

Contacts

Publisher:

BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
Tel.: +7 495 797 45 60
E-mail: vhb@burda.ru

LISA.DOBRYE SOVIETY

Technical information

Trim size: 203x275 mm
Bleed size: 213x285 mm
Processing
cover: sheet-fed offset, UV varnish
content: heatset web-offset
Paper:
cover: 170 g/m²
content: 60 g/m² MWC UPM Star

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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	203x275 (+5 mm bleed)	410 000
1 st spread	406x275 (+5 mm bleed)	945 000
Spread	406x275 (+5 mm bleed)	815 000
First page near to the contents or the «Editor's letter»	203x275 (+5 mm bleed)	455 000
Inside cover	203x275 (+5 mm bleed)	455 000
Inside back cover	203x275 (+5 mm bleed)	445 000
Back cover	203x275 (+5 mm bleed)	590 000
1/2 page (horizontal)	203x136 (+5 mm bleed)	280 000
1/2 page (vertical)	99,5x275 (+5 mm bleed)	280 000
1/3 page (horizontal)	203x89,5 (+5 mm bleed)	190 000
1/3 page (vertical)	69,3x275 (+5 mm bleed)	190 000

* — without VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2017	16.12.16	17.01.17
03/2017	13.01.17	14.02.17
04/2017	08.02.17	14.03.17
05/2017	17.03.17	18.04.17
06/2017	12.04.17	16.05.17
07/2017	19.05.17	20.06.17
08/2017	16.06.17	18.07.17
09/2017	21.07.17	22.08.17
10/2017	18.08.17	19.09.17
11/2017	15.09.17	17.10.17
12/2017	20.10.17	21.11.17
01/2018	17.11.17	19.12.17

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2017