

BURDA Publishing House

3 Polkovaya str., bld 4,
Moscow, 127018, Russia
+7 (495) 797-45-60
advertising@burda.ru

Advertising
rates
2020

Trim size: 215x275 mm

Bleed size: 225x285 mm

Processing:

cover: heatset web offset, lamination

content: heatset web offset

Paper:

cover: 200 g/m²

content: 57 g/m² LWC Nova Press

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	215x275 (+5mm)	439 000
Back cover	215x275 (+5mm)	635 000
Inside covers	215x275 (+5mm)	578 000
1st spread	430x275 (+5mm)	1040000
2, 3 spreads	430x275 (+5mm)	982 000
Sections Interview, Authors, Content		508 000
1/2 page (vert.)	106x275 (+5mm)	289 000
1/2 page (horiz.)	215x136 (+5mm)	289 000
1/3 page (vert.)	72x275 (+5mm)	231 000
1/3 page (horiz.)	215x92 (+5mm)	231 000

* — without VAT

A special sequence of layouts +10% to the cost.

Advertising in first third of magazine +10% to the cost.

Advertising in the first half of the magazine +5% to the cost.

Special advertising on request.

Deadlines

Issue	Booking / cancellation	Materials deadline	On sale
01/2020	25.02.2020	04.03.2020	26.03.2020
02/2020	16.06.2020	24.06.2020	16.07.2020
03/2020	04.08.2020	12.08.2020	03.09.2020
04/2020	13.10.2020	21.10.2020	12.11.2020
05/2020	17.11.2020	25.11.2020	17.12.2020



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