

Contacts

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

**SALON-
INTERIOR**

Technical information

Bleed size: 217x295 mm
Trim size: 227x305 mm
Printing cover: sheet-fed offset
content: web-offset
Paper cover: 200 г/м² WFC „Galerie Art Gloss“
content: 90 г/м² LWC „NovaPress“

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	—	217X295 (+5mm)	8 400
ADVERTISEMENTS NEAR STAFF COLUMN (RIGHT), CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)			
1/1	—	217X295 (+5mm)	9 600
ADVERTISEMENTS NEAR STAFF COLUMN (LEFT) / CONTENT (LEFT)			
2/3	108X275	119X295 (+5mm)	6 950
ADVERTISEMENTS NEAR CONTENT (LEFT)			
1/1	—	217X295 (+5mm)	9 500
ADVERTISEMENTS IN THE RUBRIC «DECOR»*			
1/1	—	217X295 (+5mm)	5 100
1/2	197x135/96X275	217X145/106X295 (+5mm)	3 800
1/3	—	72x295 (+5mm)	2 600
DOUBLE PAGE SPREAD			
2 nd cover page+1/1 (1 st double page)	—	2 X (217X295) (+5mm)	18 600
2 nd double page	—	2 X (217X295) (+5mm)	16 500
3 rd double page	—	2 X (217X295) (+5mm)	15 600
2/1	—	2 X (217X295) (+5mm)	13 500
COVER ADVERTISEMENTS			
3rd cover page	—	217X295 (+5mm)	10 700
back cover page	—	217X295 (+5mm)	18 000
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	197x135 / 96X275	217X145 / 106X295 (+5mm)	4 400
1/4	197X65 / 96X135	—	2 600
CLASSIFIED			
1/16 (color)	45X65	—	750
1/16 (b./w.)	45X65	—	490
1/32 (b./w.)	45X32	—	290
Address (up to 210 signs)	—	—	180

* 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)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT**:										
Issue	3	4	5	6	7	8	9	10	11	
Discount	3%	4%	5%	6%	7%	8%	9%	10%	11%	
IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT**										
Issue	2	3	4	5	6	7	8	9	10	11
Discount	4%	6%	8%	10%	12%	14%	16%	18%	20%	22%
IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE***										
Issue			2	3	4	5				
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 2019

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
02/2019	18.12.2018	25.12.2018	29.01.2019
03/2019	22.01.2019	29.01.2019	26.02.2019
04/2019	19.02.2019	26.02.2019	26.03.2019
05/2019	19.03.2019	26.03.2019	23.04.2019
06/2019	23.04.2019	30.04.2019	28.05.2019
07-08/2019	28.05.2019	04.06.2019	02.07.2019
09/2019	23.07.2019	30.07.2019	27.08.2019
10/2019	20.08.2019	27.08.2019	24.09.2019
11/2019	17.09.2019	24.09.2019	22.10.2019
12/2019	22.10.2019	29.10.2019	26.11.2019
01/2020	12.11.2019	19.11.2019	17.12.2019