

## Contacts

**Publisher:**  
BURDA Publishing House  
3 Polkovaya str., bld 4,  
Moscow, 127018, Russia  
+7 (495) 797-45-60  
advertising@burda.ru

## Technical information

**Trim size:** 215x275 mm  
**Bleed size:** 215x285 mm  
**Processing:**  
**cover:** heatset web offset, lamination  
**content:** heatset web offset  
**Paper:**  
**cover:** 200 g/m<sup>2</sup>  
**content:** 60 g/m<sup>2</sup> MWC «Nova Press»

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

**PLAYBOY**



## Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1</b>	<b>215x275 MM (+5 mm bleed)</b>	<b>418 000</b>
<b>Back cover</b>	215x275 MM (+5 mm bleed)	<b>605 000</b>
<b>Inside covers</b>	215x275 MM (+5 mm bleed)	<b>550 000</b>
1 <sup>st</sup> spread	430x275 MM (+5 mm bleed)	<b>990 000</b>
2, 3 spreads	430x275 MM (+5 mm bleed)	<b>935 000</b>
<b>Sections Interview, Authors, Content</b>		<b>484 000</b>
1/2 page (vert.)	106x275 MM (+5 mm bleed)	<b>275 000</b>
1/2 page (horiz.)	215x136 MM (+5 mm bleed)	<b>275 000</b>
1/3 page (vert.)	72x275 MM (+5 mm bleed)	<b>220 000</b>
1/3 page (horiz.)	215x92 MM (+5 mm bleed)	<b>220 000</b>

\* – 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
<b>01/2019</b>	25.02.19	05.03.19	28.03.19
<b>02/2019</b>	06.05.19	14.05.19	06.06.19
<b>03/2019</b>	05.08.19	13.08.19	05.09.19
<b>04/2019</b>	28.10.19	05.11.19	28.11.19