

**BURDA Publishing House**

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Moscow, 127018, Russia  
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advertising@burda.ru

Advertising  
rates  
**2020**

**LUBLU  
GOTOVIT!**

**Trim size:** 143x200 mm  
**Bleed size:** 153x210 mm  
**Processing:** heatset web-offset

**Paper**  
**cover:** 80 g/m<sup>2</sup> LWC Galerie Brite  
**content:** 42 g/m<sup>2</sup> news-print

*You can find technical requirements  
on the website [www.burda.ru](http://www.burda.ru) in section  
FOR ADVERTISERS or require from  
Advertising Sales Managers*



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1</b>	<b>143x200 (+5mm)</b>	<b>300 000</b>
Spread	286x200 (+5mm)	<b>560 000</b>
2 <sup>nd</sup> cover page	143x200 (+5mm)	<b>329 000</b>
3 <sup>rd</sup> cover page	143x200 (+5mm)	<b>312 000</b>
4 <sup>th</sup> cover page	143x200 (+5mm)	<b>358 000</b>
1/2 page (horizontal)	143x98 (+5mm)	<b>196 000</b>
1/2 page (vertical)	70x200 (+5mm)	<b>196 000</b>

\* — Without VAT

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

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
<b>02/2020</b>	18.12.19	23.12.19	23.01.20
<b>03/2020</b>	15.01.20	22.01.20	20.02.20
<b>04/2020</b>	12.02.20	19.02.20	19.03.20
<b>05/2020</b>	11.03.20	18.03.20	16.04.20
<b>06/2020</b>	15.04.20	22.04.20	21.05.20
<b>07/2020</b>	13.05.20	20.05.20	18.06.20
<b>08/2020</b>	10.06.20	17.06.20	16.07.20
<b>09/2020</b>	15.07.20	22.07.20	20.08.20
<b>10/2020</b>	12.08.20	19.08.20	17.09.20
<b>11/2020</b>	09.09.20	16.09.20	15.10.20
<b>12/2020</b>	14.10.20	21.10.20	19.11.20
<b>01/2021</b>	11.11.20	18.11.20	17.12.20