

## Contacts

**Publisher:**  
BURDA Publishing House  
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## Technical information

**Trim size:** 210x280 mm  
**Bleed size:** 220x290 mm  
**Processing**  
**cover:** heatset web-offset, UV varnish  
**content:** heatset web-offset  
**Paper**  
**cover:** 115 g/m<sup>2</sup>  
**supercover:** 135 g/m<sup>2</sup>  
**content:** 57 g/m<sup>2</sup> LWC Leipa Ultra Mag Plus

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

# AUTO MIR

## Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	210x280 (+5 mm bleed)	330 000
1 <sup>st</sup> adv. page	210x280 (+5 mm bleed)	400 000
1 <sup>st</sup> spread (Inside cover — p. 3)	420x280 (+5 mm bleed)	900 000
1 <sup>st</sup> spread after contents central spread	420x280 (+5 mm bleed)	650 000
Supercover		CALL

\* — without VAT

## Deadlines

Issue	Booking/cancellation/materials	On sale
02-03/2017	19.12.16	12.01.17
04/2017	26.12.16	19.01.17
05/2017	09.01.17	26.01.17
06/2017	16.01.17	02.02.17
07/2017	23.01.17	09.02.17
08/2017	30.01.17	16.02.17
09/2017	06.02.17	23.02.17
10-11/2017	13.02.17	02.03.17
12/2017	27.02.17	16.03.17
13/2017	06.03.17	23.03.17
14/2017	13.03.17	30.03.17
15/2017	20.03.17	06.04.17
16/2017	27.03.17	13.04.17
17/2017	03.04.17	20.04.17
18-19/2017	10.04.17	27.04.17
20/2017	17.04.17	11.05.17
21/2017	28.04.17	18.05.17

Issue	Booking/cancellation/materials	On sale
22/2017	05.05.17	25.05.17
23/2017	15.05.17	01.06.17
24/2017	22.05.17	08.06.17
25/2017	29.05.17	15.06.17
26/2017	05.06.17	22.06.17
27/2017	09.06.17	29.06.17
28/2017	19.06.17	06.07.17
29/2017	26.06.17	13.07.17
30/2017	03.07.17	20.07.17
31/2017	10.07.17	27.07.17
32/2017	17.07.17	03.08.17
33/2017	24.07.17	10.08.17
34/2017	31.07.17	17.08.17
35/2017	07.08.17	24.08.17
36/2017	14.08.17	31.08.17
37/2017	21.08.17	07.09.17
38/2017	28.08.17	14.09.17



Special placement — 15%  
Ad specials — by request

AD Size	Trim size, mm	Rates, (RUR)*
Back cover	210x280 (+5 mm bleed)	600 000
Inside cover	210x280 (+5 mm bleed)	450 000
Inside back cover	210x280 (+5 mm bleed)	400 000
1/2 page (vert.)	103x280 (+5 mm bleed)	180 000
1/2 page (horiz.)	210x140 (+5 mm bleed)	180 000
1/3 page (vert.)	70x280 (+5 mm bleed)	140 000
1/3 page (horiz.)	210x91 (+5 mm bleed)	140 000
1/4	93x132	100 000

Issue	Booking/cancellation/materials	On sale
39/2017	04.09.17	21.09.17
40/2017	11.09.17	28.09.17
41/2017	18.09.17	05.10.17
42/2017	25.09.17	12.10.17
43/2017	02.10.17	19.10.17
44/2017	09.10.17	26.10.17
45/2017	16.10.17	02.11.17
46/2017	23.10.17	09.11.17
47/2017	30.10.17	16.11.17
48/2017	03.11.17	23.11.17
49/2017	13.11.17	30.11.17
50/2017	20.11.17	07.12.17
51/2017	27.11.17	14.12.17
52/2017	04.12.17	21.12.17
01/2018	11.12.17	28.12.17

Commercial transport  
Tyres overview

1987



2017