

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
Tel.: +7 495 797 45 60
E-mail: vhb@burda.ru

Technical information

Trim size: 205x297 mm
Bleed size: 215x307 mm
Processing:
cover: sheet-fed offset, UV varnish
content: heatset web-offset
Paper: cover: 200 g/m² WFC
content: 60 g/m² LWC
Ural Brite gloss

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

VERENA



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1 /page	205x297 (+5 mm bleed)	140 000
2, 3, 4 cover	205x297 (+5 mm bleed)	150 000
1/2 page (horiz.)	205x143 (+5 mm bleed)	75 000
1/2 page (vert.)	102x297 (+5 mm bleed)	75 000
1/3 page (horiz.)	205x95 (+5 mm bleed)	60 000
1/3 page (vert.)	70x297 (+5 mm bleed)	60 000
1/4	92x138	44 500
1/8	92x67	29 500

* – without VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
01/2017	16.01.2017	09.02.2017
02/2017	20.03.2017	13.04.2017
03/2017	22.05.2017	15.06.2017
04/2017	24.07.2017	17.08.2017
05/2017	25.09.2017	19.10.2017
06/2017	27.11.2017	21.12.2017

Special issue Verena Podium

Issue	Booking/cancellation, materials deadline	On sale
01/2017	14.02.2017	15.03.2017
02/2017	08.08.2017	07.09.2017

1987



2017