

Publisher

BURDA Publishing House
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Moscow, 127018, Russia
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advertising@burda.ru

Advertising
rates
2020

**SBORNAYA
SOLANKA**

Clean size: 205 x 275 mm
Bleed size: 215 x 285 mm
Processing: cover: sheet-fed offset;
inner pages: news print
Paper: cover: 80 g/m²;
inner pages: 42 g/m² (newsprint)

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



Advertising rates

Size	Clean size	Rates (RUR)*
Inside cover	205 x 275 (+5 mm - bleed)	71 000
Inside back cover	205 x 275 (+5 mm - bleed)	71 000
Back cover	205 x 275 (+5 mm - bleed)	71 000

* without VAT

Ad specials — by request.
Special placement (in the special section,
in the first third of magazine, teaser ads) — 15%.

Deadlines

Issue	Booking / Cancellation & Materials deadline	On sale
02/2020	20.12.19	16.01.20
03/2020	17.01.20	13.02.20
04/2020	14.02.20	12.03.20
05/2020	13.03.20	09.04.20
06/2020	10.04.20	07.05.20
07/2020	08.05.20	04.06.20
08/2020	11.06.20	09.07.20
09/2020	10.07.20	06.08.20
10/2020	07.08.20	03.09.20
11/2020	04.09.20	01.10.20
12/2020	02.10.20	29.10.20
13/2020	30.10.20	26.11.20
01/2021	27.11.20	24.12.20