

Contacts

Publisher:
BURDA Publishing House
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**IDEI
VASHEGO
DOMA**

Technical information

Bleed size: 215x290 mm
Trim size: 225x300 mm
Printing cover: sheet-fed offset
content: web-offset
Paper cover: Biledruck gloss 200 g/m²
content: Galerie Brite Plus 57 g/m²

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



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR
ADVERTISEMENT IN THE EDITORIAL MATERIALS, EXCEPT SECTIONS "NEW FLAT", "NOVELTIES", "FITODESIGN", "LANDSCAPE"			
2/1	—	2x(215X290) (+5mm)	9 400
1/1	—	215X290 (+5mm)	5 900
1/2	—	215X145 / 104X290 (+5mm)	4 200
1/3	—	73X290 (+5mm)	4 000
ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))			
1/1	—	215X290 (+5mm)	7 300
ADVERTISEMENT IN THE SECTION "NOVELTIES"			
2/1	—	2X(215X290) (+5mm)	9 500
1/1	—	215X290 (+5mm)	6 100
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	—	215X145 / 104X290 (+5mm)	3 200
1/4	88X124	104X145 (+5mm)	1 700
ADVERTISEMENT IN THE SECTION "FITODESIGN", "LANDSCAPE"			
1/1	—	215X290 (+5mm)	4 900
1/2	—	215X145 / 104X290 (+5mm)	2 900
1/3	—	73X290 (+5mm)	2 750
CLASSIFIED			
1/8	84X60	—	900
1/16	40X60	—	500
1/32 (color, no photo)	40X30	—	290
1/32 (b/w)	40X30	—	220
Address (up to 210 signs)			140
COVER ADVERTISEMENT			
2 rd cover page + 1/1 (first double page)	—	2 X (215X290) (+5mm)	12 300
2 nd double page	—	2 X (215X290) (+5mm)	10 800
3 rd cover page + 1/1 (last double page)	—	2 X (215X290) (+5mm)	10 400
2 rd cover page	—	215X290 (+5mm)	8 400
3 rd cover page	—	215X290 (+5mm)	7 600
4 rd cover page	—	215X290 (+5mm)	13 000

* prices are valid only for core customers

Location in certain place with the guarantee — advertisement fees increase by 10%.

15% discount is granted to the advertising agencies for advertisements of 1/4 and more.

Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT*										
Issue	3	4	5	6	7	8	9	10	11	
Discount	3%	4%	5%	6%	7%	8%	9%	10%	11%	
IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*										
Issue	2	3	4	5	6	7	8	9	10	11
Discount	4%	6%	8%	10%	12%	14%	16%	18%	20%	22%
IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**										
Issue	2	3	4	5	6 and more					
Discount	4%	6%	8%	10%	12%					

* — discounts are mutually exclusive;

** — for one customer in case of space difference no more than half size.

Issue Schedule for 2018

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
02(226)'2018	12.12.2017	19.12.2017	01.02.2018
03(227)'2018	09.01.2018	16.01.2018	01.03.2018
04(228)'2018	06.02.2018	13.02.2018	29.03.2018
05(229)'2018	06.03.2018	13.03.2018	19.04.2018
06(230)'2018	10.04.2018	17.04.2018	31.05.2018
07(231)'2018	08.05.2018	15.05.2018	28.06.2018
08(232)'2018	05.06.2018	12.06.2018	31.07.2018
09(233)'2018	10.07.2018	17.07.2018	30.08.2018
10(234)'2018	07.08.2018	14.08.2018	27.09.2018
11(235)'2018	11.09.2018	18.09.2018	01.11.2018
01(236)'2019	16.10.2018	23.10.2018	06.12.2018