

**BURDA Publishing House**

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

Advertising  
rates  
**2020**

**LUBLU GOTOVIT!  
SPECIAL ISSUE**

**Trim size:** 143x200 mm  
**Bleed size:** 153x210 mm

**Processing**  
heatset web-offset

**Paper**  
**cover:** 80 g/m<sup>2</sup> LWC UPM Ultra  
**content:** 42 g/m<sup>2</sup> news-print

*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*



LGSP

Advertising rates

| AD Size                    | Trim size, mm         | Rates, (RUR)*  |
|----------------------------|-----------------------|----------------|
| <b>1/1</b>                 | <b>143x200 (+5mm)</b> | <b>127 000</b> |
| Spread                     | 286x200 (+5mm)        | <b>254 000</b> |
| 2 <sup>nd</sup> cover page | 143x200 (+5mm)        | <b>144 000</b> |
| 3 <sup>rd</sup> cover page | 143x200 (+5mm)        | <b>139 000</b> |
| 4 <sup>th</sup> cover page | 143x200 (+5mm)        | <b>150 000</b> |
| 1/2 page (horizontal)      | 143x98 (+5mm)         | <b>70 000</b>  |
| 1/2 page (vertical)        | 70x200 (+5mm)         | <b>70 000</b>  |

\* — Without VAT

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

Deadlines

| Issue   | Booking/<br>cancellation | Materials<br>deadline | On sale  |
|---|--------------------------|-----------------------|----------|
| <b>01/2020</b><br><b>Shirokaya Maslenitsa</b> | 05.12.19                 | 12.12.19              | 18.01.20 |
| <b>02/2020</b><br><b>Vstrechayem Paskhu!</b>  | 30.01.20                 | 06.02.20              | 07.03.20 |
| <b>03/2020</b><br><b>Zagotovki</b>            | 14.05.20                 | 21.05.20              | 20.06.20 |
| <b>04/2020</b><br><b>Letniye zagotovki</b>    | 09.07.20                 | 16.07.20              | 15.08.20 |
| <b>05/2020</b>                                | 03.09.20                 | 10.09.20              | 10.10.20 |
| <b>06/2020</b>                                | 05.11.20                 | 12.11.20              | 12.12.20 |