

BURDA Publishing House

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Advertising
rates
2020

**PRIVATE INTERIOR.
SAINT PETERSBURG**

Bleed size: 215x295 mm
Trim size: 225x305 mm
Printing sheet-fed offset
Paper cover:
300 g/m² WFC „Galerie Art Gloss“
content:
120 g/m² WFC „Mega Coat“ gloss

*You can find technical requirements
on the website www.burda.ru in section
FOR ADVERTISERS or require from
Advertising Sales Managers*



Advertising Rates

Share of page	Размеры с полями	Bleed ads, size	Price, EUR
2/1	—	2 X (215X295) (+5mm)	4 570
1/1	197X275	215X295 (+5mm)	3 020
1/2	197X135	215X145 (+5mm)	2 020
COVER ADVERTISEMENTS			
2 nd cover page + 1/1 (1 st double page)	—	2 X (215X295) (+5mm)	6 900
2 nd double page	—	2 X (215X295) (+5mm)	5 000
3 rd cover page	—	215X295 (+5mm)	4 170
back cover page	—	215X295 (+5mm)	6 100
ADVERTISEMENTS IN THE RUBRIC «DESIGN-PROJECT»			
2/1	—	2 X (215X295) (+5mm)	1 200
1/1	197X275	215X295 (+5mm)	700

Location in certain place with the guarantee — advertisement fees increase by 10%.
15% discount is granted to the advertising agencies.

15% discount is granted to the advertising agencies for advertisements of 1/2 and more (except the rubric “Design-project”)

Possible discounts (for one customer)

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE*				
Issue	2	3	4	5
Discount	6%	9%	12%	15%

* — for one customer in case of space difference no more than half size.

Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
№1 2020	21.04.2020	28.04.2020	02.06.2020
№2 2020	06.10.2020	13.10.2020	17.11.2020