

### Contacts

**Publisher:**  
BURDA Publishing House  
3 Polkovaya str., bld 4,  
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### Technical information

**Bleed size:** 215x295 mm  
**Trim size:** 225x305 mm  
**Printing** sheet-fed offset  
**Paper cover:**  
300 г/м<sup>2</sup> WFC „Galerie Art Gloss“  
**content:**  
120 г/м<sup>2</sup> WFC „Mega Coat“ gloss

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

## SALON DE LUXE



### SALON de Luxe. CLASSIC

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR
1/1	—	215X295 (+5mm)	<b>4 350</b>
<b>ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)</b>			
1/1	—	215X295 (+5mm)	<b>4 800</b>
<b>DOUBLE PAGE ADVERTISEMENTS</b>			
2 <sup>nd</sup> cover page+1/1 (1 <sup>st</sup> double page)	—	2 X (215X295) (+5mm)	<b>9 200</b>
2 <sup>nd</sup> double page	—	2 X (215X295) (+5mm)	<b>8 800</b>
2/1	—	2 X (215X295) (+5mm)	<b>7 900</b>
<b>COVER ADVERTISEMENTS</b>			
3 <sup>rd</sup> cover page	—	215X295 (+5mm)	<b>6 100</b>
4 <sup>rd</sup> cover page	—	215X295 (+5mm)	<b>7 900</b>

### SALON de Luxe. MODERN DESIGN

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR
1/1	—	215X295 (+5mm)	<b>3 800</b>
<b>ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)</b>			
1/1	—	215X295 (+5mm)	<b>4 200</b>
<b>DOUBLE PAGE ADVERTISEMENTS</b>			
2 <sup>nd</sup> cover page+1/1 (1 <sup>st</sup> double page)	—	2 X (215X295) (+5mm)	<b>8 000</b>
2 <sup>nd</sup> double page	—	2 X (215X295) (+5mm)	<b>7 700</b>
2/1	—	2 X (215X295) (+5mm)	<b>6 870</b>
<b>COVER ADVERTISEMENTS</b>			
3 <sup>rd</sup> cover page	—	215X295 (+5mm)	<b>5 320</b>
4 <sup>rd</sup> cover page	—	215X295 (+5mm)	<b>6 870</b>

Location in certain place with the guarantee – advertisement fees increase by 10%.  
15% discount is granted to the advertising agencies.

### Possible discounts (for one customer)

<b>IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE*</b>				
Issue	2	3	4	5
<b>Discount</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>	<b>10%</b>

\* – for one customer in case of space difference no more than half size.

### Issue Schedule for 2019

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
<b>№1 CLASSIC</b>	15.01.2019	22.01.2019	<b>21.02.2019</b>
<b>№2 MODERN DESIGN</b>	19.02.2019	26.02.2019	<b>18.04.2019</b>
<b>№3 CLASSIC</b>	16.07.2019	23.07.2019	<b>22.08.2019</b>
<b>№3 MODERN DESIGN</b>	27.08.2019	03.09.2019	<b>31.10.2019</b>