

**BURDA Publishing House**

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Advertising  
rates  
**2020**

**VERENA /  
VERENA PODIUM**

**Bleed size:** 205x297 mm

**Trim size:** 215x307 mm

**Processing**

**cover:** sheet-fed offset

**content:** heatset web-offset

**Paper**

**cover:** 150 g/m<sup>2</sup> Lumi Art

**content:** 57 g/m<sup>2</sup> Leipa Ultra Mag Plus

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

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1 page</b>	<b>205x297 (+5mm)</b>	<b>162 000</b>
<b>2<sup>rd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover page</b>	<b>205x297 (+5mm)</b>	<b>173 000</b>
1/2 page (horizontal)	205x143 (+5mm)	86 000
1/2 page (vertical)	102x297 (+5mm)	86 000
1/3 page (horizontal)	205x95 (+5mm)	69 000
1/3 page (vertical)	70x297 (+5mm)	69 000
1/4 page	92x138	51 000
1/8 page	92x67	34 000

\* — without VAT

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



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2020</b>	13.01.20	06.02.20
<b>02/2020</b>	06.05.20	30.05.20
<b>03/2020</b>	10.08.20	05.09.20
<b>04/2020</b>	23.11.20	19.12.20

Special issue Verena Podium

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2020</b>	04.02.20	05.03.20
<b>02/2020</b>	28.04.20	30.05.20
<b>03/2020</b>	27.10.20	28.11.20

VPD