

Contacts

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

Technical information

**Clean size:** 205x275 mm  
**Bleed size:** 215x285 mm  
**Processing: cover:** sheet-fed offset  
**Paper: cover:** 80 г/м<sup>2</sup> LWC UPM Ultra  
**inner pages:** 54 г/м<sup>2</sup> LWC Ural Brite

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

**OTDOKHNI**



Advertising rates

Size	Clean size	Rates (RUR)*
<b>1/1</b>	<b>205x275</b> (+5 mm - bleed)	<b>260 000</b>
<b>double page</b>	<b>410x275</b> (+5 mm - bleed)	<b>445 000</b>
Inside cover	205x275 (+5 mm - bleed)	<b>300 000</b>
Inside back cover	205x275 (+5 mm - bleed)	<b>290 000</b>
Back cover	205x275 (+5 mm - bleed)	<b>310 000</b>
1/2 page (horiz.)	205x128 (+5 mm - bleed)	<b>150 000</b>
1/2 page (vert.)	100x275 (+5 mm - bleed)	<b>150 000</b>
1/3 page (horiz.)	205x90 (+5 mm - bleed)	<b>95 000</b>
1/3 page (vert.)	68x275 (+5 mm - bleed)	<b>95 000</b>

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

\* without VAT

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
<b>03/2018</b>	08.12.18	20.01.18
<b>04/2018</b>	22.12.18	03.02.18
<b>05/2018</b>	12.01.18	17.02.18
<b>06/2018</b>	26.01.18	03.03.18
<b>07/2018</b>	09.02.18	17.03.18
<b>08/2018</b>	22.02.18	31.03.18
<b>09/2018</b>	07.03.18	14.04.18
<b>10/2018</b>	23.03.18	28.04.18
<b>11/2018</b>	06.04.18	12.05.18
<b>12/2018</b>	20.04.18	26.05.18
<b>13/2018</b>	04.05.18	09.06.18
<b>14/2018</b>	18.05.18	23.06.18
<b>15/2018</b>	01.06.18	07.07.18
<b>16/2018</b>	15.06.18	21.07.18
<b>17/2018</b>	29.06.18	04.08.18
<b>18/2018</b>	13.07.18	18.08.18
<b>19/2018</b>	27.07.18	01.09.18
<b>20/2018</b>	10.08.18	15.09.18
<b>21/2018</b>	24.08.18	29.09.18
<b>22/2018</b>	07.09.18	13.10.18
<b>23/2018</b>	21.09.18	27.10.18
<b>24/2018</b>	05.10.18	10.11.18
<b>25/2018</b>	19.10.18	24.11.18
<b>26/2018</b>	02.11.18	08.12.18
<b>01/2019</b>	16.11.18	22.12.18