

Publisher

BURDA Publishing House
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Advertising rates 2020

Clean size: 205x275 mm
Bleed size: 215x285 mm
Processing: heatset offset
Paper: 48,8 г/м² (newsprint)

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



Advertising rates

Size	Clean size	Rates (RUR)*
1/1	205x275 (+5 mm - bleed)	162 000
Inside cover	205x275 (+5 mm - bleed)	167 000
Inside back cover	205x275 (+5 mm - bleed)	162 000
Back cover	205x275 (+5 mm - bleed)	185 000
1/2 horizontal	205x136 (+5 mm - bleed)	87 000
1/2 vertical	95x275 (+5 mm - bleed)	87 000

Size	Clean size	Rates (RUR)*
1/3 horizontal	205x90 (+5 mm - bleed)	62 000
1/3 vertical	65x275 (+5 mm - bleed)	62 000
Classified		
1/4	97x130 (+5 mm - bleed)	49 000
Plase in scanwords	70x80 (+5 mm - bleed)	40 000

* 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
02/2020	12.12.19	04.01.20
03/2020	19.12.19	11.01.20
04/2020	19.12.19	16.01.20
05/2020	24.12.20	23.01.20
06/2020	09.01.20	30.01.20
07/2020	16.01.20	06.02.20
08/2020	23.01.20	13.02.20
09/2020	30.01.20	20.02.20
10/2020	06.02.20	27.02.20
11/2020	13.02.20	05.03.20
12/2020	20.02.20	12.03.20
13/2020	27.02.20	19.03.20
14/2020	05.03.20	26.03.20
15/2020	12.03.20	02.04.20
16/2020	19.03.20	09.04.20
17/2020	26.03.20	16.04.20
18/2020	02.04.20	23.04.20
19/2020	09.04.20	30.04.20
20/2020	16.04.20	07.05.20
21/2020	23.04.20	14.05.20

Issue	Booking / Cancellation & Materials deadline	On sale
22/2020	30.04.20	21.05.20
23/2020	07.05.20	28.05.20
24/2020	14.05.20	04.06.20
25/2020	21.05.20	11.06.20
26/2020	28.05.20	18.06.20
27/2020	04.06.20	25.06.20
28/2020	11.06.20	02.07.20
29/2020	18.06.20	09.07.20
30/2020	25.06.20	16.07.20
31/2020	02.07.20	23.07.20
32/2020	09.07.20	30.07.20
33/2020	16.07.20	06.08.20
34/2020	23.07.20	13.08.20
35/2020	30.07.20	20.08.20
36/2020	06.08.20	27.08.20
37/2020	13.08.20	03.09.20
38/2020	20.08.20	10.09.20
39/2020	27.08.20	17.09.20
40/2020	03.09.20	24.09.20
41/2020	10.09.20	01.10.20

Issue	Booking / Cancellation & Materials deadline	On sale
42/2020	17.09.20	08.10.20
43/2020	24.09.20	15.10.20
44/2020	01.10.20	22.10.20
45/2020	08.10.20	29.10.20
46/2020	15.10.20	03.11.20
47/2020	22.10.20	12.11.20
48/2020	29.10.20	19.11.20
49/2020	05.11.20	26.11.20
50/2020	12.11.20	03.12.20
51/2020	19.11.20	10.12.20
52/2020	26.11.20	17.12.20
01/2021	03.12.20	24.12.20