

Publisher

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

Advertising
rates
2020

LISA.
RESHI DLIA DUSHI

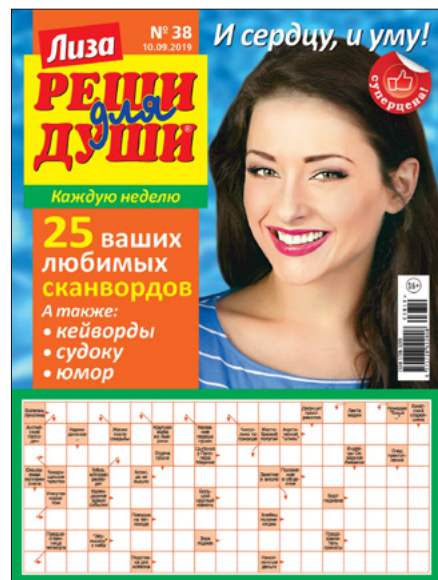
Clean size: 205x275 mm

Bleed size: 215x285 mm

Processing: sheet-fed offset

Paper: 48,8 г/м² (newsprint)

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



Advertising rates

Size	Clean size	Rates (RUR)*
1/1	205x275 (+5 mm - bleed)	111 000
Inside cover	205x275 (+5 mm - bleed)	127 000
Inside back cover	205x275 (+5 mm - bleed)	116 000
Back cover	205x275 (+5 mm - bleed)	139 000
1/2 horizontal	205x136 (+5 mm - bleed)	62 000
1/2 vertical	96x275 (+5 mm - bleed)	62 000

Size	Clean size	Rates (RUR)*
1/3 horizontal	205x90 (+5 mm - bleed)	43 000
1/3 vertical	67x275 (+5 mm - bleed)	43 000
Classifieds		
Place in scanword	70x80 (+5 mm - bleed)	40 000

* 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
02/2020	04.12.19	04.01.20
03/2020	11.12.19	11.01.20
04/2020	18.12.19	14.01.20
05/2020	20.12.19	21.01.20
06/2020	24.12.19	28.01.20
07/2020	27.12.19	04.02.20
08/2020	15.01.20	11.02.20
09/2020	22.01.20	18.02.20
10/2020	29.01.20	22.02.20
11/2020	05.02.20	03.03.20
12/2020	12.02.20	07.03.20
13/2020	19.02.20	17.03.20
14/2020	26.02.20	24.03.20
15/2020	04.03.20	31.03.20
16/2020	11.03.20	07.04.20
17/2020	18.03.20	14.04.20
18/2020	25.03.20	21.04.20
19/2020	01.04.20	28.04.20
20/2020	15.04.20	09.05.20
21/2020	22.04.20	19.05.20

Issue	Booking / Cancellation & Materials deadline	On sale
22/2020	29.04.20	26.05.20
23/2020	06.05.20	02.06.20
24/2020	13.05.20	09.06.20
25/2020	20.05.20	16.06.20
26/2020	27.05.20	23.06.20
27/2020	03.06.20	30.06.20
28/2020	10.06.20	07.07.20
29/2020	17.06.20	14.07.20
30/2020	24.06.20	21.07.20
31/2020	01.07.20	28.07.20
32/2020	08.07.20	04.08.20
33/2020	15.07.20	11.08.20
34/2020	22.07.20	18.08.20
35/2020	29.07.20	25.08.20
36/2020	05.08.20	01.09.20
37/2020	12.08.20	08.09.20
38/2020	19.08.20	15.09.20
39/2020	26.08.20	22.09.20
40/2020	02.09.20	29.09.20
41/2020	09.09.20	06.10.20

Issue	Booking / Cancellation & Materials deadline	On sale
42/2020	16.09.20	13.10.20
43/2020	23.09.20	20.10.20
44/2020	30.09.20	27.10.20
45/2020	07.10.20	03.11.20
46/2020	14.10.20	10.11.20
47/2020	21.10.20	17.11.20
48/2020	28.10.20	24.11.20
49/2020	05.11.20	01.12.20
50/2020	11.11.20	08.12.20
51/2020	18.11.20	15.12.20
52/2020	25.11.20	22.12.20
01/2021	02.12.20	29.12.20