

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
+7 (495) 797-45-60
advertising@burda.ru

Technical information

Bleed size: 203x275 mm
Trim size: 213x285 mm
Printing: role offset
Paper
cover: 130 г/м² WFC „UPM Finesse“
content: 60 г/м² LWC „Ural Brite“

**MOY PREKRASNY
SAD**

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



Advertising Rates

Share of page	Bleed ads, size	Price (RUB.)*
1/1	203X275 (+5mm)	210 000
2 nd cover page	203X275 (+5mm)	233 000
3 rd cover page	203X275 (+5mm)	220 000
4 th cover page	203X275 (+5mm)	242 000
First right page (p.5)	203X275 (+5mm)	215 000
1/2 horizontal	203X136 (+5mm)	113 500
1/2 vertical	100X275 (+5mm)	113 500
1/3 horizontal	203X89 (+5mm)	75 000
1/3 vertical	66X275 (+5mm)	75 000
1/4	96X130	60 000
1/8	96X65	33 600
1/16	47X65	18 750
1/32	47X31	10 500

Issue Schedule for 2018

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
02/2018	08.12.2017	15.12.2017	20.01.2018
03/2018	19.01.2018	26.01.2018	22.02.2018
04/2018	16.02.2018	22.02.2018	24.03.2018
05/2018	16.03.2018	23.03.2018	21.04.2018
06/2018	13.04.2018	20.04.2018	19.05.2018
07/2018	18.05.2018	25.05.2018	23.06.2018
08/2018	15.06.2018	22.06.2018	21.07.2018
09/2018	20.07.2018	27.07.2018	25.08.2018
10/2018	17.08.2018	24.08.2018	22.09.2018
11/2018	14.09.2018	21.09.2018	20.10.2018
12/2018	19.10.2018	26.10.2018	24.11.2018
01/2019	16.11.2018	23.11.2018	22.12.2018

Special advertising on request.

* Prices are valid only for core customers
Prices are valid from 01.07.2017 till 31.12.2017.