

Trim size: 203x275 mm

Bleed size: 213x285 mm

Processing

cover: sheet-fed offset, UV varnish

content: heatset web-offset

Paper

cover: 170 g/m² Lumi Art

content: 57 g/m² LWC Leipa 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	203x275 (+5mm)	474 000
1 st Spread	406x275 (+5mm)	1 091 000
Spread	406x275 (+5mm)	941 000
First page near to the contents or the «Editor's letter»	203x275 (+5mm)	525 000
2 rd cover page	203x275 (+5mm)	525 000
3 rd cover page	203x275 (+5mm)	513 000
4 rd cover page	203x275 (+5mm)	681 000
1/2 page (horizontal)	203x136 (+5mm)	323 000
1/2 page (vertical)	99,5x275 (+5mm)	323 000
1/3 page (horizontal)	203x89,5 (+5mm)	219 000
1/3 page (vertical)	69,3x275 (+5mm)	219 000

* — Without VAT

Special placement — **15%**

Ad specials — by request.

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
02/2020	06.12.19	13.12.20	14.01.20
03/2020	20.12.19	10.01.20	11.02.20
04/2020	07.02.20	14.02.20	17.03.20
05/2020	06.03.20	13.03.20	14.04.20
06/2020	10.04.20	17.04.20	19.05.20
07/2020	08.05.20	15.05.20	16.06.20
08/2020	05.06.20	11.06.20	14.07.20
09/2020	10.07.20	17.07.20	18.08.20
10/2020	07.08.20	14.08.20	15.09.20
11/2020	04.09.20	11.09.20	13.10.20
12/2020	09.10.20	16.10.20	17.11.20
01/2021	06.11.20	13.11.20	15.12.20