

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
Tel.: +7 495 797 45 60
E-mail: vhb@burda.ru

Technical information

Trim size: 210x280 mm
Bleed size: 220x290 mm
Processing:
cover: sheet-fed offset, UV varnish
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

LISA



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	210x280 (+5 mm bleed)	600 000
Inside cover	210x280 (+5 mm bleed)	690 000
Inside back cover	210x280 (+5 mm bleed)	650 000
Back cover	210x280 (+5 mm bleed)	720 000
Spread	420x280 (+5 mm bleed)	1 200 000
1 st Spread	420x280 (+5 mm bleed)	1 440 000
1 st adv. page	210x280 (+5 mm bleed)	660 000

AD Size	Trim size, mm	Rates, (RUR)*
1/2 page (horiz.)	210x133 (+5 mm bleed)	365 000
1/2 page (vert.)	102x280 (+5 mm bleed)	365 000
1/3 page (horiz.)	210x93 (+5 mm bleed)	280 000
1/3 page (vert.)	72x280 (+5 mm bleed)	280 000
1/4	95x120	185 000
1/4 page (horiz.)	210x73 (+5 mm bleed)	185 000
1/4 page (vert.)	57x280 (+5 mm bleed)	185 000

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

* — without VAT

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2017	12.12.16	06.01.17
03/2017	19.12.16	14.01.17
04/2017	26.12.16	21.01.17
05/2017	09.01.17	28.01.17
06/2017	16.01.17	04.02.17
07/2017	23.01.17	11.02.17
08/2017	30.01.17	18.02.17
09/2017	06.02.17	25.02.17
10/2017	13.02.17	04.03.17
11/2017	20.02.17	11.03.17
12/2017	27.02.17	18.03.17
13/2017	06.03.17	25.03.17
14/2017	13.03.17	01.04.17
15/2017	20.03.17	08.04.17
16/2017	27.03.17	15.04.17
17/2017	03.04.17	22.04.17
18-19/2017	10.04.17	29.04.17

Issue	Booking/cancellation, materials deadline	On sale
20/2017	17.04.17	13.05.17
21/2017	28.04.17	20.05.17
22/2017	10.05.17	27.05.17
23/2017	15.05.17	03.06.17
24/2017	22.05.17	10.06.17
25/2017	29.05.17	17.06.17
26/2017	05.06.17	24.06.17
27/2017	13.06.17	01.07.17
28/2017	19.06.17	08.07.17
29/2017	26.06.17	15.07.17
30/2017	03.07.17	22.07.17
31/2017	10.07.17	29.07.17
32/2017	17.07.17	05.08.17
33/2017	24.07.17	12.08.17
34/2017	31.07.17	19.08.17
35/2017	07.08.17	26.08.17
36/2017	14.08.17	02.09.17

Issue	Booking/cancellation, materials deadline	On sale
37/2017	21.08.17	09.09.17
38/2017	28.08.17	16.09.17
39/2017	04.09.17	23.09.17
40/2017	11.09.17	30.09.17
41/2017	18.09.17	07.10.17
42/2017	25.09.17	14.10.17
43/2017	02.10.17	21.10.17
44/2017	09.10.17	28.10.17
45/2017	16.10.17	04.11.17
46/2017	23.10.17	11.11.17
47/2017	30.10.17	18.11.17
48/2017	07.11.17	25.11.17
49/2017	13.11.17	02.12.17
50/2017	20.11.17	09.12.17
51/2017	27.11.17	16.12.17
52/2017	04.12.17	23.12.17
01/2018	11.12.17	30.12.17

1987



2017