

**Publisher**

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

Advertising  
rates  
**2020**

**LISA.**  
**BABUSHKIN KOMPOT**  
**KEYWORDS**

Clean size: 190 x 330 mm  
Bleed size: 200 x 340 mm  
Processing: cover: sheet-fed offset;  
inner pages: heatset offset  
Paper: cover: 150 g/m<sup>2</sup>  
inner pages: 42 g/m<sup>2</sup> (newsprint)

*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

Size	Clean size	Rates (RUR)*
Inside cover	190 x 330 (+5 mm - bleed)	<b>116 000</b>
Inside back cover	190 x 330 (+5 mm - bleed)	<b>116 000</b>
Back cover	190 x 330 (+5 mm - bleed)	<b>116 000</b>

\* without VAT

Ad specials — by request.  
Special placement (in the special section,  
in the first third of magazine, teaser ads) — 15%.

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
<b>02/2020</b>	19.12.19	16.01.20
<b>03/2020</b>	16.01.20	13.02.20
<b>04/2020</b>	13.02.20	12.03.20
<b>05/2020</b>	12.03.20	09.04.20
<b>06/2020</b>	09.04.20	07.05.20
<b>07/2020</b>	07.05.20	04.06.20
<b>08/2020</b>	04.06.20	02.07.20
<b>09/2020</b>	02.07.20	30.07.20
<b>10/2020</b>	30.07.20	27.08.20
<b>11/2020</b>	27.08.20	24.09.20
<b>12/2020</b>	24.09.20	22.10.20
<b>13/2020</b>	22.10.20	19.11.20
<b>01/2021</b>	19.11.20	17.12.20