

Contacts

Publisher:
BURDA Publishing House
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**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 2018

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
2(234)'2018	19.12.2017	26.12.2017	30.01.2018
3(235)'2018	23.01.2018	30.01.2018	27.02.2018
4(236)'2018	20.02.2018	27.02.2018	27.03.2018
5(237)'2018	20.03.2018	27.03.2018	24.04.2018
6(238)'2018	24.04.2018	28.04.2018	29.05.2018
7-8(239)'2018	29.05.2018	05.06.2018	03.07.2018
9(240)'2018	24.07.2018	31.07.2018	28.08.2018
10(241)'2018	21.08.2018	28.08.2018	25.09.2018
11(242)'2018	18.09.2018	25.09.2018	23.10.2018
12(243)'2018	23.10.2018	30.10.2018	27.11.2018
1(244)'2019	13.11.2018	20.11.2018	18.12.2018