



Contacts

Publisher:

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

Trim size: 215x267 mm
Bleed size: 225x277 mm
Processing cover: sheet-fed offset
content: heatset web-offset
Paper cover: 170 g/m²
content: 70 г/м² LWC

BURDA. SPECIAL ISSUES

You can find technical requirements on the website 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)	140 000
2, 3, 4 cover	215x267 (+5 mm bleed)	150 000
1/2 page (vert.)	103x267 (+5 mm bleed)	75 000
1/2 page (horiz.)	215x133 (+5 mm bleed)	75 000
1/3 page (vert.)	75x267 (+5 mm bleed)	60 000
1/3 page (horiz.)	215x87 (+5 mm bleed)	60 000
1/4	98x124	44 500
1/8	98x60	29 500

* – without VAT

Special placement — 15%
Ad specials — by request

Deadlines

Issue	Booking / cancellation	Materials deadline	On sale
01/2017 Шить легко и быстро	19.01.17	26.01.17	01.03.17
02/2017 Мода для полных	16.02.17	22.02.17	29.03.17
03/2017 Детская мода	16.03.17	23.03.17	29.04.17
04/2017 Шить легко и быстро	20.07.17	21.07.17	30.08.17
05/2017 Мода для полных	17.08.17	24.08.17	27.09.17
06/2017 Вязание	14.09.17	21.09.17	25.10.17

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