

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/m²
supercover: 135 g/m²
content: 57 g/m² LWC Leipa Ultra Mag Plus

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

AUTOMIR

Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	210x280 (+5 mm bleed)	379 000
1 st adv. page	210x280 (+5 mm bleed)	440 000
1 st spread (Inside cover — p. 3)	420x280 (+5 mm bleed)	1 039 000
1 st spread after contents central spread	420x280 (+5 mm bleed)	770 000
Supercover		CALL

* — without VAT

Special placement — 15%
Ad specials — by request

AD Size	Trim size, mm	Rates, (RUR)*
Back cover	210x280 (+5 mm bleed)	693 000
Inside cover	210x280 (+5 mm bleed)	517 000
Inside back cover	210x280 (+5 mm bleed)	462 000
1/2 page (vert.)	103x280 (+5 mm bleed)	214 000
1/2 page (horiz.)	210x140 (+5 mm bleed)	214 000
1/3 page (vert.)	70x280 (+5 mm bleed)	165 000
1/3 page (horiz.)	210x91 (+5 mm bleed)	165 000
1/4	93x132	110 000



Deadlines

Issue	Booking/cancellation/materials	On sale	Issue	Booking/cancellation/materials	On sale	Issue	Booking/cancellation/materials	On sale
02/2019	17.12.18	05.01.19	20/2019	22.04.19	09.05.19	38/2019	26.08.19	12.09.19
03/2019	17.12.18	10.01.19	21/2019	29.04.19	16.05.19	39/2019	02.09.19	19.09.19
04/2019	24.12.18	17.01.19	22/2019	06.05.19	23.05.19	40/2019	09.09.19	26.09.19
05/2019	28.12.18	24.01.19	23/2019	13.05.19	30.05.19	41/2019	16.09.19	03.10.19
06/2019	14.01.19	31.01.19	24/2019	20.05.19	06.06.19	42/2019	23.09.19	10.10.19
07/2019	21.01.19	07.02.19	25/2019	27.05.19	11.06.19	43/2019	30.09.19	17.10.19
08/2019	28.01.19	14.02.19	26/2019	03.06.19	20.06.19	44/2019	07.10.19	24.10.19
09/2019	04.02.19	21.02.19	27/2019	10.06.19	27.06.19	45/2019	14.10.19	31.10.19
10/2019	11.02.19	28.02.19	28/2019	17.06.19	04.07.19	46/2019	21.10.19	07.11.19
11/2019	18.02.19	07.03.19	29/2019	24.06.19	11.07.19	47/2019	28.10.19	14.11.19
12/2019	25.02.19	14.03.19	30/2019	01.07.19	18.07.19	48/2019	05.11.19	21.11.19
13/2019	04.03.19	21.03.19	31/2019	08.07.19	25.07.19	49/2019	11.11.19	28.11.19
14/2019	11.03.19	28.03.19	32/2019	15.07.19	01.08.19	50/2019	18.11.19	05.12.19
15/2019	18.03.19	04.04.19	33/2019	22.07.19	08.08.19	51/2019	25.11.19	12.12.19
16/2019	25.03.19	11.04.19	34/2019	29.07.19	15.08.19	52/2019	02.12.19	19.12.19
17/2019	01.04.19	18.04.19	35/2019	05.08.19	22.08.19	01/2020	09.12.19	26.12.19
18/2019	08.04.19	25.04.19	36/2019	12.08.19	29.08.19			
19/2019	15.04.19	30.04.19	37/2019	19.08.19	05.09.19			

Commercial transport

Tyres overview