

BURDA Publishing House

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Moscow, 127018, Russia
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advertising@burda.ru

Advertising rates

2021

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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1 page	215x267 (+5mm)	178 000
2nd, 3rd, 4th cover page	215x267 (+5mm)	190 000
1/2 page (vertical)	103x267 (+5mm)	95 000
1/2 page (horizontal)	215x133 (+5mm)	95 000
1/3 page (vertical)	75x267 (+5mm)	76 000
1/3 page (horizontal)	215x87 (+5mm)	76 000
1/4 page	98x124	56 000
1/8 page	98x60	37 000

* Price does not include VAT

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



burda.ru/AdSpecials

Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
02/2021 Burda Best of trends (Summer trousers)	12.01.2021	15.01.2021	20.02.2021
03/2021 Burda Kids	29.01.2021	05.02.2021	13.03.2021
04/2021 Burda Easy	12.02.2021	19.02.2021	30.03.2021
05/2021 Burda Plus	26.02.2021	05.03.2021	10.04.2021
06/2021 Burda Active	02.04.2021	09.04.2021	15.05.2021
07/2021 Burda Kids Best of	14.05.2021	21.05.2021	26.06.2021
08/2021 Burda Plus	27.08.2021	03.09.2021	09.10.2021
09/2021 Burda Best of trends (Autumn dress)	17.09.2021	24.09.2021	30.10.2021
10/2021 Burda Easy	15.10.2021	22.10.2021	27.11.2021