

Contacts

Publisher:
BURDA Publishing House
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IDEI VASHEGO DOMA SPECIAL EDITION

Technical information

Bleed size: 203X275 mm
Trim size: 213X285 mm
Printing cover: sheet-fed offset
content: web-offset
Paper cover: WFC gloss 250 g/m²;
content: LWC „Ural Brite“ satin 70 g/m²

You can find technical requirements on the website 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
1/1	—	203x275 (+5mm)	3 600
ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT)			
1/1	—	203x275 (+5mm)	3 900
DOUBLE PAGE ADVERTISEMENTS			
2/1	—	2 x (203x275) (+5mm)	4 800
2/1 (rubric "Trend")	—	2 x (203x275) (+5mm)	2 800
COVER ADVERTISEMENT			
2 nd cover page + 1/1 (first double page)	—	2 x (203x275) (+5mm)	5 000
2 nd cover page	—	203x275 (+5mm)	4 200
3 rd cover page	—	203x275 (+5mm)	4 000
4 th cover page	—	203x275 (+5mm)	5 000
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	183x125/89x255	203x135 (+5mm)/99x275 (+5mm)	2 400
1/4	89x125	104x145 (+5mm)	1 600
CLASSIFIED			
1/8	84x60	—	1 300
1/16 (color)	40x60	—	300
1/16 (b/w)	40x60	—	100
Address (up to 210 signs)			135

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)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT*			
Issue	2	3	4
Discount	5%	10%	15%

IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*			
Issue	2	3	4
Discount	10%	15%	20%

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**				
Issue	2	3	4	5 and more
Discount	4%	6%	8%	10%

* — discounts are mutually exclusive;

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

Issue Schedule for 2017

	Deadline for the reservation of advertisement area	Deadline for supplying payment	Deadline for supplying material	Date of Issue
SE №1 ODNOKOMNATNYE KVARTIRY	19.12.17	26.12.17	29.12.17	01.02.18
SE №2 STROIM DACHU	06.02.18	13.02.18	16.02.18	22.03.18
SE №3 DVUKHKOMNATNYE KVARTIRY	10.04.18	17.04.18	20.04.18	24.05.18
SE №4 TREKHKOMNATNYE KVARTIRY	05.06.18	12.06.18	15.06.18	19.07.18
SE №5 REMONT I OTDELKA	07.08.18	14.08.18	17.08.18	20.09.18
SE №6 KUHNI I VANNYE	09.10.18	16.10.18	19.10.18	22.11.18