

Contacts

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

Technical information

Clean size: 203x275 mm
Bleed size: 213x285 mm
Processing: cover: sheet-fed offset
Paper: cover: 80 г/м² LWC UPM Ultra
inner pages: 54 г/м² LWC Ural Brite

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



OTDOKHNI

Advertising rates

Size	Clean size	Rates (RUR)*
1/1	203x275 (+5 mm - bleed)	260 000
double page	406x275 (+5 mm - bleed)	445 000
Inside cover	203x275 (+5 mm - bleed)	300 000
Inside back cover	203x275 (+5 mm - bleed)	290 000
Back cover	203x275 (+5 mm - bleed)	310 000
1/2 page (horiz.)	203x128 (+5 mm - bleed)	150 000
1/2 page (vert.)	99,5x275 (+5 mm - bleed)	150 000
1/3 page (horiz.)	203x90 (+5 mm - bleed)	95 000
1/3 page (vert.)	69x275 (+5 mm - bleed)	95 000

Ad specials — by request.
Special placement (in the special section, in the first third of magazine, teaser ads) — **15%**.

* without VAT

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
03/2018	08.12.18	20.01.18
04/2018	22.12.18	03.02.18
05/2018	12.01.18	17.02.18
06/2018	26.01.18	03.03.18
07/2018	09.02.18	17.03.18
08/2018	22.02.18	31.03.18
09/2018	07.03.18	14.04.18
10/2018	23.03.18	28.04.18
11/2018	06.04.18	12.05.18
12/2018	20.04.18	26.05.18
13/2018	04.05.18	09.06.18
14/2018	18.05.18	23.06.18
15/2018	01.06.18	07.07.18
16/2018	15.06.18	21.07.18
17/2018	29.06.18	04.08.18
18/2018	13.07.18	18.08.18
19/2018	27.07.18	01.09.18
20/2018	10.08.18	15.09.18
21/2018	24.08.18	29.09.18
22/2018	07.09.18	13.10.18
23/2018	21.09.18	27.10.18
24/2018	05.10.18	10.11.18
25/2018	19.10.18	24.11.18
26/2018	02.11.18	08.12.18
01/2019	16.11.18	22.12.18