

Contacts

**Publisher:**  
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**МОЙ  
ПРЕКРАСНЫЙ  
САД**

Technical information

**Bleed size:** 203x275 mm  
**Trim size:** 213x285 mm  
**Printing:** role offset  
**Paper**  
**cover:** 130 г/м<sup>2</sup> WFC „UPM Finesse“  
**content:** 60 г/м<sup>2</sup> LWC „Ural Brite“

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

Share of page	Bleed ads, size	Price (RUB.)*
1/1	203X275 (+5mm)	<b>231 000</b>
2 <sup>nd</sup> cover page	203X275 (+5mm)	<b>256 000</b>
3 <sup>rd</sup> cover page	203X275 (+5mm)	<b>242 000</b>
4 <sup>th</sup> cover page	203X275 (+5mm)	<b>266 000</b>
First right page (p.5)	203X275 (+5mm)	<b>236 000</b>
1/2 horizontal	203X136 (+5mm)	<b>125 000</b>
1/2 vertical	100X275 (+5mm)	<b>125 000</b>
1/3 horizontal	203X89 (+5mm)	<b>82 000</b>
1/3 vertical	66X275 (+5mm)	<b>82 000</b>
1/4	96X130	<b>66 000</b>
1/8	96X65	<b>37 000</b>
1/16	47X65	<b>21 000</b>
1/32	47X31	<b>11 000</b>

Special advertising on request.

\* Prices are valid only for core customers

Issue Schedule for 2019

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
<b>02/2019</b>	07.12.18	14.12.18	<b>19.01.19</b>
<b>03/2019</b>	18.01.19	25.01.19	<b>23.02.19</b>
<b>04/2019</b>	15.02.19	22.02.19	<b>23.03.19</b>
<b>05/2019</b>	15.03.19	22.03.19	<b>20.04.19</b>
<b>06/2019</b>	12.04.19	19.04.19	<b>18.05.19</b>
<b>07/2019</b>	17.05.19	24.05.19	<b>22.06.19</b>
<b>08/2019</b>	14.06.19	21.06.19	<b>20.07.19</b>
<b>09/2019</b>	19.07.19	26.07.19	<b>24.08.19</b>
<b>10/2019</b>	16.08.19	23.08.19	<b>21.09.19</b>
<b>11/2019</b>	13.09.19	20.09.19	<b>19.10.19</b>
<b>12/2019</b>	18.10.19	25.10.19	<b>23.11.19</b>
<b>01/2020</b>	15.11.19	22.11.19	<b>21.12.19</b>