

Contacts

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

**IDEI  
VASHEGO  
DOMA**

Technical information

**Bleed size:** 215x290 mm  
**Trim size:** 225x300 mm  
**Printing cover:** sheet-fed offset  
**content:** web-offset  
**Paper cover:** Biledruck gloss 200 g/m<sup>2</sup>  
**content:** Galerie Brite Plus 57 g/m<sup>2</sup>

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

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR
<b>ADVERTISEMENT IN THE EDITORIAL MATERIALS, EXCEPT SECTIONS "NEW FLAT", "NOVELTIES", "FITODESIGN", "LANDSCAPE"</b>			
2/1	—	2x(215X290) (+5mm)	<b>9 400</b>
1/1	—	215X290 (+5mm)	<b>5 900</b>
1/2	—	215X145 / 104X290 (+5mm)	<b>4 200</b>
1/3	—	73X290 (+5mm)	<b>4 000</b>
<b>ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))</b>			
1/1	—	215X290 (+5mm)	<b>7 300</b>
<b>ADVERTISEMENT IN THE SECTION "NOVELTIES"</b>			
2/1	—	2X(215X290) (+5mm)	<b>9 500</b>
1/1	—	215X290 (+5mm)	<b>6 100</b>
<b>ADVERTISEMENTS IN CLASSIFIED RUBRIC</b>			
1/2	—	215X145 / 104X290 (+5mm)	<b>3 200</b>
1/4	88X124	104X145 (+5mm)	<b>1 700</b>
<b>ADVERTISEMENT IN THE SECTION "FITODESIGN", "LANDSCAPE"</b>			
1/1	—	215X290 (+5mm)	<b>4 900</b>
1/2	—	215X145 / 104X290 (+5mm)	<b>2 900</b>
1/3	—	73X290 (+5mm)	<b>2 750</b>
<b>CLASSIFIED</b>			
1/8	84X60	—	<b>900</b>
1/16	40X60	—	<b>500</b>
1/32 (color, no photo)	40X30	—	<b>290</b>
1/32 (b/w)	40X30	—	<b>220</b>
Address (up to 210 signs)			<b>140</b>
<b>COVER ADVERTISEMENT</b>			
2 <sup>nd</sup> cover page + 1/1 (first double page)	—	2 X (215X290) (+5mm)	<b>12 300</b>
2 <sup>nd</sup> double page	—	2 X (215X290) (+5mm)	<b>10 800</b>
3 <sup>rd</sup> cover page + 1/1 (last double page)	—	2 X (215X290) (+5mm)	<b>10 400</b>
2 <sup>nd</sup> cover page	—	215X290 (+5mm)	<b>8 400</b>
3 <sup>rd</sup> cover page	—	215X290 (+5mm)	<b>7 600</b>
4 <sup>th</sup> cover page	—	215X290 (+5mm)	<b>13 000</b>

\* prices are valid only for core customers

Location in certain place with the guarantee — advertisement fees increase by 10%.

15% discount is granted to the advertising agencies for advertisements of 1/4 and more.

Possible discounts (for one customer)

<b>IN CASE OF LONG-TIME ADVERTISING AGREEMENT*</b>										
Issue	3	4	5	6	7	8	9	10	11	
<b>Discount</b>	<b>3%</b>	<b>4%</b>	<b>5%</b>	<b>6%</b>	<b>7%</b>	<b>8%</b>	<b>9%</b>	<b>10%</b>	<b>11%</b>	
<b>IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*</b>										
Issue	2	3	4	5	6	7	8	9	10	11
<b>Discount</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>	<b>10%</b>	<b>12%</b>	<b>14%</b>	<b>16%</b>	<b>18%</b>	<b>20%</b>	<b>22%</b>
<b>IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**</b>										
Issue	2	3	4	5	6 and more					
<b>Discount</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>	<b>10%</b>	<b>12%</b>					

\* — discounts are mutually exclusive;

\*\* — for one customer in case of space difference no more than half size.

Issue Schedule for 2019

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
<b>02/2019</b>	18.12.2018	25.12.2018	<b>31.01.2019</b>
<b>03/2019</b>	15.01.2019	22.01.2019	<b>28.02.2019</b>
<b>04/2019</b>	12.02.2019	19.02.2019	<b>28.03.2019</b>
<b>05/2019</b>	12.03.2019	19.03.2019	<b>25.04.2019</b>
<b>06/2019</b>	16.04.2019	23.04.2019	<b>30.05.2019</b>
<b>07/2019</b>	14.05.2019	21.05.2019	<b>27.06.2019</b>
<b>08/2019</b>	11.06.2019	18.06.2019	<b>25.07.2019</b>
<b>09/2019</b>	16.07.2019	23.07.2019	<b>29.08.2019</b>
<b>10/2019</b>	13.08.2019	20.08.2019	<b>26.09.2019</b>
<b>11/2019</b>	17.09.2019	24.09.2019	<b>31.10.2019</b>
<b>01/2020</b>	22.10.2019	29.10.2019	<b>05.12.2019</b>