

Publisher

BURDA Publishing House
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Advertising rates 2020

RESHI DLA DUSHI. SBORNIK SCANWORDOV SPECIAL ISSUE

Clean size: 220 x 275 mm
Bleed size: 230 x 285 mm

Processing: cover: sheet-fed offset;
inner pages: heatset offset

Paper: cover: 130 g/m² glossy
inner pages: 45 g/m² (newsprint)

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



Advertising rates

Size	Clean size	Rates (RUR)*
1/1 полосы	220 x 275 (+5 mm - bleed)	111 000
Inside cover	220 x 275 (+5 mm - bleed)	127 000
Inside back cover	220 x 275 (+5 mm - bleed)	116 000
Back cover	220 x 275 (+5 mm - bleed)	139 000

* 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
01/2020	03.03.20	28.03.20
02/2020	06.05.20	30.05.20
03/2020	04.08.20	29.08.20
04/2020	03.11.20	28.11.20