

Publisher

BURDA Publishing House
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Moscow, 127018, Russia
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advertising@burda.ru

Advertising
rates
2020

**LISA.
KEYWORDS &
COMPANY**

Clean size: 205 x 275 mm
Bleed size: 215 x 285 mm
Processing: cover: sheet-fed offset;
inner pages: heatset offset
Paper: cover: 115 g/m²;
inner pages: 45 g/m² (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)*
Inside cover	205 x 275 (+5 mm - bleed)	111 000
Inside back cover	205 x 275 (+5 mm - bleed)	111 000
Back cover	205 x 275 (+5 mm - bleed)	111 000

* 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	20.12.19	18.01.20
03/2020	17.01.20	15.02.20
04/2020	14.02.20	14.03.20
05/2020	13.03.20	11.04.20
06/2020	17.04.20	16.05.20
07/2020	22.05.20	20.06.20
08/2020	19.06.20	18.07.20
09/2020	17.07.20	15.08.20
10/2020	14.08.20	12.09.20
11/2020	11.09.20	10.10.20
12/2020	09.10.20	07.11.20
13/2020	06.11.20	05.12.20
01/2021	27.11.20	26.12.20