

**Publisher**

BURDA Publishing House  
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Moscow, 127018, Russia  
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advertising@burda.ru

Advertising  
rates  
**2020**

**LISA.**  
**KEYWORDS & COMPANY**  
**SPECIAL ISSUE**

Clean size: 220 x 275 mm  
Bleed size: 230 x 285 mm  
Processing: cover: sheet-fed offset;  
inner pages: heatset offset  
Paper: cover: 130 g/m<sup>2</sup>;  
inner pages: 45 g/m<sup>2</sup> (newsprint)

*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

Size	Clean size	Rates (RUR)*
Inside cover	220 x 275 (+5 mm - bleed)	<b>111 000</b>
Inside back cover	220 x 275 (+5 mm - bleed)	<b>111 000</b>
Back cover	220 x 275 (+5 mm - bleed)	<b>111 000</b>

\* 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
<b>01/2020</b>	03.03.20	28.03.20
<b>02/2020</b>	06.05.20	30.05.20
<b>03/2020</b>	28.07.20	22.08.20
<b>04/2020</b>	06.10.20	31.10.20