of Marianne Days on: marianne.cz, elle.cz, joyonline.cz, poslirecept.cz, apetitononline.cz, Instyleonline.cz (3 weeks)
 - PR article on the Marianne Days micro site for CR with link to partner website (3 weeks)
 - Banner on the Marianne Days for CR micro site (3 weeks)

** production cost of the stand (decorations, hostesses, program) is additionally covered by main sponsor*



1. MODULE OFFER

PURCHASE ONE OF 4 DIFFERENT MODULES* AND GAIN:

- Presentation of your brand and offer on the module in a magazine
- Discount coupon with your offer in a magazine (discount valid in all Slovakia)
- Presentation of your brand offer on Marianne Days SK micro site and in the mobile app for SK
- Presentation of your store addresses in the address book, on the micro site and in the mobile app
- Marianne Days promo materials and shopping bags (limited amount, not valid for e-shops)
- If one of your stores is located in Eurovea shopping mall, you will receive additional free coupon on the Eurovea coupon page in Marianne 9/15

The diagram illustrates the layout of the DNY marianne magazine modules. A central 'full page' module features a woman in a black dress with a 20% discount. Surrounding it are smaller modules: '1/3 page vertical' (left), '1/6 page' (bottom left), '2/3 page' (top right), and '1/3 page horizontal' (bottom right). Each module displays various brand offers with discount percentages like 20%, 25%, 30%, and 70%.

RATES IN CZK

Module	1/6	1/3 vertical/horizontal	2/3	1/1
Marianne	16 000	27 000	45 000	76 000
Marianne Bydleni	9 500	15 000	25 000	43 000
Special offer	discount/gift	discount/gift	discount/gift	discount/gift
Partner's promo	Fac/web/@mail	Fac/web/@mail	Fac/web/@mail	Fac/web/@mail

IF YOU HAVE STORE IN EUROVEA SHOPPING MALL, TEST MARIANNE DAYS FOR FREE

CONTACT US, PROVIDE UNIQUE OFFER* TO OUR READERS AND GAIN:

- Discount coupon with your offer in Marianne 9/15 on the Eurovea coupon page (discount valid only in Eurovea)
- Presentation of your brand offer on Marianne Days SK micro site and in the mobile app for SK
- Presentation of your Eurovea store address in the address book, on the micro site and in the mobile app
- Marianne Days promo materials and shopping bags (limited amount) for your Eurovea store

* participation rules on page 4

2. MARIANNE DAYS SERVICES OFFER

WHAT ARE MARIANNE DAYS SERVICES?

- Free services offered by the partners in Eurovea shopping mall where the only Slovak Marianne Days lounge is located
- Over 3 200 people collected their presents in Eurovea Marianne Days Lounge in 2014
- Over 50 000 people visited Eurovea during Marianne Days 2014
- If you wish to provide unique free service to Marianne Days participants in Slovakia, see offer below

SERVICE PARTNER

- **Location**
 - Eurovea (inside the shopping mall)
- **Partner fee**
 - **100 000 CZK + production costs (decor, hostesses and products)**
- **Partner receives**
 - **532 500 CZK of media value:**
 - 25 m² space in Eurovea shopping mall
 - 1/2 page service presentation in Marianne Days section in Marianne 9/15 and Marianne Bydlení 9/15
 - Presentation of the service on the Marianne Days micro site and in the mobile app
 - 1/6 page partner offer in Marianne 9/15
 - 1 coupon on Eurovea coupon page in Marianne 9/15
 - 1 banner in rotation on the Marianne Days micro site (3 weeks)



3. MAIN SPONSOR OFFER

- **Main sponsor fee** • **1 300 000 CZK**
- **Main sponsor receives** • **5 486 788 CZK of media value:**
 - Advertising stripe on Marianne Days SK promo page in Marianne 8/15
 - 1 single advertorial page in Marianne 9/15 and Marianne Bydlení 9/15*
 - Advertising stripe on all pages of Marianne Days SK section in Marianne 9/15 and Marianne Bydlení 9/15 (around 31 pages)
 - Advertising stripe on all pages with coupons for SK in Marianne 9/15 and Marianne Bydlení 9/15
 - Logo placed on the back of the coupons for SK in Marianne 9/15 and Marianne Bydlení 9/15
 - Advertising stripe in Marianne Days SK promo campaign (outdoor, bus frames, shopping malls)
 - Advertising stripe on Marianne Days SK store posters and paper boards
 - Naming of the sponsor in the Marianne Days SK radio campaign
 - Logo on one side of Marianne Days SK bag (10 000 pieces)
 - Branding on the Marianne Days SK micro site with link to sponsor website (3 weeks)
 - PR article on Marianne Days SK micro site (3 weeks)
 - Logo on the promo banner of Marianne Days SK on marianne.cz and elle.cz (3 weeks)
 - 1 single page advertising in ELLE and Marianne in 2015

** production cost of the advertorial is additionally covered by the sponsor*



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marianne

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marianne bydlení

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