



shopping fever

7-9 April 2017

*Reach out to more
than 4 million
shoppers*

AND OFFER THEM YOUR
PRODUCTS AND SERVICES
THROUGH OUR PROJECT

SHOPPING FEVER *is...*

- Exclusive shopping event connected with spring/summer 2017 collections
- Linked to lifestyle magazines Elle, Marie Claire, Joy
- Many offers on products and services from all segments
- Many discounts and premium gifts on each purchase during the weekend
- A range of special services and accompanying events taking place at the biggest shopping malls in Prague, and now also in Brno and Ostrava



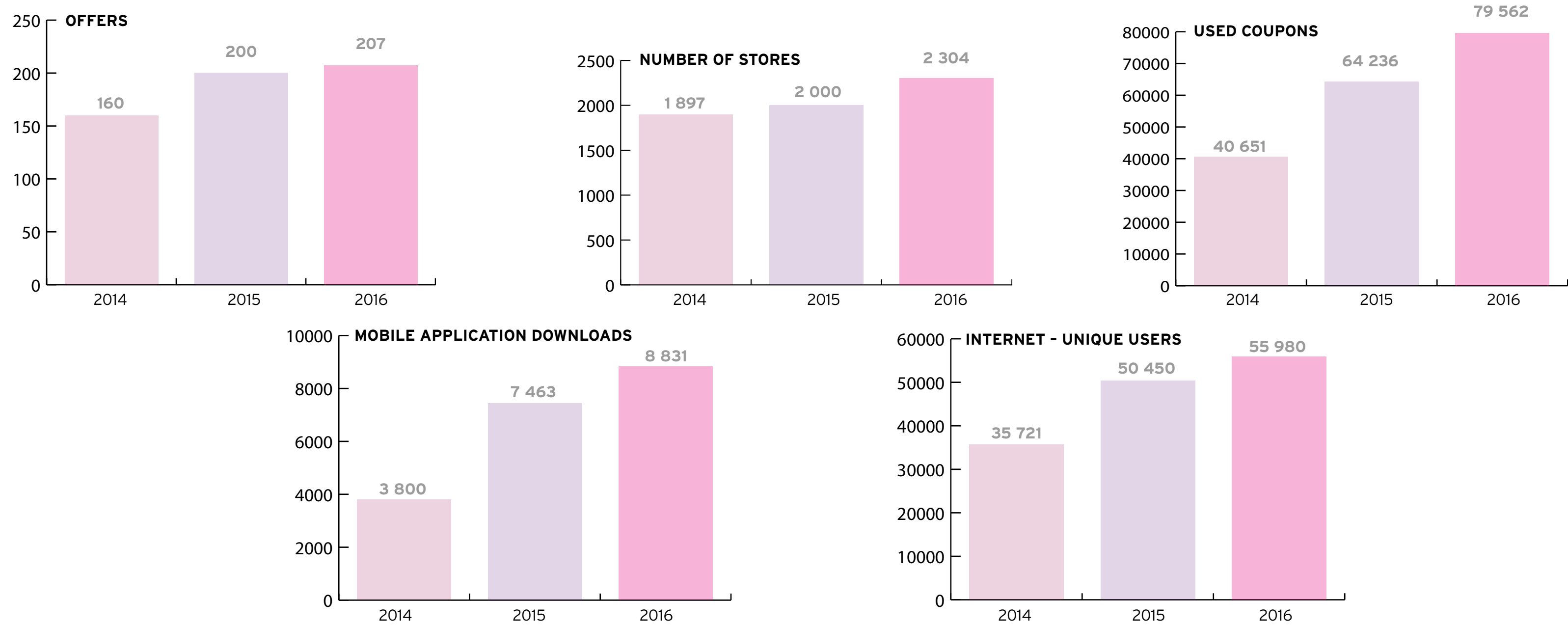
Shopping Fever 2017

PROJECT REALISED BY B CREATIVE DEPARTMENT, BURDA PRAHA, SPOL. S R. O., PŘEMYSLOVSKÁ 2845/43, PRAHA 3



SHOPPING FEVER *2016 in numbers*

207 OFFERS in the segments of fashion, cosmetics, design and services
2 304 SHOPS in the Czech Republic participating in the event
55 980 UNIQUE USERS of the myshoppingfever.cz microsite
8 831 DOWNLOADS of the Shopping Fever application
79 652 USED COUPONS



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Become a partner

OF A UNIQUE SHOPPING EVENT IN THE CZECH
REPUBLIC SUPPORTED BY THREE LIFESTYLE
MAGAZINES AND EXCLUSIVE EVENTS!



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SHOPPING FEVER *Modules, stores*

USE ONE OF THE 4 OFFER MODULES AND YOU WILL GET:

- A presentation of your brand in a module of your choosing in Elle, Marie Claire and Joy magazines (4/17)
- A discount coupon in a coupon booklet (**NEW FEATURE IN 2017**)
- Posters and trendy shopping bags in your stores (1 poster per shop, the number of shopping bags is limited)
- A presentation of your offer and addresses of all your stores on the microsite and in the Shopping Fever mobile application

SHOPPING FEVER DISCOUNT WEEKEND TAKES PLACE FRI-SUN (7-9 APRIL 2017)

PRICE LIST:

MODULE SIZE	1/6 PAGE	1/3 PAGE	2/3 PAGE	1/1 PAGE
Prices in CZK	39 000	72 000	136 000	195 000



KORRES 22% SLEVA NA CELÝ SORTIMENT Nabídka platí od 17. do 19. 4. 2015 + dárek krém na ruce Bambucký málo (10 ml)	MALVÍK 22% SLEVA NA ZBOŽÍ SKLÁDEM V OBCHODE Nabídka platí od 17. do 19. 4. 2015 + dárek	MARIONNAUD YVES SAINT LAURENT DÁREK SADA LUXUSNÍCH STĚTČŮ K NÁKUPU VÝROBKŮ ZNAČKY YSL NAD 1450 Kč Nabídka platí od 17. do 19. 4. 2015 + dárek kosmetika nebo ošetření v kytlové vaně
KORRES 22% SLEVA NA CELÝ SORTIMENT Nabídka platí od 17. do 19. 4. 2015	LIU JO 20% SLEVA + DÁREK NA NOVOU KOLEKCI JARO/LÉTO 2015 Nabídka platí od 17. do 19. 4. 2015 25% sleva na celý sortiment	MARIONNAUD SISLEY DÁREK K NÁKUPU VÝROBKŮ SISLEY NAD 3499 Kč Nabídka platí od 17. do 19. 4. 2015 25% sleva + dárek zážitek a lesklý nápoj
KONSEPTI 20% SLEVA NA VEŠKÉRY SORTIMENT I OBJEDNÁVKY Nabídka platí od 17. do 19. 4. 2015 + dárek vzorek nánic	MALVÍK 22% SLEVA NA ZBOŽÍ SKLÁDEM V OBCHODE Nabídka platí od 17. do 19. 4. 2015 20% sleva na produkty Marionnaud + dárek + slevový kupon	MARIONNAUD YVES SAINT LAURENT DÁREK SADA LUXUSNÍCH STĚTČŮ K NÁKUPU VÝROBKŮ ZNAČKY YSL NAD 1450 Kč Nabídka platí od 17. do 19. 4. 2015 + dárek káva k dortu zdarma

shopping fever

KRÁSA / SHOPPING FEVER 2016

MARIONNAUD
Navštivte během nákupu akce Shopping Fever kteroukoliv z 36 parfumerií Marionnaud v ČR, kde je pro vás připravena sleva 20 % na celý nezlevněný sortiment. K nákupu dostanete navíc krásný dárek - bronzující pudr Marionnaud v hodnotě 439 Kč.
30% SLEVA NA PRODUKTY ZNAČKY MARIONNAUD + DÁREK + SLEVOVÝ KUPON 30% NA PŘÍSTÍ NÁKUP
+ získání dárku je podmíněno nákupem v minimální hodnotě 300 Kč

MARIONNAUD - SISLEY
Nakupte v parfumerii Marionnaud prestižní francouzskou přírodní kosmetiku Sisley nad 3499 Kč a dostanete krásný dárek - luxusní kosmetickou taštičku s miniaturními produktů Benefit dostanete kosmetickou taštičku se 2 miniaturními - linkou na oči They're Real Push-up Liner a balíček POREfessional.
20% SLEVA NA PRODUKTY ZNAČKY MARIONNAUD + DÁREK + SLEVOVÝ KUPON 30% NA PŘÍSTÍ NÁKUP

MARIONNAUD YVES SAINT LAURENT
Nakupte během akce Shopping Fever výrobky značky Yves Saint Laurent nad 1450 Kč a dostanete sadu luxusních stětčů YSL. Platí exkluzivně v parfumeriích Marionnaud.
20% SLEVA NA PRODUKTY ZNAČKY YVES SAINT LAURENT + DÁREK + SLEVOVÝ KUPON 30% NA PŘÍSTÍ NÁKUP

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KRÁSA / SHOPPING FEVER 2016

MIRACLE CLINIC
Miracle Clinic, místo kde se vaše sny o péči o kůži stávají skutečností. Využijte 22 % slevu na bezbolestnou laserovou epilaci a zbytek se nechtěných chloupků jednou provždy, Tato sleva platí i na veškeré masáže a zábaly, dopřejte si je.
+ DÁREK RASNAKA NEBO OŠETŘENÍ V KYTLIVĚ VANE
20% SLEVA NA KÓŽNÍ LASEROVÉ OPERACE OČI NEODMÍČÍ SE A NEODMÍČÍ HD

NEOVIIZE/DUOVIIZE
Znovu bez trýzní a účků je sasevnější a jednodušší. Setrné a prověřené laserové metody NeoSMILE 3D a NeoLASIK HD.
20% SLEVA NA KÓŽNÍ LASEROVÉ OPERACE OČI NEODMÍČÍ SE A NEODMÍČÍ HD

PARFUMERIE SEPHORA - BENEFIT
Značka Benefit si pro vás připravila exkluzivně v parfumeriích Sephora dárky! K nákupu 2 librových produktů Benefit dostanete kosmetickou taštičku se 2 miniaturními - linkou na oči They're Real Push-up Liner a balíček POREfessional.
+ DÁREK VOUCHEK S 20% SLEVOU NA VŠE PŘÍSTÍ NÁKUP

PARFUMERIE SEPHORA - CLARINS
Sephora je světem krásy, kde si vždy můžete splnit své sny. Ve dnech Shopping Fever obdržíte ve všech parfumeriích Sephora 30% slevu na značku Sephora a 20% slevu na ostatní sortiment.
+ DÁREK VOUCHEK S 20% SLEVOU NA VŠE PŘÍSTÍ NÁKUP



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SHOPPING FEVER *Modules, e-shops*

USE ONE OF THE 4 OFFER MODULES AND YOU WILL GET:

- A presentation of your brand in a module of your choosing in Elle, Marie Claire and Joy magazines (4/17)
- Banners for your website and other online promotion formats
- Presentation of your offer and address of your e-shop on the microsite and in the Shopping Fever mobile application
- Connection through Tracdelight with the Shopping Fever e-shop placed at the project's microsite
- A unique discount code in each coupon booklet (**NEW FEATURE IN 2017**)
 - We will provide the client with a number of unique codes that will match the total number of copies of the printed magazine + an estimated number of downloaded applications
 - The client has to register these codes into their system as unique discount codes within Shopping Fever 2017
 - The reader will have one unique code to all e-shops (i.e. They will receive one code from their coupon booklet that can be applied once in every e-shop, which participates in the event)

IMPORTANT NOTICE:

- The partner is not allowed to publish the unique discount code on their pages, mailing, or other materials

PRICE LIST:

MODULE SIZE	1/6 PAGE	1/3 PAGE	2/3 PAGE	1/1 PAGE
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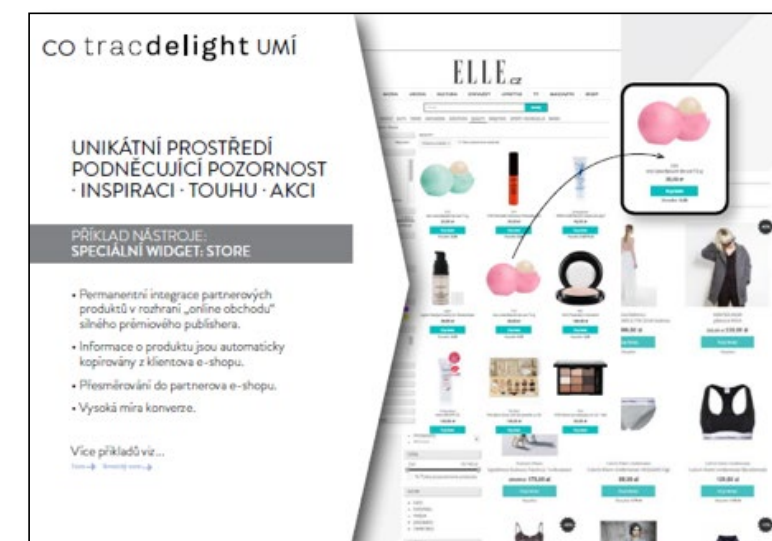
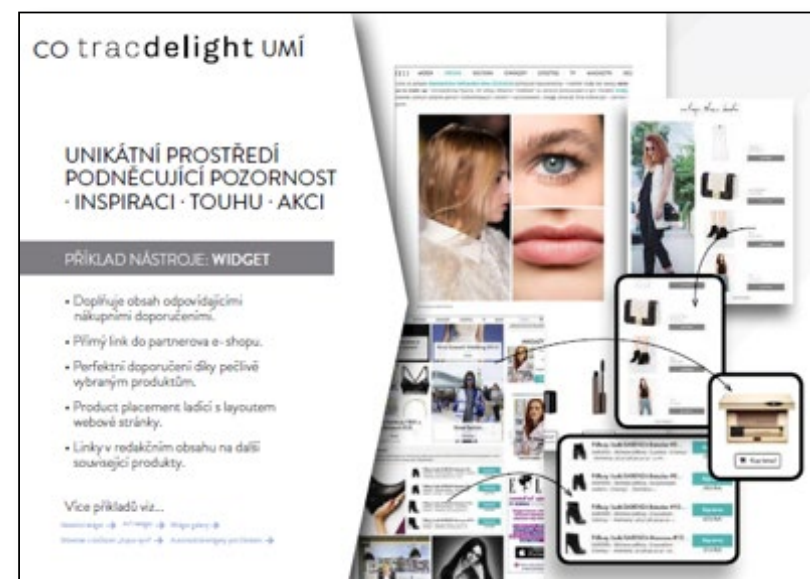


SHOPPING FEVER & *Tracdelight*

- Tracdelight is one of the biggest affiliate connectors of e-shops with the best creators of online content
- Exclusive product placement within editorial content of the most prestigious lifestyle websites and blogs
- Tracdelight displays products to its users in places where they search for inspiration
- Content completed with Tracdelight product placement has a strong character of a native advertisement - promoted products are seen more as tips and recommendations by established lifestyle tastemakers - than advertisement.
- High conversion rate due to strategic location of the product
- The process of the purchase remains under your control
- No initial investment - sales commission system based on PPS (pay per sale) - you only pay when you make a profit
- No contract, only standard terms and conditions apply
- Simple and straightforward technical implementation

COOPERATION WITH TRACDELIGHT IS BASED ON CPO (COST PER ORDER)

- **You already cooperate with Tracdelight:** book a module within Shopping Fever 2017 and you will be included automatically in the Shopping Fever e-shop.
- **You are yet to cooperate with Tracdelight:** book a module within Shopping Fever 2017, we will discuss all further details with you and then you will be included in the Shopping Fever e-shop.



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SHOPPING FEVER *Modules*

HOW TO PARTICIPATE

- Order at least 1 module about the size of 1/6 of a page and sign the reservation
- To readers of Elle, Joy and Marie Claire you are required to grant a minimum discount of 22%, or a premium gift (a gift that is equivalent to the discount and will motivate shoppers to make the purchase in the same way the discount does)
- Provide an extra 5% discount, or a premium gift to clients of the main sponsor
- Register at www.shopping-fever.cz and send us your materials* by **15 December 2016**
- All materials have to be submitted through the registration website

*a photo of your product or premium gift, 300 DPI, text according to the size of the offer, addresses of all your stores

CONDITIONS

- Each module may be used for only one brand
- Discount must relate to **all products from the new collection on offer**
- Each offer and premium gift will be authorized by the Burda team
- Readers will receive discounts and premium gifts only after presenting the Shopping Fever coupons at the checkout
- Shopping Fever posters must be displayed in the store windows for at least 2 weeks prior to the event
- Shopping Fever must be promoted on your Facebook page or website for at least 2 weeks prior to the event
- Each customer shopping with the Shopping Fever coupon will receive a shopping bag with the event logo.
The number of the shopping bags is limited.
- Conditions of participation in the project are located on www.shopping-fever.cz in the „Terms and Conditions“ section.

IMPORTANT

- **Register by 15 December 2016** (fill in the form with a discount / premium gift), send us a signed reservation, and your data (photo of the product or the premium gift), 300 DPI, text according to the size of the offer, addresses of all your stores.
Registration must be made solely on the www.shopping-fever.cz
- To maximize the success of our cooperation, we recommend that you do not provide any similar discounts for one month before and after the event.



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SHOPPING FEVER *Meeting Point Partnership*

CONCEPT

- Unique shopping events will take place in shopping malls all over the Czech Republic
- Meeting points will be set up in three selected shopping malls in the Czech Republic
- At each of these malls there will be a Shopping Fever Meeting Point which will have two exclusive clients and a premium gift counter
- Each event will offer original services for customers for free
- The organisation of events will be taken over by the partner brand, whose concept will be approved by the Burda team
- The presentation area for partners will be 3x3 metres

MEETING POINTS SHOPPING FEVER TAKES PLACE FRIDAY - SATURDAY (7-8 APRIL 2017)

YOU PROVIDE:

- **200 000 CZK** (we recommend sampling for the participants)
- The production of the client presentation including the costs is up to the client

YOU GET:

Description	Media value (CZK)
A 3-page advertorial connected to SF: one in Elle 4/17, one in Marie Claire 4/17, one in Joy 4/17	775 000
Event presentation on a microsite, in a mobile application and on Facebook (Elle, Marie Claire and Joy)	550 000
One PR article relating to the event on elle.cz, marieclaire.cz and joyonline.cz (3 weeks)	210 000
One banner relating to the event on myshoppingfever.cz (3 weeks)	225 000
Presentation of the brand offer in a 1/6 page module in Elle, Marie Claire and Joy 4/17 (bigger module format is possible for an extra fee)	39 000
Discount coupon (on the condition a discount is provided)	
Placing the store address in the directory on Shopping Fever microsite and in a mobile application	
Posters and trendy Shopping fever shopping bags in stores	2 149 000
TOTAL	



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SHOPPING FEVER *Mobile application*

CONCEPT

- Shopping Fever Mobile application makes shopping easier for customers
- The partners of the mobile application is the only provider that is permitted to provide exclusive discounts directly from the application
- The partner may use the application for their own project and therefore address all its users in a unique way
- **The application allows the users to:**
 - search for offers from individual partners and store addresses
 - find routes to the store
 - create their own shopping lists with notes
 - learn about all Shopping Fever events

YOU PROVIDE:

- **250 000 CZK**

YOU GET:

Description	Media value (CZK)
Partner's logo on every page	150 000
Space for sponsor's PR article in the menu of the mobile application	
1/2 page logo / product introducing the mobile application in a special SF supplement of Elle, Marie Claire and Joy 4/17	450 000
Logo on the presentation of the mobile application placed on the SF microsite and on Facebook (Elle, Marianne and Joy) for 3 weeks	135 000
1 page advertorial introducing the mobile application SF in Elle, Marie Claire and Joy 4/17	1 025 000
Video tutorial on how to work with the application + logo / product of the partner placed in the video	60 000
One video banner (3 weeks) with the partner's logo on elle.cz, marieclaire.cz, joyonline.cz	390 000
1 PR article with the partner's logo and video tutorial on how to work with the application on elle.cz, marieclaire.cz, joy-online.cz	285 000
Direct mailing with the partner's logo and the video tutorial on how to work with the application (35 506 addresses)	270 000
TOTAL	2 765 000



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SHOPPING FEVER *Main Sponsor 2017*

THE MAIN SPONSOR PROVIDES:
2 500 000 CZK

THE MAIN SPONSOR GETS:

Description	Media value (CZK)
PRINT	
1-page advertorial with information about the sponsor in Elle, Marie Claire and Joy 3/17	775 000
1 st advertising page in Shopping Fever special supplement of Elle, Marie Claire and Joy 4/17	774 000
2 nd advertising page in Shopping Fever special supplement of Elle, Marie Claire and Joy 4/17	709 500
1-page advertorial with information about the sponsor in the Shopping Fever special supplement of Elle, Marie Claire and Joy 4/17	775 000
1 advertising strip at the bottom of all pages of the Shopping Fever special supplement of Elle, Marie Claire and Joy 4/17	2 050 000
Logo placed on the reverse side of the discount coupons SF (alternates with the Shopping Fever logo)	2 700 000
ON-LINE	
Shopping Fever Branding microsite with a link to the website of the main sponsor (3 weeks)	360 000
1 PR article on the Shopping Fever microsite with a link to the website of the main sponsor (3 weeks)	105 000
1 PR article on elle.cz, marieclaire.cz and stripe on joyonline.cz (3 weeks)	210 000
PROMOTIONAL CAMPAIGN	
1 advertising strip within the Shopping Fever promotion campaign (print, outdoor, shopping malls, Facebook etc.)	2 000 000
1 advertising strip on Shopping Fever posters placed in partner shops	135 000
Logo on Shopping Fever bags	624 000
TOTAL	11 217 500



SHOPPING FEVER *360° campaign*

addressing more than 4 million of your potential customers*

THE CAMPAIGN INCLUDES:

- Promo bags
- Application
- PR articles on selected lifestyle websites of Burda publishing house
- Magazine supplement
- Modules and coupons
- Stickers (A3 poster)
- Bags
- Framed posters in the metro
- CLV
- Hostesses
- Lounges
- Microsite
- On-line and much more

* internal Burda Praha estimate for 2017, the images are from 2016 campaign



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