

**Publisher**

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

Advertising  
rates  
**2020**

**PRIVET,  
MASTER!**

Clean size: 143 x 205 mm  
Bleed size: 153 x 215 mm

Processing: cover: sheet-fed offset;  
inner pages: heatset offset

Paper: cover: 130 g/m<sup>2</sup>;  
inner pages: 42 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	143 x 205 (+5 mm - bleed)	<b>71 000</b>
Inside back cover	143 x 205 (+5 mm - bleed)	<b>71 000</b>
Back cover	143 x 205 (+5 mm - bleed)	<b>71 000</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>02/2020</b>	16.12.19	18.01.20
<b>03/2020</b>	13.01.20	08.02.20
<b>04/2020</b>	17.02.20	14.03.20
<b>05/2020</b>	16.03.20	11.04.20
<b>06/2020</b>	20.04.20	16.05.20
<b>07/2020</b>	25.05.20	20.06.20
<b>08/2020</b>	22.06.20	18.07.20
<b>09/2020</b>	20.07.20	15.08.20
<b>10/2020</b>	17.08.20	12.09.20
<b>11/2020</b>	14.09.20	10.10.20
<b>12/2020</b>	19.10.20	14.11.20
<b>01/2021</b>	16.11.20	12.12.20