

**Publisher**

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

Advertising  
rates  
**2020**

**CROSS-HIT  
SPECIAL ISSUE**

Clean size: 205 x 275 mm  
Bleed size: 215 x 285 mm  
Processing: cover: sheet-fed offset;  
inner pages: heatset offset  
Paper: cover: 130 g/m<sup>2</sup> (coated glossy)  
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	205 x 275 (+5 mm - bleed)	<b>71 000</b>
Inside back cover	205 x 275 (+5 mm - bleed)	<b>71 000</b>
Back cover	205 x 275 (+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>01/2020</b>	24.01.20	20.02.20
<b>02/2020</b>	17.04.20	14.05.20
<b>03/2020</b>	31.07.20	27.08.20
<b>04/2020</b>	30.10.20	26.11.20