

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
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Technical information

Trim size: 204x270 mm
Bleed size: 214x280 mm
Processing
cover: sheet-fed offset, UV varnish
content: heatset web-offset.
Paper
cover: 150 g/m²
content: 57 g/m² Novapress.

You can find technical requirements on the website www.burda.ru in section FOR ADVERTISERS or require from Advertising Sales Managers

QUATTORUOTE



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	204x270 (+5 mm bleed)	308 000
1 st adv. page	204x270 (+5 mm bleed)	330 000
1 st double page (Inside cover — p. 3)	408x270 (+5 mm bleed)	770 000
Gate-folder	392(200x192)x270 (+5 mm)	1 045 000
Back cover	204x270 (+5 mm bleed)	660 000
Inside cover	204x270 (+5 mm bleed)	495 000
Inside back cover	204x270 (+5 mm bleed)	440 000
1/2 page (vert.)	100x270 (+5 mm bleed)	165 000
1/2 page (horiz.)	204x133 (+5 mm bleed)	165 000
1/3 page (vert.)	70x270(+5 mm bleed)	121 000
1/3 page (horiz.)	204x90 (+5 mm bleed)	121 000

* — without VAT

Special placement — 15%
Ad specials — by request

Deadlines

Issue	Booking/cancellation	Materials deadline	On sale
02/2019	12.12.18	19.12.18	24.01.19
03/2019	16.01.19	23.01.19	21.02.19
⊗ 04/2019	20.02.19	27.02.19	28.03.19
05/2019	20.03.19	27.03.19	25.04.19
🚚 06/2019	24.04.19	30.04.19	30.05.19
07/2019	22.05.19	29.05.19	27.06.19
08/2019	19.06.19	26.06.19	25.07.19
🚚 09/2019	24.07.19	31.07.19	29.08.19
⊗ 10/2019	21.08.19	28.08.19	26.09.19
11/2019	18.09.19	25.09.19	24.10.19
🚚 12/2019	23.10.19	30.10.19	28.11.19
01/2020	20.11.19	27.11.19	26.12.19

🚚 Commercial transport

⊗ Tyres overview