

Advertising  
rates  
**2020**

**SABRINA /  
SABRINA.  
SPECIAL ISSUES**

**Bleed size:** 205x275 mm  
**Trim size:** 215x285 mm  
**Processing**  
**cover:** sheet-fed offset (SABRINA)  
**content:** heatset web-offset  
**Paper**  
**cover:** 130 g/m<sup>2</sup>  
**content:** 60 g/m<sup>2</sup> LWC Ural Brite

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>205x275 (+5mm)</b>	<b>162 000</b>
<b>2<sup>rd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover page</b>	<b>205x275 (+5mm)</b>	<b>173 000</b>
1/2 page (horizontal)	205x135 (+5mm)	<b>86 000</b>
1/2 page (vertical)	100x275 (+5mm)	<b>86 000</b>
1/3 page (horizontal)	205x90 (+5mm)	<b>69 000</b>
1/3 page (vertical)	68x275 (+5mm)	<b>69 000</b>
1/4 page	94x128	<b>51 000</b>
1/8 page	94x62	<b>34 000</b>

\* — without VAT

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

**Sabrina** (deadlines)

Issue	Booking/cancellation	Deadline for supplying material and payment	On sale
<b>02/2020</b>	13.12.19	20.12.19	23.01.20
<b>03/2020</b>	17.01.20	24.01.20	20.02.20
<b>04/2020</b>	14.02.20	21.02.20	19.03.20
<b>05/2020</b>	27.03.20	03.04.20	07.05.20
<b>06/2020</b>	30.04.20	08.05.20	06.06.20
<b>07/2020</b>	29.05.20	05.06.20	04.07.20
<b>08/2020</b>	26.06.20	03.07.20	01.08.20
<b>09/2020</b>	24.07.20	31.07.20	29.08.20
<b>10/2020</b>	21.08.20	28.08.20	26.09.20
<b>11/2020</b>	18.09.20	25.09.20	24.10.20
<b>12/2020</b>	16.10.20	23.10.20	21.11.20
<b>01/2021</b>	13.11.20	20.11.20	19.12.20

**Sabrina. Special issue** (deadlines)

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2020</b>	17.12.19	16.01.20
<b>02/2020</b>	18.02.20	12.03.20
<b>03/2020</b>	28.04.20	21.05.20
<b>04/2020</b>	09.06.20	04.07.20
<b>05/2020</b>	11.08.20	05.09.20
<b>06/2020</b>	20.10.20	14.11.20

**Sabrina. Baby** (deadlines)

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2020</b>	17.12.19	16.01.20
<b>02/2020</b>	14.04.20	07.05.20
<b>03/2020</b>	23.06.20	18.07.20
<b>04/2020</b>	22.09.20	17.10.20



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