

**BURDA Publishing House**

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Advertising  
rates  
**2020**

**LISA.**  
**SPECIAL ISSUE**

**Clean size:** 210x297 mm  
**Bleed size:** 220x307 mm  
**Processing**  
**cover:** heatset web-offset  
**content:** heatset web-offset  
**Paper**  
**cover:** 115 g/m<sup>2</sup> coated glossy  
**content:** 57 g/m<sup>2</sup> LWC Leipa 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 page</b>	<b>210x297 (+5mm)</b>	<b>158 000</b>
2 <sup>rd</sup> , 3 <sup>rd</sup> cover page	210x297 (+5mm)	200 000
4 <sup>rd</sup> cover page	210x297 (+5mm)	305 000
Spread	420x297 (+5mm)	263 000
1 <sup>st</sup> Spread	420x297 (+5mm)	305 000
1/2 page (horizontal)	210x148 (+5mm)	95 000
1/2 page (vertical)	103x297 (+5mm)	95 000
1/3 page (horizontal)	210x98 (+5mm)	68 000
1/3 page (vertical)	70x297 (+5mm)	68 000
1/4 page	94x138	53 000
<b>Classified</b>		
1/8 page (module)	94x67	32 000
1/16 page (module)	94x33	21 000

\* — Without VAT

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

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
<b>02/2020</b> Velvet Season	21.08.20	24.08.20	05.09.20
<b>03/2020</b> Astro Forecast 2021	02.10.20	05.10.20	31.10.20

Velvet Season: clean size 210\*280 mm



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)