

**Bleed size:** 215x290 mm

**Trim size:** 225x300 mm

**Printing**

**cover:** sheet-fed offset

**content:** web-offset

**Paper**

**cover:** Biledruck gloss 200 g/m<sup>2</sup>

**content:** Galerie Brite Plus 57 g/m<sup>2</sup>

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	Trimmed ads, size	Bleed ads, size	Price, EUR
<b>ADVERTISEMENT IN THE EDITORIAL MATERIALS, EXCEPT SECTIONS "NEW FLAT", "NOVELTIES", "FITODESIGN", "LANDSCAPE"</b>			
2/1	—	2x(215X290) (+5mm)	<b>9 400</b>
1/1	—	215X290 (+5mm)	<b>5 900</b>
1/2	—	215X145 / 104X290 (+5mm)	<b>4 200</b>
1/3	—	73X290 (+5mm)	<b>4 000</b>
<b>ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))</b>			
1/1	—	215X290 (+5mm)	<b>7 300</b>
<b>ADVERTISEMENT IN THE SECTION "NOVELTIES"</b>			
2/1	—	2X(215X290) (+5mm)	<b>9 500</b>
1/1	—	215X290 (+5mm)	<b>6 100</b>
<b>ADVERTISEMENTS IN CLASSIFIED RUBRIC</b>			
1/2	—	215X145 / 104X290 (+5mm)	<b>3 200</b>
1/4	88X124	104X145 (+5mm)	<b>1 700</b>
<b>ADVERTISEMENT IN THE SECTION "FITODESIGN", "LANDSCAPE"*</b>			
1/1	—	215X290 (+5mm)	<b>4 900</b>
1/2	—	215X145 / 104X290 (+5mm)	<b>2 900</b>
1/3	—	73X290 (+5mm)	<b>2 750</b>
<b>CLASSIFIED</b>			
1/8	84X60	—	<b>900</b>
1/16	40X60	—	<b>500</b>
1/32 (color, no photo)	40X30	—	<b>290</b>
1/32 (b/w)	40X30	—	<b>220</b>
Адрес (up to 210 signs)			<b>140</b>
<b>COVER ADVERTISEMENT</b>			
2 <sup>nd</sup> cover page + 1/1 (first double page)	—	2 X (215X290) (+5mm)	<b>12 300</b>
2 <sup>nd</sup> double page	—	2 X (215X290) (+5mm)	<b>10 800</b>
3 <sup>rd</sup> cover page + 1/1 (last double page)	—	2 X (215X290) (+5mm)	<b>10 400</b>
2 <sup>rd</sup> cover page	—	215X290 (+5mm)	<b>8 400</b>
3 <sup>rd</sup> cover page	—	215X290 (+5mm)	<b>7 600</b>
4 <sup>rd</sup> cover page	—	215X290 (+5mm)	<b>13 000</b>

\* prices are valid only for core customers

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)

<b>IN CASE OF LONG-TIME ADVERTISING AGREEMENT*</b>					
Issue	2	3	4		
<b>Discount</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>		
<b>IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*</b>					
Issue	2	3	4		
<b>Discount</b>	<b>6%</b>	<b>8%</b>	<b>12%</b>		
<b>IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**</b>					
Issue	2	3	4	5	6 and more
<b>Discount</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>	<b>10%</b>	<b>12%</b>

\* — discounts are mutually exclusive;

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

## Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
<b>02/2020</b>	24.01.2020	03.02.2020	<b>07.03.2020</b>
<b>03/2020</b>	03.03.2020	13.03.2020	<b>18.04.2020</b>
<b>04/2020</b>	21.04.2020	01.05.2020	<b>06.06.2020</b>
<b>05/2020</b>	30.06.2020	10.07.2020	<b>15.08.2020</b>
<b>06/2020</b>	18.08.2020	28.08.2020	<b>03.10.2020</b>
<b>07/2020</b>	20.10.2020	30.10.2020	<b>05.12.2020</b>