

Bleed size: 205x297 mm
Trim size: 215x307 mm

Processing
cover: sheet-fed offset
content: heatset web-offset

Paper
cover: 150 g/m² Lumi Art
content: 57 g/m² 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 page	205x297 (+5mm)	162 000
2nd, 3rd, 4th cover page	205x297 (+5mm)	173 000
1/2 page (horizontal)	205x143 (+5mm)	86 000
1/2 page (vertical)	102x297 (+5mm)	86 000
1/3 page (horizontal)	205x95 (+5mm)	69 000
1/3 page (vertical)	70x297 (+5mm)	69 000
1/4 page	92x138	51 000
1/8 page	92x67	34 000

* — without VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
01/2020	13.01.20	06.02.20
02/2020	23.03.20	16.04.20
03/2020	20.07.20	13.08.20
04/2020	21.09.20	15.10.20
05/2020	23.11.20	17.12.20

Special issue Verena Podium

Issue	Booking/cancellation, materials deadline	On sale
01/2020	04.02.20	05.03.20
02/2020	14.04.20	14.05.20
03/2020	11.08.20	10.09.20
04/2020	27.10.20	26.11.20

VFPD