

Contacts

Publisher:

BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
Tel.: +7 495 797 45 60
E-mail: vhb@burda.ru

Technical information

Trim size: 203x275 mm
Bleed size: 213x285 mm
Processing
cover: sheet-fed offset, UV varnish
content: heatset web-offset
Paper
cover: 170 g/m²
content: 57 g/m² MWC NovaPress

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

MOY REBYONOK



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	203x275 (+5 mm bleed)	300 000
Inside cover	203x275 (+5 mm bleed)	378 000
Inside back cover	203x275 (+5 mm bleed)	330 000
Back cover	203x275 (+5 mm bleed)	405 000
1/2 page (horiz.)	203x128 (+5 mm bleed)	186 000
1/2 page (vert.)	99,5x275 (+5 mm bleed)	186 000
1/3 page (horiz.)	203x90 (+5 mm bleed)	152 000
1/3 page (vert.)	69x275 (+5 mm bleed)	152 000
1/4	87,5x119,5 (+5 mm bleed)	93 000
Spread	406x275 (+5 mm bleed)	595 000
Contents	203x275 (+5 mm bleed)	344 000

* – without VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2017	15.12.16	12.01.17
03/2017	12.01.17	09.02.17
04/2017	08.02.17	08.03.17
05/2017	16.03.17	13.04.17
06/2017	11.04.17	11.05.17
07/2017	11.05.17	08.06.17
08/2017	15.06.17	13.07.17
09/2017	13.07.17	10.08.17
10/2017	10.08.17	07.09.17
11/2017	07.09.17	05.10.17
12/2017	12.10.17	09.11.17
01/2018	09.11.17	07.12.17

1987



2017