

Contacts

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

**BURDA.  
SPECIAL ISSUES**

Technical information

**Trim size:** 215x267 mm  
**Bleed size:** 225x277 mm  
**Processing cover:** sheet-fed offset  
**content:** heatset web-offset  
**Paper cover:** 170 g/m<sup>2</sup>  
**content:** 70 г/м<sup>2</sup> LWC

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)*
1/1	215x267 (+5 mm bleed)	154 000
2, 3, 4 cover	215x267 (+5 mm bleed)	165 000
1/2 page (vert.)	103x267 (+5 mm bleed)	82 000
1/2 page (horiz.)	215x133 (+5 mm bleed)	82 000
1/3 page (vert.)	75x267 (+5 mm bleed)	66 000
1/3 page (horiz.)	215x87 (+5 mm bleed)	66 000
1/4	98x124	49 000
1/8	98x60	32 000

\* – without VAT

Special placement — 15%  
Ad specials — by request

Deadlines

Issue	Booking / cancellation	Materials deadline	On sale
01/2019 Shit' legko i bystro	21.12.18	28.12.18	07.02.19
02/2019 Detskaya moda	25.01.19	01.02.19	07.03.19
03/2019 Moda dlya polnykh	22.02.19	01.03.19	04.04.19
04/2019 Letniye trendy	07.03.19	15.03.19	18.04.19
05/2019 Shit' legko i bystro	29.03.19	05.04.19	09.05.19
06/2019 Shit' legko i bystro	19.07.19	26.07.19	29.08.19
07/2019 Moda dlya polnykh	23.08.19	30.08.19	10.10.19
08/2019 Baby	27.09.19	04.10.19	14.11.19
06/2019 Shit' legko i bystro	01.11.19	08.11.19	12.12.19