

BURDA Publishing House

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

Advertising
rates
2020

**BURDA
STYLE**

Bleed size: 215x267 mm
Trim size: 225x277 mm
Processing
обложка: sheet-fed offset
content: heatset web-offset
Paper
cover: 170 g/m²
content: 57 g/m² LWC Ultra Mag Plus.

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	215x267 (+5mm)	571 000
4 rd cover page	215x267 (+5mm)	744 000
3 rd cover page	215x267 (+5mm)	629 000
2 nd cover page	215x267 (+5mm)	687 000
Spread	430x267 (+5mm)	1 033 000
2 st Spread	430x267 (+5mm)	1 143 000
Mini Spread	190x200 (+5mm)	629 000
Page near contents, editor's letter	215x267 (+5mm)	629 000
1/2 page (vertical)	103x267 (+5mm)	340 000
1/2 page (horizontal)	215x133 (+5mm)	340 000
1/3 page (vertical)	72x267 (+5mm)	225 000
1/3 page (horizontal)	215x87 (+5mm)	225 000
Classifieds		
1/8 page	90x60	57 000
1/16 page	90x30	40 000
Line under the heading «Useful addresses»		5 250

* — without VAT

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

Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
02/2020	06.12.19	13.12.19	23.01.20
03/2020	09.01.20	10.01.20	20.02.20
04/2020	07.02.20	14.02.20	26.03.20
05/2020	06.03.20	13.03.20	23.04.20
06/2020	03.04.20	10.04.20	21.05.20
07/2020	08.05.20	15.05.20	25.06.20
08/2020	05.06.20	11.06.20	23.07.20
09/2020	10.07.20	17.07.20	27.08.20
10/2020	07.08.20	14.08.20	24.09.20
11/2020	04.09.20	11.09.20	22.10.20
12/2020	02.10.20	09.10.20	19.11.20
01/2021	30.10.20	06.11.20	17.12.20