

**Publisher**

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

Advertising  
rates  
**2020**

**LISA.  
SDELAY PAUZU!  
SPECIAL ISSUE**

Clean size: 205x275 mm  
Bleed size: 215x285 mm  
Processing: heatset offset  
Paper: 48,8 г/м<sup>2</sup> (newsprint)

*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*



Advertising rates

Size	Clean size	Rates (RUR)*
1/1	205x275 (+5 mm - bleed)	<b>112 000</b>
Place in scanword	84x96 (+5 mm - bleed)	<b>40 000</b>

\* without VAT

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

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
<b>01/2020</b>	17.01.20	15.02.20
<b>02/2020</b>	13.03.20	11.04.20
<b>03/2020</b>	22.05.20	20.06.20
<b>04/2020</b>	24.07.20	22.08.20
<b>05/2020</b>	18.09.20	17.10.20
<b>06/2020</b>	20.11.20	19.12.20