

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
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Technical information

Trim size: 203x275 mm
Bleed size: 213x285 mm
Processing cover: sheet-fed offset, UV varnish
content: heatset web-offset
Paper:
cover: 170 g/m²
content: 60 g/m² MWC UPM Star

You can find technical requirements on the website www.burda.ru in section FOR ADVERTISERS or require from Advertising Sales Managers

DOBRYE SOVIETY



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	203x275 (+5 mm bleed)	410 000
1 st spread	406x275 (+5 mm bleed)	945 000
Spread	406x275 (+5 mm bleed)	815 000
First page near to the contents or the «Editor's letter»	203x275 (+5 mm bleed)	455 000
Inside cover	203x275 (+5 mm bleed)	455 000
Inside back cover	203x275 (+5 mm bleed)	445 000
Back cover	203x275 (+5 mm bleed)	590 000
1/2 page (horizontal)	203x136 (+5 mm bleed)	280 000
1/2 page (vertical)	99,5x275 (+5 mm bleed)	280 000
1/3 page (horizontal)	203x89,5 (+5 mm bleed)	190 000
1/3 page (vertical)	69,3x275 (+5 mm bleed)	190 000

* — without VAT

Special placement — **15%**
Ad specials — by request

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2018	08.12.17	16.01.18
03/2018	25.12.17	13.02.18
04/2018	02.02.18	13.03.18
05/2018	12.03.18	17.04.18
06/2018	06.04.18	15.05.18
07/2018	11.05.18	19.06.18
08/2018	08.06.18	17.07.18
09/2018	13.07.18	21.08.18
10/2018	10.08.18	18.09.18
11/2018	07.09.18	16.10.18
12/2018	12.10.18	20.11.18
01/2019	09.11.18	18.12.18