

Contacts

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

**IDEI VASHEGO DOMA  
SPECIAL EDITION**

Technical information

**Bleed size:** 203X275 mm  
**Trim size:** 213X285 mm  
**Printing cover:** sheet-fed offset  
**content:** web-offset  
**Paper cover:** WFC gloss 250 g/m<sup>2</sup>;  
**content:** LWC „Ural Brite“ satin 70 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
1/1	—	203x275 (+5mm)	<b>3 600</b>
<b>ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))</b>			
1/1	—	203x275 (+5mm)	<b>3 900</b>
<b>DOUBLE PAGE ADVERTISEMENTS</b>			
2/1	—	2 x (203x275) (+5mm)	<b>4 800</b>
2/1 (rubric "Trend")	—	2 x (203x275) (+5mm)	<b>2 800</b>
<b>COVER ADVERTISEMENT</b>			
2 <sup>nd</sup> cover page + 1/1 (first double page)	—	2 x (203x275) (+5mm)	<b>5 000</b>
2 <sup>nd</sup> cover page	—	203x275 (+5mm)	<b>4 200</b>
3 <sup>rd</sup> cover page	—	203x275 (+5mm)	<b>4 000</b>
4 <sup>th</sup> cover page	—	203x275 (+5mm)	<b>5 000</b>
<b>ADVERTISEMENTS IN CLASSIFIED RUBRIC</b>			
1/2	183x125/89x255	203x135 (+5mm)/99x275 (+5mm)	<b>2 400</b>
1/4	89x125	104x145 (+5mm)	<b>1 600</b>
<b>CLASSIFIED</b>			
1/8	84x60	—	<b>1 300</b>
1/16 (color)	40x60	—	<b>300</b>
1/16 (b/w)	40x60	—	<b>100</b>
Address (up to 210 signs)			<b>135</b>

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)

<b>IN CASE OF LONG-TIME ADVERTISING AGREEMENT*</b>			
Issue	2	3	4
<b>Discount</b>	<b>5%</b>	<b>10%</b>	<b>15%</b>

<b>IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*</b>			
Issue	2	3	4
<b>Discount</b>	<b>10%</b>	<b>15%</b>	<b>20%</b>

<b>IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**</b>				
Issue	2	3	4	5 and more
<b>Discount</b>	<b>4%</b>	<b>6%</b>	<b>8%</b>	<b>10%</b>

\* — discounts are mutually exclusive;  
\*\* — for one customer in case of space difference no more than half size.

Issue Schedule for 2019

	Deadline for the reservation of advertisement area	Deadline for supplying payment	Deadline for supplying material	Date of Issue
<b>SE №1</b> <b>ODNOKOMNATNYE KVARTIRY</b>	18.12.18	25.12.18	28.12.18	<b>31.01.19</b>
<b>SE №2</b> <b>STROIM DACHU</b>	05.02.19	12.02.19	15.02.19	<b>21.03.19</b>
<b>SE №3</b> <b>DVUKHKOMNATNYE KVARTIRY</b>	09.04.19	16.04.19	19.04.19	<b>23.05.19</b>
<b>SE №4</b> <b>TREKHKOMNATNYE KVARTIRY</b>	04.06.19	11.06.19	14.06.19	<b>18.07.19</b>
<b>SE №5</b> <b>REMONT I OTDELKA</b>	06.08.19	13.08.19	16.08.19	<b>19.09.19</b>
<b>SE №6</b> <b>KUHNI I VANNYE</b>	08.10.19	15.10.19	18.10.19	<b>21.11.19</b>