

**Publisher**

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

Advertising  
rates  
**2020**

**LISA.**  
**SCANWODRS**

Clean size: 205x275 mm  
Bleed size: 215x285 mm

Processing: cover: sheet-fed offset  
inner pages: news print  
Paper: cover: 80 г/м<sup>2</sup>  
inner pages: 42 г/м<sup>2</sup> (newsprint)

*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

Size	Clean size	Rates (RUR)*
Inside cover	205x275 (+5 mm - bleed)	<b>71 000</b>
Inside back cover	205x275 (+5 mm - bleed)	<b>71 000</b>
Back cover	205x275 (+5 mm - bleed)	<b>71 000</b>

\* without VAT

Ad specials — by request.  
Special placement (in the special section,  
in the first third of magazine, teaser ads) — 15%.

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
<b>02/2020</b>	17.12.19	23.01.20
<b>03/2020</b>	21.01.20	20.02.20
<b>04/2020</b>	18.02.20	19.03.20
<b>05/2020</b>	17.03.20	16.04.20
<b>06/2020</b>	14.04.20	14.05.20
<b>07/2020</b>	06.05.20	04.06.20
<b>08/2020</b>	02.06.20	02.07.20
<b>09/2020</b>	30.06.20	30.07.20
<b>10/2020</b>	28.07.20	27.08.20
<b>11/2020</b>	25.08.20	24.09.20
<b>12/2020</b>	29.09.20	29.10.20
<b>13/2020</b>	27.10.20	26.11.20
<b>01/2021</b>	24.11.20	24.12.20