

**Bleed size:** 210x295 mm  
**Trim size:** 220x305 mm  
**Processing**  
**обложка:** sheet-fed offset  
**content:** heatset web-offset  
**Paper**  
**cover:** 115 g/m<sup>2</sup>  
**content:** 57 g/m<sup>2</sup> LWC Ultra Mag Plus.

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

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1 page</b>	<b>210x295 (+5 mm)</b>	<b>178 000</b>
<b>2<sup>rd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover page</b>	210x295 (+5 mm)	<b>190 000</b>
1/2 page (vertical)	105x215 (+5 mm)	<b>95 000</b>
1/2 page (horizontal)	210x145 (+5 mm)	<b>95 000</b>
1/3 page (vertical)	70x295 (+5 mm)	<b>76 000</b>
1/3 page (horizontal)	100x295 (+5 mm)	<b>76 000</b>

\* Price does not include VAT

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

## Deadlines

Issue	Deadline for the reservation of advertisement area	On sale
<b>03/2021</b>	22.01.2021	20.02.2021
<b>04/2021</b>	26.02.2021	27.03.2021
<b>05/2021</b>	26.03.2021	24.04.2021
<b>06/2021</b>	23.04.2021	22.05.2021
<b>07/2021</b>	21.05.2021	19.06.2021
<b>08-09/2021</b>	25.06.2021	24.07.2021
<b>10/2021</b>	20.08.2021	18.09.2021
<b>11/2021</b>	24.09.2021	23.10.2021
<b>12/2021</b>	22.10.2021	20.11.2021

\* — without VAT

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Ad specials — by request



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)