

Advertising
rates
2020

VERENA.
SPECIAL ISSUE

Bleed size: 210x277 mm
Trim size: 220x287 mm
Processing heatset web-offset
Paper
cover: 150 g/m² Lumi Art
content: 57 g/m² Leipa Ultra Mag Plus

*You can find technical requirements
on the website www.burda.ru in section
FOR ADVERTISERS or require from
Advertising Sales Managers*



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1 page	210x277 (+5mm)	162 000
2rd, 3rd, 4th cover page	210x277 (+5mm)	173 000
1/2 page (horizontal)	210x135 (+5mm)	86 000
1/2 page (vertical)	102x277 (+5mm)	86 000
1/3 page (horizontal)	210x90 (+5mm)	69 000
1/3 page (vertical)	70x277 (+5mm)	69 000
1/4 page	94x130	51 000
1/8 page	94x63	34 000

* — without VAT

Special placement — **15%**
Ad specials — by request

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
01/2020	21.01.20	13.02.20
02/2020	24.03.20	16.04.20
03/2020	26.05.20	18.06.20
04/2020	04.08.20	27.08.20
05/2020	06.10.20	29.10.20
06/2020	01.12.20	24.12.20