

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
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Technical information

Trim size: 203x275 mm
Bleed size: 213x285 mm
Processing
cover: sheet-fed offset, UV varnish
content: heatset web-offset
Paper:
cover: 170 g/m²
content: 60 g/m² MWC UPM Star

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

DOBRYE SOVIETY



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	203x275 (+5 mm bleed)	451 000
1 st spread	406x275 (+5 mm bleed)	1 040 000
Spread	406x275 (+5 mm bleed)	897 000
First page near to the contents or the «Editor's letter»	203x275 (+5 mm bleed)	501 000
Inside cover	203x275 (+5 mm bleed)	501 000
Inside back cover	203x275 (+5 mm bleed)	490 000
Back cover	203x275 (+5 mm bleed)	649 000
1/2 page (horizontal)	203x136 (+5 mm bleed)	308 000
1/2 page (vertical)	99,5x275 (+5 mm bleed)	308 000
1/3 page (horizontal)	203x89,5 (+5 mm bleed)	209 000
1/3 page (vertical)	69,3x275 (+5 mm bleed)	209 000

* — without VAT

Special placement — **15%**
Ad specials — by request

Deadlines

Issue	Booking/cancellation	Materials deadline	On sale
02/2019	07.12.18	14.12.18	15.01.19
03/2019	28.12.18	11.01.19	12.02.19
04/2019	01.02.19	08.02.19	12.03.19
05/2019	07.03.19	15.03.19	16.04.19
06/2019	05.04.19	12.04.19	14.05.19
07/2019	08.05.19	17.05.19	18.06.19
08/2019	07.06.19	14.06.19	16.07.19
09/2019	12.07.19	19.07.19	20.08.19
10/2019	09.08.19	16.08.19	17.09.19
11/2019	06.09.19	13.09.19	15.10.19
12/2019	11.10.19	18.10.19	19.11.19
01/2020	08.11.19	15.11.19	17.12.19