

BURDA Publishing House

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Moscow, 127018, Russia
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advertising@burda.ru

Advertising rates

2020

BURDA. SPECIAL ISSUES

Bleed size: 215x267 mm

Trim size: 225x277 mm

Processing

cover: sheet-fed offset

content: heatset web-offset

Paper

cover: 150 g/m²

content: 57 g/m² LWC

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 page	215x267 (+5mm)	162 000
2rd, 3rd, 4th cover page	215x267 (+5mm)	173 000
1/2 page (vertical)	103x267 (+5mm)	86 000
1/2 page (horizontal)	215x133 (+5mm)	86 000
1/3 page (vertical)	75x267 (+5mm)	69 000
1/3 page (horizontal)	215x87 (+5mm)	69 000
1/4 page	98x124	51 000
1/8 page	98x60	34 000

**Bleed size of Burda Knitting is 215X277 mm

* Price does not include VAT

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



burda.ru/AdSpecials

Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
01/2020 Burda Easy	13.12.2019	20.12.2019	25.01.2020
02/2020 Burda Kids	17.01.2020	24.01.2020	27.02.2020
03/2020 Burda Plus	14.02.2020	21.02.2020	26.03.2020
04/2020 Burda Baby	06.03.2020	13.03.2020	21.04.2020
05/2020 Burda Best of trends	13.03.2020	20.03.2020	28.04.2020
06/2020 Burda Easy	26.06.2020	03.07.2020	08.08.2020
07/2020 Burda Best of trends	14.08.2020	21.08.2020	26.09.2020
08/2020 Burda Plus	21.08.2020	28.08.2020	03.10.2020
09/2020 Burda Kids	11.09.2020	18.09.2020	24.10.2020
10/2020 Burda Knitting**	02.10.2020	09.10.2020	07.11.2020
11/2020 Burda Leisure Wear	23.10.2020	30.10.2020	05.12.2020