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## ANALYSIS OF PRICES OF PRINT ADVERTISING AND THE EFFECTIVENESS OF PRINT ADVERTISING ON READERS

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### Abstract

This article aims to analyze the prices of print advertising in domestic printing houses and to find out the effectiveness of print advertising in paper form on the readers. The primary source of data is document analysis, i.e. data from price lists of Mafra, Vltava Labe Media and Burda international publishing houses. The data needed to determine the effectiveness of print advertising in paper form is obtained through the CAWI method, which is one of the questionnaire survey methods. One hundred respondents answered the questionnaire. The comparison method is used to evaluate the data. The results show that the advertising prices of individual publishing houses vary. Research has also shown that readers prefer the online form of press because it is easier for them, and they do not have to buy printed newspapers and magazines. The results also suggest that advertisers choose multiple magazines in different formats and at different publishing houses and do not focus on just one magazine or publishing house. The work helped advertisers recommend which publishing house offers the most financially advantageous advertisement and show a price comparison of advertisements at individual publishing houses.

**Keywords:** *advertising, print, prices, print effectiveness, marketing*

**JEL Classification:** M31, M37, P22

## Introduction and theoretical background

In marketing, the concept of advertising is often discussed, being very important for companies, as it ensures the transfer of information to customers. Advertising occurs almost everywhere, for example, in television commercials, radio stations, billboards, or print. Print advertising is a type of mass advertisement that has its tradition, it has built credibility with people, but due to the influence of online media, the number of advertisers is declining (Světlík, 2018). Unlike television advertising, print advertising can provide readers with more information, not limited by time (Kokemuller, 2018). Print advertising is considered very expensive, especially according to the placement of the advertisement (Karlíček et al., 2016). If companies repeatedly use print advertising, it can cost up to several million CZK (Karlíček et al., 2016). It also depends on the choice of publication. Costs may vary depending on the chosen medium, whether newspapers or magazines. Other factors that increase costs are the size of the ad (in what format it will be), the colour, the length of time the ad will be displayed, or the days on which the ad will appear.

Newspaper advertising is also a local medium, a great advantage for companies, mainly targeting a specific group of people and a particular part of the local or regional market (Světlík, 2016). The disadvantage is the newspaper's longevity, since readers often throw away the newspaper after reading it, and with it the advertisement unless the reader keeps a snippet (Světlík, 2016).

Magazines differ from newspapers in that they can reach narrower target audiences; for example, according to the interests of target groups, there is much creativity, more colours are used, and this is very attractive for readers (Světlík, 2016). Readers read magazines more slowly and consistently than newspapers, which means they can pay more attention to advertising (Světlík, 2018). Světlík (2018) is inclined to believe that there is excellent competition for advertising in magazines, as some agencies are financially dependent on advertisers. When creating an ad, it must be captivating and engaging the reader. Světlík (2018) states that the product should be sold already in the title and that a picture is sometimes a better option than using words.

This topic could change the opinion of some companies on print advertising in a positive direction, i.e. that they would advertise more in print advertising and find out at which publishing houses an advertisement is the most financially advantageous. Companies may also be interested in what print media is better than, for example, television or online media. This work could also be of interest to publishing house owners and agencies because, as mentioned above, some agencies only survive on money from advertisers.

At present, new possibilities of advertising distribution channels are coming from the Internet, respectively, from Internet browsers (Olbrich and Schultz, 2014). Many potential users of advertising (at the input and output level) move comfortably at low cost in a virtual environment - in the whole socio-economic perspective. This environment offers advanced options and is very competitive with classic print advertisers. The situation surrounding classic print advertising in mainstream periodicals seems untenable (Silk and Berndt, 2021; Danaher and van Heerde, 2018; Goldfarb, 2014).

This work aims to analyze the current prices of print advertising in dailies and magazines published in the Czech Republic and to find out in which publishing houses advertising is the most financially advantageous. The sub-objective is to

determine how newspaper and magazine readers follow print advertising and whether they prefer online or paper print. The reason for analyzing print advertising prices is to find out whether it pays off to invest in print advertising. The research would provide print advertising prices for publishing houses, which would be crucial for entrepreneurs or investors when deciding to invest in print advertising. The research results should bring a satisfactory result to both the inquirer (company - entrepreneur) and the supplier (publishing houses).

Regarding this topic, the following research questions arise: What are the current print advertising prices at these publishing houses in the Czech Republic? Which publishing houses offer the most financially advantageous advertising offer? How much do readers of the paper media pay attention to the advertising placed in it? Do readers prefer online or paper media?

The price of print advertisement and its effectiveness on readers is widely discussed, especially among advertisers, i.e. companies that use advertising to promote their company. There is a so-called Union of Publishers, which supports and ensures the publication of periodicals and the provision of content on the Internet in the Czech Republic (Union of Publishers, 2021; Atabek and Atabek, 2015; Trivedi, Teichert, and Hardeck, 2020). The Union of Publishers, through the Millward Brown agency, conducted a survey in 2003 on the effectiveness of print advertising compared to television advertising. It was found that print advertising in the Czech Republic works similarly as it does abroad; if it is creatively and very interestingly produced, it has the same effects as television advertising. The research also included whether print advertising was ineffective when launching a new product. The result was that print advertising creates more public awareness than a television campaign, and the essential thing in print advertising is comprehensibility, message relevance, and credibility. According to the Union of Publishers (2021), the so-called combined method was chosen for the research with a standardized part of the questionnaire survey, which was created according to target groups, and 21 in-depth interviews were conducted with an elite group of respondents. The respondents were directors or workers of marketing departments, employees of media agencies, and directors of advertisements (Union of Publishers, 2021).

Each \$1 increase in online advertising resulted in a 22% decrease in print advertising between 2005 and 2010 (Sridhar & Sriram, 2015). In contrast, the Indian newspaper industry expects growth of around 6% (Priyadarshi et al., 2010). The IMARC Group (International Market Analysis Research and Consulting Group) (2018) favours that, despite increased interest in digital media and public interest in a better quality of the environment, advertisers still use print advertising to promote their company, new products or draw attention to various events. Advertisers using local, regional, or national newspapers and magazines to better target groups have increased the demand for print advertising worldwide (IMARC, 2018). According to a report issued by the IMARC Group in 2020, print advertising still has a significant share of the global market, despite the digitalization of the media and other competitors. IMARC Group (2019) states that print advertising still has a significant share of the global market, primarily readers who regularly subscribe to newspapers or magazines, i.e. subscribers. Another reason may be that the print ad is not too intrusive, and another advantage is that it gives the reader unlimited time to study the ad carefully. The report also states that interest in print advertising is declining in developed countries but is experiencing balanced growth in developing countries. According to IMARC Group (2019), the global print advertising market will likely decline sharply in the next five years.

Union of Publishers (2010) points out that print advertising brings the brand more sympathy and, unlike television advertising, the company does not have to invest too much in print advertising. Depken (2004) argues that the average income of a reader, his or her age, the number of pages printed per year, and the impression that the advertisement makes can increase the price of the advertisement.

Carson (2015) states that research into the financial crisis of print newspapers in Australia caused by the rise of digital paywall systems (systems that restrict access to a website) used a method of comparison and data analysis to collect data. The result of the research was that a paywall did not have much of an impact on retaining a large number of online subscribers.

Hampel et al. (2012) claim that more and more companies use premium printing technology. With the help of a field experiment, the general population was interviewed, and the main subject of the research was to find out what effect premium printing technology has on consumer behaviour and whether it is more effective than the classic form of print advertising. The results have shown that premium printing technologies add more prestige to advertising and increase consumer interest in both advertising and the company's brand (Hampel et al., 2012). Magazines are readable, create a personal relationship with the reader, make readers pay more attention to advertising and, consequently, make subsequent decisions, such as buying a product, or lead readers to look at the website of the company being advertised (Union of Publishers, 2009). Union of Publishers (2010) states that it has been working with Nielsen Atmosphere advertising monitoring data since 2010, where monitoring presents data on prices set for specific advertisements according to advertising price lists, but without bonuses or discounts.

Advertisers provide drug information to consumers who are considering different treatment options. An experimental method and a questionnaire survey (Aikin et al., 2018) were used to investigate consumer responses to price comparisons and information in prescription drug advertising. The result of the research was that people remembered the advertisement after publication, but it brought them more uncertainty about risks, effectiveness, and savings. Other respondents did not notice the advertisement, even though it was put in a prominent place (Aikin et al., 2018).

To support the comparison method, it is possible to use document analysis for data collection, which will bring the necessary information to the research. Using document analysis and the comparison method, it is possible to find out the current prices of print advertising at the listed publishing houses in the country, and it is also possible to obtain answers to research questions. Using the CAWI method, it is possible to determine the effectiveness of print ads on readers and other readers' preferences.

### **Material and methods**

We contacted five publishing houses in the Czech Republic via e-mail, with only one publishing house, Burda International, having responded, stating that they did not have older price lists available. We then contacted the publishing houses by phone, but unfortunately, they could not provide price lists. Only the Mafra publishing house referred us to their website containing older print advertising price lists. The data will be obtained through the Mafra publishing house price lists on their website. The price lists of the print advertisement of the Mafra publishing house will be compared from 2015 to 2021. The Lidové noviny newspaper and the Téma magazine will be compared. The data will be needed to determine the development of Mafra's print advertising prices.

To answer the research question, it will be necessary to compare the current price lists of print advertising, i.e. the price lists for 2021, which are located on publishing houses' websites. Three publishing houses will be compared, i.e. Mafra, Vltava Labe Media, and Burda International.

Subsequently, the data will be obtained using the CAWI method to answer the following research questions: "Do readers prefer online or paper media? How much do paper media readers pay attention to the advertising that is placed in it?". With the help of a questionnaire survey, these research questions can be answered.

There will be a price comparison between Lidové noviny and Téma magazine. The comparison method will be used, which will be supported by the analysis of documents, i.e. price lists of print advertising of the publishing house Mafra from 2015 to 2021, where prices will be compared over the last seven years. Thanks to the data processed in the table, we can easily compare price changes in individual years or other changes that may appear in the price lists. Price list data will be processed in Microsoft Excel into comprehensive tables. The table for Lidové noviny will include individual years, 4C advertising prices in CZK, various advertising formats, and their prices, advertising dimensions in millimetres (mm), advertising prices on individual days, and prices of examples of unique formats. In the table for the magazine Téma there will be individual years, standard formats (4C) and their prices and dimensions, bleed (overlap of the document intended for printing), and mirrors in mm.

Subsequently, the tables of three publishing houses (Mafra, Burda International and Vltava Labe Media) will be compared using the comparison method, where the answers to the research questions will be found. Here we will compare the current prices of print advertising. The price lists of the print advertisement from 2021 of three publishing houses will be compared: Mafra, Vltava Labe Media, Burda International. Microsoft Excel will be used for spreadsheets to compare currently published price lists. Three tables are created. These tables will answer the following research questions: "What are the current prices of print advertising at these publishing houses in the Czech Republic?" Moreover, "Which publishing houses offer the most financially advantageous advertising?"

The table at Mafra will list advertising prices in CZK, various advertising formats and their prices, advertising dimensions in millimetres (mm), magazine titles. Cosmopolitan, Téma and Speed for life magazines will be selected. Cosmopolitan and Speed for life are monthly magazines, and Téma is published weekly.

The next step will be to create a table for Vltava Labe Media for Glanc, National Geographic, Dům a zahrada magazines. These are monthly magazines. The table will list various formats of advertising prices in CZK and magazine titles. The dimensions of the advertising formats will be listed in a smaller table, where the types of formats and the dimensions of the bleed and the mirror will be in millimetres (mm).

This is followed by creating a table for Burda International for the magazines Elle, Chip and Naše krásná zahrada. These are monthly magazines. The table will list the types of formats and their price in CZK and the names of the magazines. The dimensions of the formats will be given in a smaller table, where there will be types of formats, dimensions of the net format and mirror types in millimetres (mm).

Furthermore, the CAWI method will be used to determine the effectiveness of print advertising on readers. The questionnaire will consist of 20 closed questions and one open question. The questionnaire would include gender, age distribution, and questions such as: Do you prefer paper or online media, whether they follow paper advertising if they switched from print to online printing, what was the reason, or, for example, how do they view paper advertising. These questions provide answers

to the following research questions: "Do readers prefer online or paper media?" Furthermore, "How much do paper media readers pay attention to the advertising placed in it?" The questionnaire will be developed through the Survio internet system and sent to Facebook. 100 respondents will fill out the questionnaire. The answers will be processed into charts.

## Results and discussion

There were no price changes in Table 1 and Table 2, which represent the development of the price of Lidové noviny's print advertising from 2015 to 2021. Only different formats have been changed, or various formats have been cancelled.

*Table 1: prices of advertising of the Mafra publishing house's Lidové noviny in the years 2015 to 2018*

Year	2015		2016		2017		2018	
Day	Mon Tue Wed Thu Sat	Fri	Mon Tue Wed Thu Sat	Fri	Mon Tue Wed Thu Sat	Fri	Mon Tue Wed Thu Sat	Fri
4C advertising prices in CZK (1mm/1sl.)	118	141	118	141	118	141	118	141
<b>Formats in mm</b>	<b>Prices in CZK</b>							
Junior page A (237 x 345)	x	x	x	x	x	x	x	x
Junior page B (189 x 276)	x	x	x	x	x	x	x	x
Panorama (600 x 435)	x	x	x	x	667 290	797 355	667 290	797 355
1/1 page (285 x 435)	307 980	368 010	307 980	368 010	307 980	368 010	307 980	368 010
Large corner (Junior page) (237 x 345)	203 550	243 225	203 550	243 225	203 550	243 225	203 550	243 225
1/2 page (vertical) (141 x 435)	153 990	184 005	153 990	184 005	153 990	184 005	153 990	184 005
1/2 page (horizontal) (285 x 217)	153 636	183 582	153 636	183 582	153 636	183 582	153 636	183 582
1/3 page (vertical) (93 x 435)	102 660	122 670	102 660	122 670	102 660	122 670	102 660	122 670
1/3 page (horizontal) (285 x 145)	102 660	122 670	102 660	122 670	102 660	122 670	102 660	122 670
1/4 page vertically (middle corner) (141 x 217)	76 818	91 791	76 818	91 791	76 818	91 791	76 818	91 791
1/4 page horizontally (base) (285 x 109)	77 172	92 214	77 172	92 214	77 172	92 214	77 172	92 214
Small corner (93 x 139)	32 804	39 198	32 804	39 198	32 804	39 198	32 804	39 198

1/8 page horizontally (141 x 109)	38 586	46 107	38 586	46 107	38 586	46 107	38 586	46 107
<b>Examples of special formats</b>	<b>Prices in CZK</b>							
Regional ear (45 x 39)	x	x	x	x	30 340	38 780	x	x
Nationwide ear (45 x 39)	31 930	40 810	31 930	40 810	31 930	40 810	31 930	40 810
Supplement ear (45 x 39)	30 340	38 780	30 340	38 780	x	x	x	x
Ad headline (45 x 70)	35 100	41 550	35 100	41 550	35 100	41 550	35 100	41 550
Ad headline (141 x 64)	96 000	113 000	96 000	113 000	96 000	113 000	96 000	113 000
Base headline (285 x 50)	233 870	260 400	233 870	260 400	233 870	260 400	233 870	260 400
Weather forecast ad (nationwide) ** (160 x 20)	28 790	32 550	28 790	32 550	x	x	x	x
Text section ad (nationwide) *** (1 or 2 sl. = price per mm/sl.)	472	564	472	564	472	564	472	564

*Source: own processing*

Table 2: Prices of advertising of the Mafra publishing house's Lidové noviny in the years 2019 to 2021

Year	2019		2020		2021	
Day	Mon Tue Wed Thu Sat	Fri	Mon Tue Wed Thu Sat	Fri	Mon Tue Wed Thu Sat	Fri
4C advertising prices in CZK (1mm/1sl.)	118	141	118	141	118	141
<b>Formats in mm</b>	<b>Prices in CZK</b>					
Junior page A (237 x 345)	203 550	243 225	203 550	243 225	203 550	243 225
Junior page B (189 x 276)	130 272	156 664	130 272	156 664	130 272	156 664
Panorama (600 x 435)	667 290	797 355	667 290	797 355	667 290	797 355
1/1 page (285 x 435)	307 980	368 010	307 980	368 010	307 980	368 010
Large corner (Junior page) (237 x 345)	x	x	x	x	x	x
1/2 page (vertically) (141 x 435)	153 990	184 005	153 990	184 005	153 990	184 005
1/2 page (horizontally) (285 x 217)	153 636	183 582	153 636	183 582	153 636	183 582
1/3 page (vertically) (93 x 435)	102 660	122 670	102 660	122 670	102 660	122 670
1/3 page (horizontally) (285 x 145)	102 660	122 670	102 660	122 670	102 660	122 670
1/4 page vertically (middle corner) (141 x 217)	76 818	91 791	76 818	91 791	76 818	91 791
1/4 page horizontally (base) (285 x 109)	77 172	92 214	77 172	92 214	77 172	92 214
Small corner (93 x 139)	32 804	39 198	32 804	39 198	32 804	39 198
1/8 page horizontally (141 x 109)	38 586	46 107	38 586	46 107	38 586	46 107
<b>Examples of special formats</b>	<b>Prices in CZK</b>					
Regional ear (45 x 39)	x	x	x	x	x	x
Nationwide ear (45 x 39)	31 930	40 810	31 930	40 810	31 930	40 810
Supplement ear (45 x 39)	x	x	x	x	x	x
Ad headline (45 x 70)	35 100	41 550	35 100	41 550	35 100	41 550
Ad headline (141 x 64)	96 000	113 000	96 000	113 000	96 000	113 000
Base headline (285 x 50)	233 870	260 400	233 870	260 400	233 870	260 400
Weather forecast ad (nationwide) ** (160 x 20)	x	x	x	x	x	x
Text section ad (nationwide) *** (1 or 2 sl. = price per mm/sl.)	472	564	472	564	472	564

Source: own processing



Table 3 and Table 4, which show the development of the print ad price of the Téma magazine from 2015 to 2021, show price changes. In 2017, the price of most formats increased. For the 2/1 panoramic double-sided format, the price increased by 5,71 %, i.e. from the original CZK 350,000, the price increased to CZK 370,000. The price of the 4th page of the cover increased from CZK 240,000 to CZK 280,000; per cent increased by 16,67 %. For the 2nd-page cover format, the price increased from CZK 220,000 to CZK 250,000, in per cent 13,64 %. The format of the 3rd page of the cover also underwent a price increase from CZK 210,000 to CZK 240,000, in per cent 14,29 %. Furthermore, the 1/1 page format increased from CZK 199,000 to CZK 220,000; in percent 0,5 % and the junior page format increased from CZK 185,000 to CZK 190,000; in percent 2,7 %. There was also a price increase for 1/3 page formats (horizontal and vertical) from CZK 90,000 to CZK 95,000; in per cent, 5,56 %. The price of 1/4 page formats (corner, horizontal and vertical) increased from CZK 70,000 to CZK 80,000; in per cent 14,29 %. There were no price changes for the 1/2 page format (vertical and horizontal). In 2018, there were again price changes for most formats. For the 2/1 panoramic double-sided format, the price decreased from CZK 370,000 to CZK 350,000; in per cent, 5,41 %. For the 4th page of the cover, the price increased from CZK 280,000 to CZK 300,000; in per cent 7,14 %, and for the 2nd page of the cover, the price increased from CZK 250,000 CZK 260,000; in per cent 4 %. The format of the 3rd page of the cover also increased the price from CZK 240,000 to CZK 250,000; in per cent 4,17 %. The price was maintained for the large corner (junior page) format, i.e. CZK 190,000. There was also a price increase in the format of 1/2 page (vertical and horizontal) from CZK 140,000 to CZK 150,000; in per cent 7,14 %. The price also increased for the 1/3 page format (vertical and horizontal) from CZK 95,000 to CZK 100,000; in per cent, 5,26 %. For the 1/4 page format (corner, vertical and horizontal), the price increased from CZK 80,000 to CZK 90,000; in per cent 12, 5 %. The following years do not report any price changes or format changes.

*Table 3: Prices of advertising of the Mafra publishing house's Téma magazine in the years 2019 to 2021*

Standard formats (4C)	r. 2015			r. 2016			r. 2017					
	Bleed dimensions in mm	Mirror dimensions in mm	Price in CZK	Bleed dimensions in mm	Mirror dimensions in mm	Price in CZK	Bleed dimensions in mm	Mirror dimensions in mm	Price in CZK	Bleed dimensions in mm	Mirror dimensions in mm	Price in CZK
2/1 panoramic double page (inside)	420x285	386x261	350 000	420x285	386x261	350 000	420x285	386x261	370 000	420x285	386x261	350 000
4th page of the cover	210x285	181x261	240 000	210x285	181x261	240 000	210x285	181x261	280 000	210x285	181x261	300 000
2nd page of the cover	210x285	181x261	220 000	210x285	181x261	220 000	210x285	181x261	250 000	210x285	181x261	260 000
3rd page of the cover	210x285	181x261	210 000	210x285	181x261	210 000	210x285	181x261	240 000	210x285	181x261	250 000
1/1 page	210x285	181x261	199 000	210x285	181x261	199 000	210x285	181x261	220 000	210x285	181x261	250 000

Large corner (junior page)	135x215	122x200	185 000	135x215	122x200	185 000	135x215	122x200	<b>190 000</b>	135x215	122x200	190 000
1/2 page - horizontal	210x140	181x128	140 000	210x140	181x128	140 000	210x140	181x128	140 000	210x140	181x128	<b>150 000</b>
1/2 page - vertical	102x285	88x261	140 000	102x285	88x261	140 000	102x285	88x261	140 000	102x285	88x261	<b>150 000</b>
1/3 page - horizontal (base)	210x114	181x95	90 000	210x114	181x95	90 000	210x114	181x95	<b>95 000</b>	210x114	181x95	<b>100 000</b>
1/3 page - vertical	72x285	55x261	90 000	72x285	55x261	90 000	72x285	55x261	<b>95 000</b>	72x285	55x261	<b>100 000</b>
1/4 page - corner	x	88x128	70 000	x	88x128	70 000	x	88x128	<b>80 000</b>	x	88x128	<b>90 000</b>
1/4 page - horizontal (base)	210x84	181x65	70 000	210x84	181x65	70 000	210x84	181x65	<b>80 000</b>	210x84	181x65	<b>90 000</b>
1/4 page - vertical	60x285	42x261	70 000	60x285	42x261	70 000	60x285	42x261	<b>80 000</b>	60x285	42x261	<b>90 000</b>

Source: own processing

Table 4: Print advertising prices of the Mafra publishing house for the Téma magazine in the years 2019 to 2021

Standard formats (4C)	r. 2019			r. 2020			r. 2021		
	Bleed	Mirror	Price in CZK	Bleed	Mirror	Price in CZK	Bleed	Mirror	Price in CZK
2/1 panoramic double page (inside)	420x285	386x261	350 000	420x285	386x261	350 000	420x285	386x261	350 000
4th page of the cover	210x285	181x261	300 000	210x285	181x261	300 000	210x285	181x261	300 000
2nd page of the cover	210x285	181x261	260 000	210x285	181x261	260 000	210x285	181x261	260 000
3rd page of the cover	210x285	181x261	250 000	210x285	181x261	250 000	210x285	181x261	250 000
1/1 page	210x285	181x261	250 000	210x285	181x261	250 000	210x285	181x261	250 000
Large corner (junior page)	135x215	122x200	190 000	135x215	122x200	190 000	135x215	122x200	190 000
1/2 page - horizontal	210x140	181x128	150 000	210x140	181x128	150 000	210x140	181x128	150 000
1/2 page - vertical	102x285	88x261	150 000	102x285	88x261	150 000	102x285	88x261	150 000
1/3 page - horizontal (base)	210x114	181x95	100 000	210x114	181x95	100 000	210x114	181x95	100 000
1/3 page - vertical	72x285	55x261	100 000	72x285	55x261	100 000	72x285	55x261	100 000
1/4 page - corner	x	88x128	90 000	x	88x128	90 000	x	88x128	90 000
1/4 page - horizontal (base)	210x84	181x65	90 000	210x84	181x65	90 000	210x84	181x65	90 000

Source: own processing

The following tables 5, 6 and 7 compared the current magazine advertising prices from three publishing houses. First, the advertising prices of the weekly Téma from the Mafra publishing house, the National Geographic monthly from the Vltava Labe Media publishing house and the Chip monthly from the Burda International publishing house were compared. For the weekly Téma, the price of a whole page is CZK 250,000, for the monthly National Geographic, the price of a whole page is CZK 205,000, and for the monthly magazine Chip, the price of a whole page (standard pages) is CZK 123,000. The price of double-sided ads is CZK 350,000 for the weekly Téma, the price of double-

sided ads is CZK 395,000 for the monthly National Geographic and costs CZK 245,000 for the monthly Chip. In the weekly Téma, an advertisement filling 1/2 page vertically or horizontally costs CZK 150,000; for the monthly National Geographic, the price of 1/2 page vertically or horizontally is CZK 155,000, and for the monthly magazine Chip a 1/2 page vertically and horizontally costs 91,000 CZK. For the weekly Téma, the price of 1/3 of a page vertically or horizontally is CZK 100,000, and 1/4 of a page vertically or horizontally is CZK 90,000. In the monthly National Geographic, 1/3 of the page vertically or horizontally costs CZK 155,000, and 1/4 pages vertically or horizontally sell for CZK 59,000. For the monthly Chip, the price of an advertisement on 1/3 of the page vertically or horizontally is CZK 81,000, and for 1/4 page vertically or horizontally, the advertising price is CZK 63,000.

Subsequently, the advertising prices of the Cosmopolitan monthly from the Mafra publishing house, the Glanc monthly from the Vltava Labe Media publishing house and the Elle monthly from the Burda International publishing house were compared. For the Cosmopolitan monthly, the price of the 1st double-page is CZK 635,000; for the Glanc monthly, the price of the 1st double-page is CZK 510,000, and for the Elle monthly, the price of the 1st double-page is CZK 677,000. The 3rd page of the cover costs CZK 345,000 for the Cosmopolitan monthly, and the 4th page of the cover costs CZK 415,000. The price for the Glanc monthly is CZK 270,000 for the 3rd page of the cover and CZK 310,000 for the 4th page of the cover. The price of the 3rd page of the cover is CZK 322,000 for the Elle monthly magazine and CZK 312,000 for the 4th page of the cover. The price of Cosmopolitan magazine 1/2 page vertically or horizontally is CZK 215,000; for the monthly Glanc, 1/2 page vertically or horizontally CZK 155,000, and Elle magazine, the price is 1/2 page vertically or horizontally is 199,000 CZK.

The current prices of print advertising at the Mafra publishing house's Speed for life magazine, the Vltava Labe Media publishing house Dům a zahrada magazine and the Burda International publishing house's Naše krásná zahrada magazine were also compared. For the Speed for life magazine, the price of 1/2 page vertically or horizontally is CZK 150,000, for the monthly Dům a zahrada, the price of 1/2 page vertically or horizontally costs CZK 115,000, and for the magazine Naše krásná zahrada, 1/2 page vertically or horizontally costs CZK 54,000. The price of 1/3 page vertically or horizontally in Speed for life magazine is CZK 105,000, and 1/4 page horizontally is CZK 65,000. For the monthly Dům a zahrada, 1/3 of a page vertically or horizontally costs CZK 89,000, and 1/4 of a page horizontally costs CZK 45,000. The price of the monthly Naše krásná zahrada in the format of 1/3 page vertically or horizontally is CZK 54,000, and in the format of 1/4 page horizontally, it is CZK 30,000.

Table 5: Prices of the print advertisement of the Vltava Labe Media publishing house for the year 2021

National Geographic monthly magazine		Glanc monthly magazine		Dům a zahrada monthly magazine	
Formats	Price in CZK	Formats	Price in CZK	Formats	Price in CZK
Full page	205 000	Full page	233 000	Full page	169 000
Double page	395 000	Double page	420 000	Double page	259 000
1/2 page	155 000	1/2 page	155 000	1/2 page	115 000

1/3 page	155 000	1/3 page	140 000	1/3 page	89 000
2 <sup>nd</sup> cover page	245 000	1/4 page	125 000	2 <sup>nd</sup> cover page	195 000
3 <sup>rd</sup> cover page	225 000	2 <sup>nd</sup> cover page	280 000	3 <sup>rd</sup> cover page	179 000
4 <sup>th</sup> cover page	299 000	3 <sup>rd</sup> cover page	270 000	4 <sup>th</sup> cover page	210 000
1 <sup>st</sup> advertising page	235 000	4 <sup>th</sup> cover page	310 000	1/4 page - horizontal	45 000
2 <sup>nd</sup> advertising page	225 000	1 <sup>st</sup> advertising double page	510 000	1/6 page	35 000
3 <sup>rd</sup> advertising page	215 000	1 <sup>st</sup> advertising full page	270 000	1/8 page	22 000
1/4 page	59 000	2 <sup>nd</sup> advertising full page	250 000	1/16 page	15 000
x		Junior page	213 000	Full page (advertorial)	195 000
x		1/2 page - Glanc tipy	75 000	x	
x		1/4 page - Glanc tipy	45 000	x	

Source: own processing

Table 6: Prices of the print advertisement of the Mafra publishing house for the year 2021

Téma weekly magazine				Cosmopolitan monthly magazine			Speed for life monthly magazine		
Standard formats (4C)	Bleed dimensions in mm	Mirror dimensions in mm	Price in CZK	Formats	Bleed dimensions in mm (clear format after cutting)	Price in CZK	Formats	Bleed dimensions in mm (clear format after cutting)	Price in CZK
2/1 panoramic double page (inside)	420 x 285	386 x 261	350 000	4th cover page	200 x 270	415 000	4th cover page	200 x 270	290 000
4th cover page	210 x 285	181 x 261	300 000	3rd cover page	200 x 270	345 000	3rd cover page	200 x 270	240 000
2nd cover page	210 x 285	181 x 261	260 000	1/1 4c inside	200 x 270	285 000	2nd cover page	200 x 270	260 000
3rd cover page	210 x 285	181 x 261	250 000	1st double page	400 x 270	635 000	1/1 4c inside	200 x 270	200 000
Full page	210 x 285	181 x 261	250 000	2nd double page	400 x 270	610 000	1st double page	400 x 270	430 000
Large corner (Junior page)	135 x 215	122 x 200	190 000	3rd double page	400 x 270	590 000	2nd double page	400 x 270	420 000
1/2 page - horizontally	210 x 140	181 x 128	150 000	1st right page	200 x 270	330 000	3rd double page	400 x 270	400 000
1/2 page - vertically	102 x 285	88 x 261	150 000	1/2 page - horizontally	200 x 131	215 000	1/2 page - horizontally	200 x 131	150 000
1/3 page - horizontally (base)	210 x 114	181 x 95	100 000	1/2 page - vertically	96 x 270	215 000	1/2 page - vertically	96 x 270	150 000
1/3 page - vertically	72 x 285	55 x 261	100 000	1/3 page - horizontally	200 x 86	155 000	1/3 page - horizontally	200 x 86	105 000
1/4 page - corner	x	88 x 128	90 000	1/3 page - vertically	62 x 270	155 000	1/3 page - vertically	62 x 270	105 000
1/4 page - horizontally (base)	210 x 84	181 x 65	90 000	1/4 page - horizontally	200 x 64	95 000	1/4 page - horizontally	200 x 64	65 000
1/4 page - vertically	60 x 285	42 x 261	90 000	1/6 Kaleidoscope	x	25 000	1/6 Quick tips	x	18 000

Source: own processing

Table 7: Print advertising prices of the Burda International publishing house for the year 2021

Format - page	Price in CZK	Format - double page	Price in CZK	Format - small formats	Price in CZK
standard page	271 000	standard double page	541 000	1/2 page horizontal or vertical	199 000
back outer cover	411 000	V-gate: folding envelope 4 page	1 080 000	1/3 page vertical	199 000
back inner cover	343 000	Z-gate: folding envelope 2 page	791 000	1/6 page	55 000
1st ad left next to contents	343 000	1st advert double page	677 000	1/4 page horizontal or vertical	x
1st ad right next to contents	343 000	2nd advert double page	634 000	1/8 page horizontal or vertical	x
2nd advert page	333 000	3rd advert double page	614 000	x	
3rd advert page	322 000	4th advert double page	604 000		
4th advert page	312 000	5th advert double page	593 000		
5th advert page	302 000	6th advert double page	583 000		
6th advert page	302 000	double page advertorial	645 000		
7th advert page	291 000	1st advertorial double page after contents	573 000		
8th advert page	291 000	2nd advertorial double page after contents	567 000		
9th advert page	291 000	3rd advertorial double page after contents	561 000		
10th advert page	291 000	x			
advertorial page	322 000				
Chip monthly magazine					
Format - page	Price in CZK	Format - double page	Price in CZK	Format - small formats	Price in CZK
standard page	123 000	standard double page	245 000	1/2 page horizontal or vertical	91 000
front inner cover	205 000	V unfolding envelope	433 000	1/2 advertorial page	101 000
back outer cover	258 000	advertorial double page	288 000	1/3 page horizontal or vertical	81 000
back inner cover	185 000	x		1/4 page	63 000
1st advertorial page	180 000			1/4 page horizontal	63 000
advertorial page	144 000			1/6 page	41 000
x				junior page	116 000
Naše krásná zahrada monthly magazine					

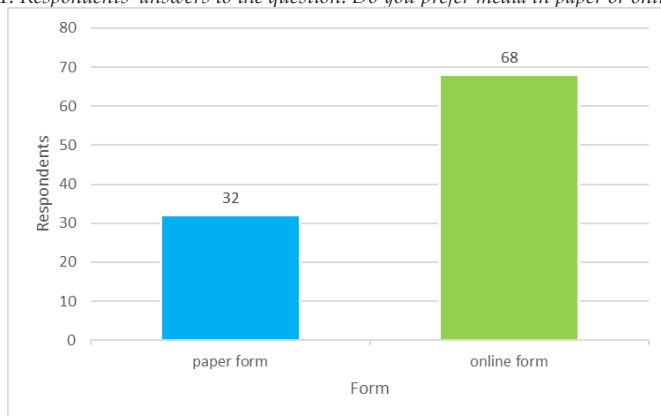
Format - page	Price in CZK	Format - double page	Price in CZK	Format - small formats	Price in CZK
standard page	93 000	standard double page	185 000	1/2 page horizontal or vertical	54 000
front inner cover	129 000	advertorial double page	227 000	1/3 page horizontal or vertical	54 000
back outer cover	139 000	x		1/4 page standard	30 000
back inner cover	118 000			1/4 page horizontal	30 000
1st advertorial page	118 000			1/6 page	20 000
advertorial page	113 000			junior page	79 000

Source: own processing

The following are the respondents' answers, which were obtained using the CAWI method. One hundred respondents answered the questionnaire.

When asked if they prefer more paper or online media, 68% of respondents said they preferred online.

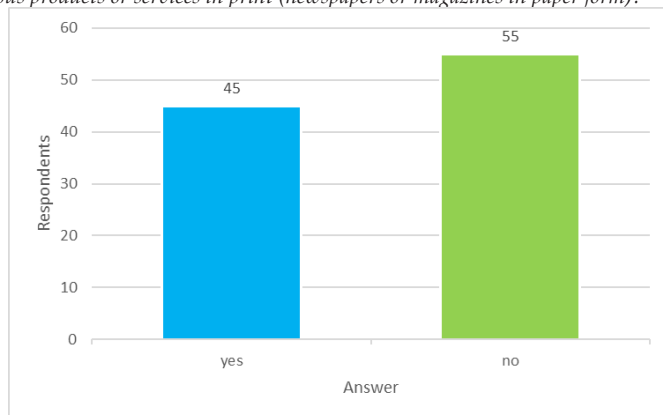
Figure 1: Respondents' answers to the question: Do you prefer media in paper or online form?



Source: own processing

When asked whether they also pay attention to advertising for various products or services in the paper form, the answers were relatively balanced; 55% of respondents pay attention to the advertisements in the paper media, and the remaining 45% do not.

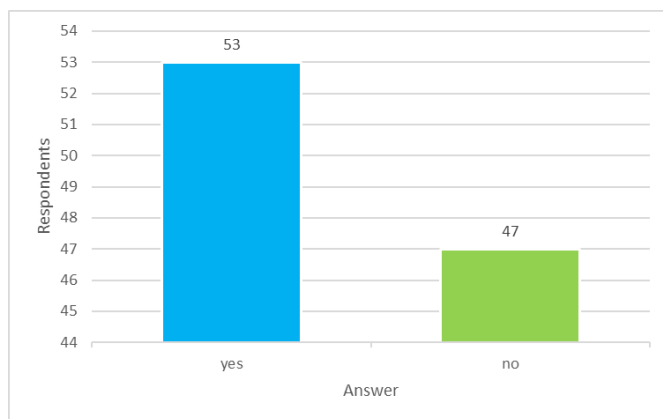
Figure 2: Respondents' final answers to the question: Do you also pay attention to advertisements for various products or services in print (newspapers or magazines in paper form)?



Source: own processing

Another question was, if they are interested in print advertising in paper form, whether they will visit the company's website and 53% of respondents answered yes and the remaining 47% chose to answer no.

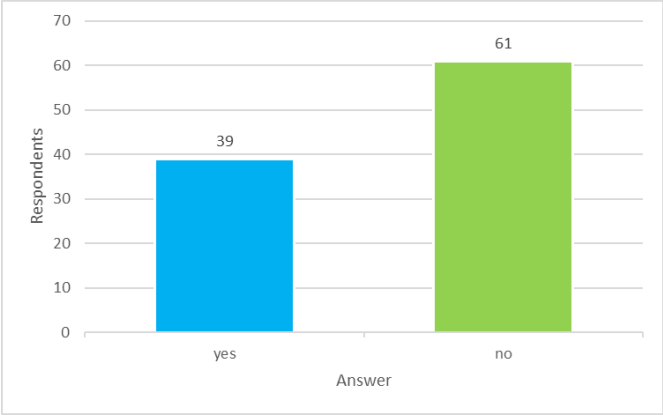
Figure 3: Respondents' final answers to the question: If you are interested in print advertising, will you visit the company's website?



Source: own processing

A follow-up question was whether they would buy the product or service if the advertisement made an impression on them, and more than half of them answered no, and the remaining 39% of respondents chose yes.

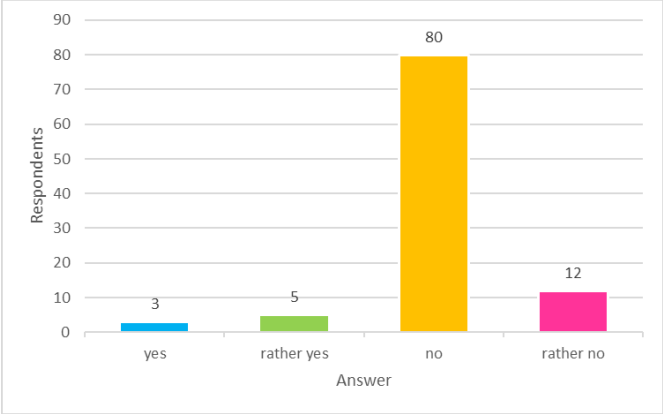
Figure 4: Resulting answers of the respondents to the question: Can a print advertisement in paper form influence you towards buying a product or service?



Source: own processing

Another question was whether the reason for the purchase of paper media is also the advertising in it, and 92% chose the answer no or rather no; the remaining 8% of respondents favoured the answer yes and rather yes.

Figure 5: Final answers of the respondents to the question: Is the reason for buying the paper media (newspapers and magazines in paper form) also the advertising that appears in it?



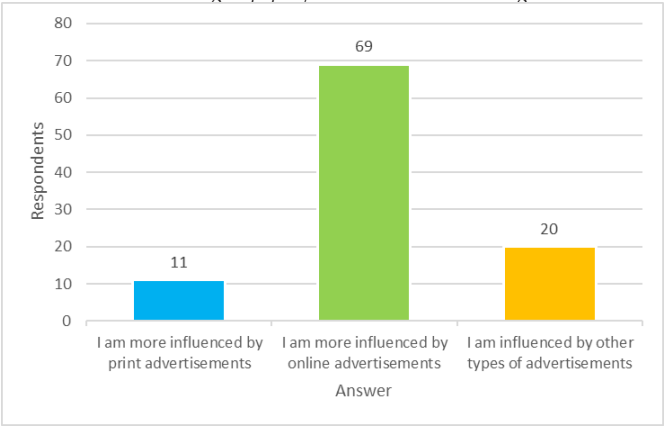
Source: own processing

When asked whether the influence of print advertising in paper form or the influence of online advertising affects them more, more than half, or 69% answered that they are influenced by online advertising, and 11% chose the influence of print advertising in paper form; the remaining 20% chose the answer that they are affected



by a different type of advertising.

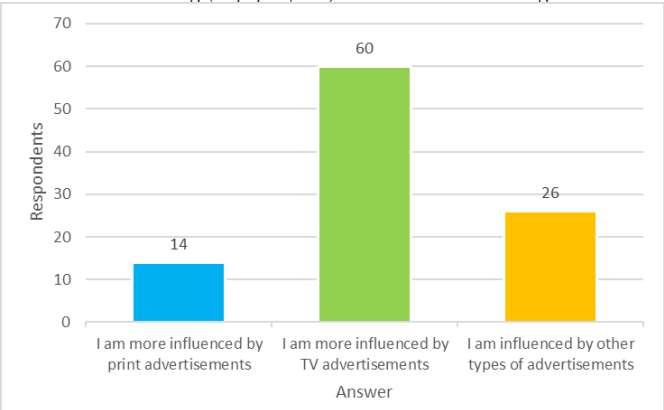
Figure 6: Final answers of the respondents to the question: Are you more influenced by print advertising in paper form or online advertising?



Source: own processing

The situation was similar in the answers to the question of whether the respondents are more influenced by print advertising in the form of paper or television advertising, 60% of respondents chose television advertising, and 14% are in favour of print advertising in paper form, the remaining 26% chose another type of advertising.

Figure 7: Final answers of the respondents to the question: Are you more influenced by print advertising (in paper form) or television advertising?

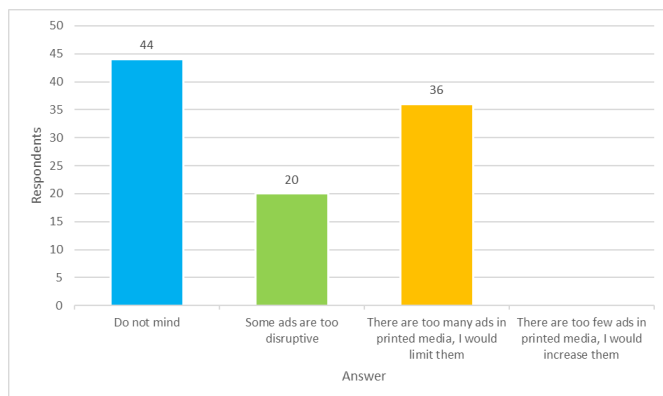


Source: own processing

When asked how paper advertising affects respondents, 44% said they did not mind advertising, 36% would limit print advertising, and the remaining 20% chose

that advertising is too disruptive.

Figure 8: Final answers of the respondents to the question: How does advertising in print in paper form affect you?



Source: own processing

It is clear from the research results that the advertising prices of individual publishing houses vary. The most cost-effective advertising is in Chip magazines from the Burda International publishing house, Glanc from the Mafra publishing house and Naše krásná zahrada from the Burda International publishing house. The most expensive advertisement is in Elle magazine from the Burda International publishing house.

The answer to the research question: "What are the current print advertising prices at these publishing houses in the Czech Republic?" Is that the prices of print advertising range from CZK 15,000 to CZK 1,080,000, but it depends on the size of the format to be chosen, which magazine will be selected and at which publishing house the advertiser will want to advertise?

In finding out the answers to this research question: "Which publishing houses offer the most financially advantageous advertising?" It was found that for the formats full-page, double-page, 1/2 page horizontally or vertically and 1/3 page horizontally or vertically, the magazine Chip by Burda International is the most financially advantageous, and for the format 1/4 page horizontally or vertically, the most financially advantageous is the National Geographic magazine of the Vltava Labe Media publishing house. For the formats of the 1st double-page, 3rd page of the cover, 4th page of the cover, 1/2 page horizontally or vertically, it is the most financially advantageous to choose the Glanc magazine of the Vltava Labe Media publishing house. For the formats 1/2 page horizontally or vertically, 1/3 page horizontally or vertically, and 1/4 page horizontally or vertically, the most financially advantageous is the magazine Naše krásná zahrada by Burda International. According to this research, it is advantageous for advertisers to choose a magazine from each publishing house and not focus on only one publishing house.

Furthermore, the research results show that readers prefer the online form of print and advertising in the paper form does not have much of an impact on them. The reason is the simplicity of the online environment; everything can be found in one place

and thus saves the environment because it saves paper and harmful inks that are used for printing also do not have to be used. This answered the research question: "Do readers prefer online or paper media?"

Another research question was: "How much do readers of the paper print pay attention to the advertising that is placed in it?" In this case, the respondents' answers were balanced. This means that some readers look at the ad, but the rest overlook it and are not interested. This may be because the ad is not compelling, or there are too many ads in the printed media, and readers are overwhelmed.

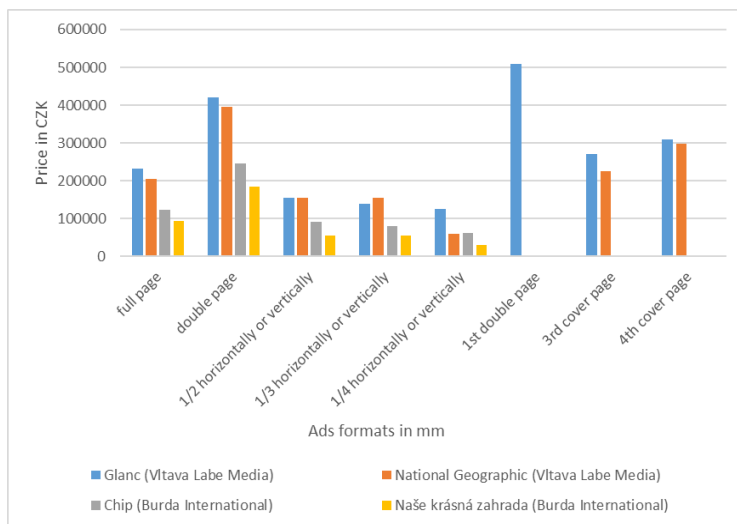
The Union of Publishers (2009) favours that, according to research, magazine readers pay close attention to magazine advertisements and are even more attracted to them than any other type of advertisement. They further state that advertising in magazines leads readers to visit advertisers' websites.

According to the research resulting from the questionnaire survey, the results do not agree with the statements of the Union of Publishers. Current results say that readers are more attracted to online advertising or television advertising, and also, more than half of the respondents use the online form of printing. The agreement of both pieces of research was reflected in the website traffic, i.e. if the reader is interested in an advertisement for a product or service, they will visit that company's website.

The research on the analysis of media proliferation in the Czech Republic in 2010 - 2016 examined advertising on television, radio, and the press. Print advertising was examined based on price lists, and it was found that the number of printed titles increased by 145, but on the contrary, the willingness of advertisers to invest in print advertising decreased. Publishing houses solved this problem by increasing the prices of advertising space. The research concluded that print advertising in paper form is declining, and the number and volume of advertising are further decreasing (Gunina and Kincl, 2017).

Gunina and Kincl (2017) used price list data to research print advertising proliferation, also used for this research. There was a significant increase in prices at the Mafra publishing house for *Téma* in 2017 and 2018. The reason could be the reduced investment of advertisers in advertising, as was the case with the research results of the media proliferation analysis in the Czech Republic.

Figure 9: The resulting price comparison of the most advantageous advertising offers from publishing houses in selected magazines



Source: own processing

## Conclusion

The objective of this paper was to analyze print advertising prices and determine the effectiveness of print advertising to readers.

The paper's objective was met, and the research questions were answered. In the results chapter, the price development of the print advertisement of Lidové noviny and the magazine Téma publishing house Mafra from 2015 to 2021 was displayed in the table. The current prices of various formats for selected publications were also displayed here. The Mafra publishing house was Téma, Cosmopolitan, and Speed for life magazines. National Geographic, Glanc and Dům a zahrada were chosen from the Vltava Labe Media publishing house. The last publishing house was Burda International, where the magazines Elle, Chip and Naše krásná zahrada were selected. The current advertising prices (i.e. the prices for 2021) of these magazines were entered into the table together with the formats and were compared using the comparison method. Furthermore, using the CAWI method, it was found out whether readers prefer online print media or paper print media and how print advertising affects them. The results of this questionnaire were plotted in charts.

The work could help advertisers recommend publishing houses that offer the most financially advantageous advertising, and advertisers will also get an overview of the current print advertising prices.

Furthermore, it was found that even though paper print has many advantages, readers still tend to turn to online print media, and advertising in the online environment attracts the reader more.

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