

Bleed size: 215x295 mm

Trim size: 225x305 mm

Printing sheet-fed offset

Paper

cover:

300 g/m² WFC „Galerie Art Gloss“

content:

120 g/m² WFC „Mega Coat“ gloss

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

Advertising
rates
2020



SALON de Luxe. КЛАССИКА

Share of page	Bleed ads, size	Price, EUR
1/1	215X295 (+5mm)	4 350
ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)		
1/1	215X295 (+5mm)	4 800
DOUBLE PAGE ADVERTISEMENTS		
2 nd cover page + 1/1 (1 st double page)	2 X (215X295) (+5mm)	9 200
2 nd cover page	2 X (215X295) (+5mm)	8 800
2/1	2 X (215X295) (+5mm)	7 900
COVER ADVERTISEMENTS		
3 rd cover page	215X295 (+5mm)	6 100
4 th cover page	215X295 (+5mm)	7 900

SALON de Luxe. MODERN DESIGN

Share of page	Bleed ads, size	Price, EUR
1/1	215X295 (+5mm)	3 800
ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)		
1/1	215X295 (+5mm)	4 200
DOUBLE PAGE ADVERTISEMENTS		
2 nd cover page + 1/1 (1 st double page)	2 X (215X295) (+5mm)	8 000
2 nd cover page	2 X (215X295) (+5mm)	7 700
2/1	2 X (215X295) (+5mm)	6 870
COVER ADVERTISEMENTS		
3 rd cover page	215X295 (+5mm)	5 320
4 th cover page	215X295 (+5mm)	6 870

Location in certain place with the guarantee – advertisement fees increase by 10%.

15% discount is granted to the advertising agencies.

Possible discounts (for one customer)

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE*				
Issue	2	3	4	5
Discount	4%	6%	8%	10%

* — for one customer in case of space difference no more than half size.

Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
№1 CLASSIC	14.01.2020	21.01.2020	20.02.2020
№2 MODERN DESIGN	10.03.2020	17.03.2020	16.04.2020
№3 CLASSIC	21.07.2020	28.07.2020	27.08.2020
№4 MODERN DESIGN	25.08.2020	01.09.2020	22.10.2020