

**Publisher**

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

Advertising  
rates  
**2020**

**LIZA.  
KEYWORDY  
DLA VSEH**

Clean size: 205x275 MM  
Bleed size: 215x285 MM  
Printing: role offset  
Paper: 42 g/m<sup>2</sup> (newsprint)

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

Size	Clean size	Rates (RUR)*
Inside cover	205x275 (+5 mm - bleed)	<b>116 000</b>
Inside back cover	205x275 (+5 mm - bleed)	<b>116 000</b>
Back cover	205x275 (+5 mm - bleed)	<b>116 000</b>

\* without VAT

Ad specials — by request.  
Special placement (in the special section,  
in the first third of magazine, teaser ads) — 15%.

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
<b>02/2020</b>	20.12.19	25.01.20
<b>03/2020</b>	24.01.20	22.02.20
<b>04/2020</b>	21.02.20	21.03.20
<b>05/2020</b>	27.03.20	25.04.20
<b>06/2020</b>	24.04.20	23.05.20
<b>07/2020</b>	22.05.20	20.06.20
<b>08/2020</b>	26.06.20	25.07.20
<b>09/2020</b>	31.07.20	29.08.20
<b>10/2020</b>	28.08.20	26.09.20
<b>11/2020</b>	25.09.20	24.10.20
<b>12/2020</b>	23.10.20	21.11.20
<b>01/2021</b>	20.11.20	19.12.20