

BURDA Publishing House

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advertising@burda.ru

Advertising
rates
2020

**BURDA.
SPECIAL ISSUES**

Bleed size: 215x267 mm

Trim size: 225x277 mm

Processing

cover: sheet-fed offset

content: heatset web-offset

Paper

cover: 150 g/m²

content: 57 g/m² LWC

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



BUSP

Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1 page	215x267 (+5mm)	162 000
2rd, 3rd, 4th cover page	215x267 (+5mm)	173 000
1/2 page (vertical)	103x267 (+5mm)	86 000
1/2 page (horizontal)	215x133 (+5mm)	86 000
1/3 page (vertical)	75x267 (+5mm)	69 000
1/3 page (horizontal)	215x87 (+5mm)	69 000
1/4 page	98x124	51 000
1/8 page	98x60	34 000

* — without VAT

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

Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
01/2020 Detskaya moda	17.01.20	24.01.20	27.02.20
02/2020 Moda dlya polnykh	14.02.20	21.02.20	26.03.20
03/2020 Baby	06.03.20	13.03.20	16.04.20
04/2020 Best of trends	13.03.20	20.03.20	23.04.20
05/2020 Best of trends	14.08.20	21.08.20	24.09.20
06/2020 Moda dlya polnykh	21.08.20	28.08.20	01.10.20
07/2020 Detskaya moda	11.09.20	18.09.20	22.10.20

Shit' legko i bystro (deadlines)

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
01/2020	13.12.19	20.12.19	25.01.20
02/2020	07.02.20	14.02.20	28.03.20
03/2020	10.04.20	17.04.20	23.05.20
04/2020	05.06.20	11.06.20	25.07.20
05/2020	07.08.20	14.08.20	26.09.20
06/2020	09.10.20	16.10.20	28.11.20

BSPE