

Contacts

**Publisher:**  
BURDA Publishing House  
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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/m<sup>2</sup>  
**content:** 60 g/m<sup>2</sup> MWC UPM Star

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

**DOBRYE SOVIETY**



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	203x275 (+5 mm bleed)	410 000
1 <sup>st</sup> 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