

Contacts

Publisher:

BURDA Publishing House
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Technical information

Trim size: 240x330 mm
Bleed size: 250x340 mm
Processing: sheet-fed offset.
Paper: 80 g/m² Ural Brite Satin Plus.

AUTO MUR. TEST DRIVE

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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	240x330 (+5 mm bleed)	250 000
1 st adv. page	240x330 (+5 mm bleed)	300 000
1 st spread (Inside cover — p. 3)	480x330 (+5 mm bleed)	500 000
1 st spread after content Central spread	480x330 (+5 mm bleed)	400 000
Back cover	240x330 (+5 mm bleed)	450 000
Inside cover	240x330 (+5 mm bleed)	300 000
Inside back cover	240x330 (+5 mm bleed)	300 000
1/2 page (vert.)	120x330 (+5 mm bleed)	150 000
1/2 page (horiz.)	240x165 (+5 mm bleed)	150 000
1/3 page (vert.)	80x330 (+5 mm bleed)	100 000
1/3 page (horiz.)	240x110 (+5 mm bleed)	100 000
1/4 page	120x165 (+5 mm bleed)	80 000

* — without VAT

Special placement — 15%
Ad specials — by request

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2017 Moto technic (ATVs, accessories)	09.02.17	01.03.17
03/2017 Auto (price up to 1 000 000 rub)	30.03.17	19.04.17
04/2017 Auto parts, accessories, tuning	11.05.17	31.05.17
05/2017 SUV autos	10.08.17	30.08.17
06/2017 Commercial transport	28.09.17	18.10.17
01/2018 Used cars	09.11.17	29.11.17

1987



2017