

Contacts

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BURDA Publishing House  
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Moscow, 127018, Russia  
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**IDEI  
VASHEGO  
DOMA**

Technical information

**Bleed size:** 203x275 mm  
**Trim size:** 213x285 mm  
**Printing**  
**cover:** sheet-fed offset  
**content:** web-offset  
**Paper**  
**cover:** Bildedruck gloss 200 g/m<sup>2</sup>  
**content:** Ultra Mag 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(203X275)	<b>9 400</b>
1/1	—	203X275	<b>5 900</b>
1/2	—	203X135 / 100X275	<b>4 200</b>
1/3	—	70X275	<b>4 000</b>
<b>ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))</b>			
1/1	—	203X275	<b>7 300</b>
<b>ADVERTISEMENT IN THE SECTION "NOVELTIES"</b>			
2/1	—	2X(203X275)	<b>9 500</b>
1/1	—	203X275	<b>6 100</b>
<b>ADVERTISEMENTS IN CLASSIFIED RUBRIC</b>			
1/2	183x125 / 89X255	203X135 / 99X275	<b>3 200</b>
1/4	89X125	—	<b>1 700</b>
<b>ADVERTISEMENT IN THE SECTION "FITODESIGN", "LANDSCAPE"</b>			
1/1	—	203X275	<b>4 900</b>
1/2	—	203X135 / 100X275	<b>2 900</b>
1/3	—	70X275	<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 (203X275)	<b>12 300</b>
2 <sup>nd</sup> double page	—	2 X (203X275)	<b>10 800</b>
3 <sup>rd</sup> cover page + 1/1 (last double page)	—	2 X (203X275)	<b>10 400</b>
2 <sup>nd</sup> cover page	—	203X275	<b>8 400</b>
3 <sup>rd</sup> cover page	—	203X275	<b>7 600</b>
4 <sup>th</sup> cover page	—	203X275	<b>13 000</b>

\* prices are valid only for core customers  
Prices are valid from 01.01.2017 till 30.06.2017.

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)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT**										
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>	
IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT**										
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>
IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE***										
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 2017

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
<b>02(215)'2017</b>	22.11.2016	29.11.2016	<b>17.01.2017</b>
<b>03(216)'2017</b>	27.12.2016	10.01.2017	<b>21.02.2017</b>
<b>04(217)'2017</b>	31.01.2017	07.02.2017	<b>21.03.2017</b>
<b>05(218)'2017</b>	28.02.2017	07.03.2017	<b>18.04.2017</b>
<b>06(219)'2017</b>	04.04.2017	11.04.2017	<b>23.05.2017</b>
<b>07(220)'2017</b>	10.05.2017	16.05.2017	<b>27.06.2017</b>
<b>08(221)'2017</b>	06.06.2017	13.06.2017	<b>25.07.2017</b>
<b>09(222)'2017</b>	11.07.2017	18.07.2017	<b>29.08.2017</b>
<b>10(223)'2017</b>	15.08.2017	22.08.2017	<b>03.10.2017</b>
<b>11(224)'2017</b>	19.09.2017	26.09.2017	<b>08.11.2017</b>
<b>01(225)'2018</b>	24.10.2017	31.10.2017	<b>12.12.2017</b>

