

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: 205x275 mm
Bleed size: 215x285 mm
Печать: офсет
Processing:
cover: 250 g/m² Galerie Art Gloss,
lamination, UV-varnish
content: 115 g/m² UPM Finess Gloss.

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

THE RAKE



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	205x275 (+5 mm bleed)	330 750
Spread	410x275 (+5 mm bleed)	688 275
1 st spread	410x275 (+5 mm bleed)	1 323 000
2, 3, 4 spreads	410x275 (+5 mm bleed)	992 250
Double page between the contents and Musthead	410x275 (+5 mm bleed)	792 750
Contents	205x275 (+5 mm bleed)	396 900
Musthead	205x275 (+5 mm bleed)	396 900
Editor's word	205x275 (+5 mm bleed)	501 900
Inside back cover	205x275 (+5 mm bleed)	766 500
Back cover	205x275 (+5 mm bleed)	1 323 000

* – without VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
01/2017	25.01.17	23.02.17
02/2017	15.03.17	13.04.17
03/2017	17.05.17	15.06.17
04/2017	02.08.17	31.08.17
05/2017	06.09.17	05.10.17
06/2017	01.11.17	30.11.17

1987



2017