

**Publisher**

BURDA Publishing House  
3 Polkovaya str., bld 4,  
Moscow, 127018, Russia  
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advertising@burda.ru

Advertising  
rates

**2020**

**BOLSHAYA  
KOLLEKCIYA  
KEYWORDS**

Clean size: 220x275 mm

Bleed size: 230x285 mm

Processing:

cover: sheet-fed offset

block: heatset web offset

Paper:

cover: 150 г/м<sup>2</sup>

block: 45 г/м<sup>2</sup> (newsprint)

*You can find technical requirements  
on the website [www.burda.ru](http://www.burda.ru) in section  
FOR ADVERTISERS or require from  
Advertising Sales Managers*



Advertising rates

Size	Clean size	Rates (RUR)*
Inside cover	220x275 (+5 mm - bleed)	<b>71 000</b>
Back cover	220x275 (+5 mm - bleed)	<b>71 000</b>

\* without VAT

Ad specials — by request.  
Special placement (in the special section,  
in the first third of magazine, teaser ads) — 15%.

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
<b>01/2020</b>	12.02.20	14.03.20
<b>02/2020</b>	06.05.20	06.06.20
<b>03/2020</b>	05.08.20	05.09.20
<b>04/2020</b>	03.11.20	05.12.20