

BURDA Publishing House

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

Advertising
rates
2020

Trim size: 210x280 mm
Bleed size: 220x290 mm
Processing
cover: sheet-fed offset
content: heatset web-offset
Paper
cover: 115 g/m²
content: 57 g/m² LWC Ultra Mag Plus

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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	210x280 (+5mm)	693 000
2 nd cover page	210x280 (+5mm)	797 000
3 rd cover page	210x280 (+5mm)	751 000
4 th cover page	210x280 (+5mm)	832 000
Spread	420x280 (+5mm)	1 386 000
1 st Spread	420x280 (+5mm)	1 663 000
1 st adv. page	210x280 (+5mm)	762 000

AD Size	Trim size, mm	Rates, (RUR)*
1/2 page (horizontal)	210x133 (+5mm)	421 000
1/2 page (vertical)	102x280 (+5mm)	421 000
1/3 page (horizontal)	210x93 (+5mm)	323 000
1/3 page (vertical)	72x280 (+5mm)	323 000
1/4 полосы	95x120	213 000
1/4 page (horizontal)	210x73 (+5mm)	213 000
1/4 page (vertical)	57x280 (+5mm)	213 000
1/8 page	95x60	109 000

* — Without VAT

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



burda.ru/AdSpecials

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2020	09.12.19	04.01.20
03/2020	16.12.19	11.01.20
04/2020	23.12.19	18.01.20
05/2020	30.12.19	25.01.20
06/2020	09.01.20	01.02.20
07/2020	13.01.20	08.02.20
08/2020	20.01.20	15.02.20
09/2020	27.01.20	22.02.20
10/2020	03.02.20	29.02.20
11/2020	10.02.20	07.03.20
12/2020	17.02.20	14.03.20
13/2020	25.02.20	21.03.20
14/2020	02.03.20	28.03.20
15/2020	10.03.20	07.04.20
16/2020	16.03.20	14.04.20
17/2020	23.03.20	21.04.20
18/2020	30.03.20	28.04.20
19/2020	13.04.20	09.05.20
20/2020	20.04.20	19.05.20

Issue	Booking/cancellation, materials deadline	On sale
21/2020	27.04.20	23.05.20
22/2020	06.05.20	30.05.20
23/2020	12.05.20	06.06.20
24/2020	18.05.20	16.06.20
25/2020	25.05.20	20.06.20
26/2020	01.06.20	27.06.20
27/2020	08.06.20	04.07.20
28/2020	15.06.20	11.07.20
29/2020	22.06.20	18.07.20
30/2020	29.06.20	25.07.20
31/2020	06.07.20	01.08.20
32/2020	13.07.20	08.08.20
33/2020	20.07.20	15.08.20
34/2020	27.07.20	22.08.20
35/2020	03.08.20	29.08.20
36/2020	10.08.20	05.09.20
37/2020	17.08.20	12.09.20
38/2020	24.08.20	19.09.20
39/2020	31.08.20	26.09.20

Issue	Booking/cancellation, materials deadline	On sale
40/2020	07.09.20	03.10.20
41/2020	14.09.20	10.10.20
42/2020	21.09.20	17.10.20
43/2020	28.09.20	24.10.20
44/2020	05.10.20	31.10.20
45/2020	12.10.20	07.11.20
46/2020	19.10.20	14.11.20
47/2020	26.10.20	21.11.20
48/2020	02.11.20	28.11.20
49/2020	09.11.20	05.12.20
50/2020	16.11.20	12.12.20
51/2020	23.11.20	19.12.20
01/2021	30.11.20	26.12.20