

Contacts

Publisher:
BURDA Publishing House
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Technical information

Trim size: 210x280 mm
Bleed size: 220x290 mm
Processing:
cover: sheet-fed offset, UV varnish
content: heatset web-offset
Paper:
cover: 115 g/m²
content: 57 g/m² LWC Ultra Mag Plus

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

LISA



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	210x280 (+5 mm bleed)	660 000
Inside cover	210x280 (+5 mm bleed)	759 000
Inside back cover	210x280 (+5 mm bleed)	715 000
Back cover	210x280 (+5 mm bleed)	792 000
Spread	420x280 (+5 mm bleed)	1 320 000
1 st Spread	420x280 (+5 mm bleed)	1 584 000
1 st adv. page	210x280 (+5 mm bleed)	726 000

AD Size	Trim size, mm	Rates, (RUR)*
1/2 page (horiz.)	210x133 (+5 mm bleed)	402 000
1/2 page (vert.)	102x280 (+5 mm bleed)	402 000
1/3 page (horiz.)	210x93 (+5 mm bleed)	308 000
1/3 page (vert.)	72x280 (+5 mm bleed)	308 000
1/4	95x120	204 000
1/4 page (horiz.)	210x73 (+5 mm bleed)	204 000
1/4 page (vert.)	57x280 (+5 mm bleed)	204 000
1/8 page	28x280 (+5 mm bleed)	105 000

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

* without VAT

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2019	10.12.18	05.01.19
03/2019	10.12.18	12.01.19
04/2019	17.12.18	19.01.19
05/2019	31.12.18	26.01.19
06/2019	09.01.19	02.02.19
07/2019	14.01.19	09.02.19
08/2019	21.01.19	16.02.19
09/2019	28.01.19	23.02.19
10/2019	04.02.19	02.03.19
11/2019	11.02.19	07.03.19
12/2019	18.02.19	16.03.19
13/2019	25.02.19	23.03.19
14/2019	04.03.19	30.03.19
15/2019	11.03.19	06.04.19
16/2019	18.03.19	13.04.19
17/2019	25.03.19	20.04.19
18/2019	01.04.19	27.04.19
19/2019	08.04.19	07.05.19
20/2019	15.04.19	14.05.19
21/2019	22.04.19	18.05.19

Issue	Booking/cancellation, materials deadline	On sale
22/2019	29.04.19	25.05.19
23/2019	06.05.19	01.06.19
24/2019	13.05.19	08.06.19
25/2019	20.05.19	15.06.19
26/2019	27.05.19	22.06.19
27/2019	03.06.19	29.06.19
28/2019	10.06.19	06.07.19
29/2019	17.06.19	13.07.19
30/2019	24.06.19	20.07.19
31/2019	01.07.19	27.07.19
32/2019	08.07.19	03.08.19
33/2019	15.07.19	10.08.19
34/2019	22.07.19	17.08.19
35/2019	29.07.19	24.08.19
36/2019	05.08.19	31.08.19
37/2019	12.08.19	07.09.19
38/2019	19.08.19	14.09.19
39/2019	26.08.19	21.09.19
40/2019	02.09.19	28.09.19
41/2019	09.09.19	05.10.19

Issue	Booking/cancellation, materials deadline	On sale
42/2019	16.09.19	12.10.19
43/2019	23.09.19	19.10.19
44/2019	30.09.19	26.10.19
45/2019	07.10.19	02.11.19
46/2019	14.10.19	09.11.19
47/2019	21.10.19	16.11.19
48/2019	28.10.19	23.11.19
49/2019	05.11.19	30.11.19
50/2019	11.11.19	07.12.19
51/2019	18.11.19	14.12.19
52/2019	25.11.19	21.12.19
01/2020	02.12.19	28.12.19