

Contacts

Publisher:
BURDA Publishing House
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Technical information

Bleed size: 203x275 mm
Trim size: 213x285 mm
Printing
cover: sheet-fed offset
content: web-offset
Paper
cover: Galerie Art gloss 300 g/m²;
content: Galerie Brite 80 g/m²

**IDEI VASHEGO DOMA
SPECIAL EDITION**

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



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR*
1/1	—	203X275	3 600
ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))			
1/1	—	203X275	3 900
DOUBLE PAGE ADVERTISEMENTS			
2/1	—	2 x {203X275}	4 800
2/1 (rubric "Trend")	—	2 x {203X275}	2 800
COVER ADVERTISEMENT			
2 rd cover page + 1/1 (first double page)	—	2 x {203X275}	5 000
2 rd cover page	—	203X275	4 200
3 rd cover page	—	203X275	4 000
4 rd cover page	—	203X275	5 000
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	183x125 / 89x255	203x135 / 99x275	2 400
1/4	89x125	—	1 600
CLASSIFIED			
1/8	84x60	—	1 300
1/16 (color)	40x60	—	300
1/16 (b/w)	40x60	—	100
Address (up to 210 signs)	—	—	135

* Prices are valid only for core customers
Prices are valid from 01.01.2017 till 30.06.2017.

Location in certain place with the guarantee —
advertisement fees increase by 10%.
15% discount is granted to the advertising agencies
for advertisements of 1/4 and more.

Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT**			
Issue	2	3	4
Discount	5%	10%	15%

IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT**			
Issue	2	3	4
Discount	10%	15%	20%

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE***				
Issue	2	3	4	5 and more
Discount	4%	6%	8%	10%

** — discounts are mutually exclusive;
*** — for one customer in case of space difference no more than half size.

Issue Schedule for 2017

	Deadline for the reservation of advertisement area	Deadline for supplying payment	Deadline for supplying material	Date of Issue
SE №1	07.02.2017	14.02.2017	17.02.2017	22.03.2017
SE №2	04.04.2017	11.04.2017	14.04.2017	24.05.2017
SE №3	08.08.2017	15.08.2017	18.08.2017	20.09.2017
SE №4	03.10.2017	10.10.2017	13.10.2017	22.11.2017

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