

**BURDA Publishing House**

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

**Bleed size:** 205x275 mm

**Trim size:** 215x285 mm

**Processing:** heatset web-offset  
**Paper**

**cover:** 115 g/m<sup>2</sup>

**content:** 57 g/m<sup>2</sup> LWC Leipa Ultra Mag Plus

Advertising  
rates  
**2021**

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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1</b>	<b>205x275 (+5mm)</b>	<b>178 000</b>
2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> cover page	205x275 (+5mm)	190 000
1/2 page (vertical)	205x135 (+5mm)	95 000
1/2 page (horizontal)	100x275 (+5mm)	95 000
1/3 page (vertical)	205x90 (+5mm)	76 000
1/3 page (horizontal)	68x275 (+5mm)	76 000
<b>Classifieds</b>		
1/4 page	94x128	56 000
1/8 page	94x62	37 000

\* — without VAT

Special placement — **15%**

Ad specials — by request

Deadlines

Issue	Deadline for the reservation of advertisement area	On sale
<b>02/2021</b>	23.12.2020	23.01.2021
<b>03/2021</b>	27.01.2021	20.02.2021
<b>04/2021</b>	24.02.2021	20.03.2021
<b>05/2021</b>	24.03.2021	17.04.2021
<b>06/2021</b>	28.04.2021	22.05.2021
<b>07/2021</b>	26.05.2021	19.06.2021
<b>08/2021</b>	30.06.2021	24.07.2021
<b>09/2021</b>	28.07.2021	21.08.2021
<b>10/2021</b>	25.08.2021	18.09.2021
<b>11/2021</b>	29.09.2021	23.10.2021
<b>12/2021</b>	27.10.2021	20.11.2021
<b>01/2022</b>	24.11.2021	18.12.2021



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)