

**Bleed size:** 215x267 mm  
**Trim size:** 225x277 mm  
**Processing**  
**обложка:** sheet-fed offset  
**content:** heatset web-offset  
**Paper**  
**cover:** 170 g/m<sup>2</sup>  
**content:** 57 g/m<sup>2</sup> LWC Ultra Mag Plus.

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>215x267 (+5mm)</b>	<b>571 000</b>
4 <sup>rd</sup> cover page	215x267 (+5mm)	<b>744 000</b>
3 <sup>rd</sup> cover page	215x267 (+5mm)	<b>629 000</b>
2 <sup>nd</sup> cover page	215x267 (+5mm)	<b>687 000</b>
Spread	430x267 (+5mm)	<b>1 033 000</b>
2 <sup>st</sup> Spread	430x267 (+5mm)	<b>1 143 000</b>
Mini Spread	190x200 (+5mm)	<b>629 000</b>
Page near contents, editor's letter	215x267 (+5mm)	<b>629 000</b>
1/2 page (vertical)	103x267 (+5mm)	<b>340 000</b>
1/2 page (horizontal)	215x133 (+5mm)	<b>340 000</b>
1/3 page (vertical)	72x267 (+5mm)	<b>225 000</b>
1/3 page (horizontal)	215x87 (+5mm)	<b>225 000</b>
<b>Classifieds</b>		
1/8 page	90x60	<b>57 000</b>
1/16 page	90x30	<b>40 000</b>
Line under the heading «Useful addresses»		<b>5 250</b>

\* — without VAT

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



## Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
<b>02/2020</b>	06.12.19	13.12.19	23.01.20
<b>03/2020</b>	09.01.20	10.01.20	20.02.20
<b>04/2020</b>	07.02.20	14.02.20	26.03.20
<b>05/2020</b>	06.03.20	13.03.20	28.04.20
<b>06/2020</b>	03.04.20	10.04.20	21.05.20
<b>07/2020</b>	08.05.20	15.05.20	27.06.20
<b>08/2020</b>	05.06.20	11.06.20	25.07.20
<b>09/2020</b>	10.07.20	17.07.20	29.08.20
<b>10/2020</b>	07.08.20	14.08.20	26.09.20
<b>11/2020</b>	04.09.20	11.09.20	24.10.20
<b>12/2020</b>	02.10.20	09.10.20	21.11.20
<b>01/2021</b>	30.10.20	06.11.20	19.12.20