

## Contacts

**Publisher:**

BURDA Publishing House  
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Moscow, 127018, Russia  
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**VISHIVAJU  
KRESTIKOM**

## Technical information

**Trim size:** 210x295 mm  
**Bleed size:** 220x305 mm  
**Processing**  
**cover:** sheet-fed offset  
**content:** heatset web-offset  
**Paper**  
**cover:** 170 g/m<sup>2</sup>  
**content:** Ural Brite 57 g/m<sup>2</sup>  
Ural Brite LWC gloss.

*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

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1</b>	<b>210x295</b> (+5 mm bleed)	<b>140 000</b>
2, 3, 4 cover	210x295 (+5 mm bleed)	<b>150 000</b>
1/2 page (vert.)	105x295 (+5 mm bleed)	<b>75 000</b>
1/2 page (horiz.)	210x147 (+5 mm bleed)	<b>75 000</b>
1/3 page (vert.)	70x295 (+5 mm bleed)	<b>60 000</b>
1/3 page (horiz.)	210x98 (+5 mm bleed)	<b>60 000</b>
<b>Classifieds</b>		
1/4	94x138	<b>44 500</b>
1/8	94x67	<b>29 500</b>
<b>Participation in the «keys» to the schemes of embroideries</b>		<b>15 000</b>

\* – without VAT

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

## Deadlines

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2017</b>	16.01.17	15.02.17
<b>02/2017</b>	20.03.17	19.04.17
<b>03/2017</b>	22.05.17	21.06.17
<b>04/2017</b>	24.07.17	23.08.17
<b>05/2017</b>	18.09.17	18.10.17
<b>06/2017</b>	13.11.17	13.12.17

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