

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
+7 (495) 797-45-60
advertising@burda.ru

BURDA

Technical information

Trim size: 215x267 mm
Bleed size: 225x277 mm
Processing cover: sheet-fed offset
content: heatset web-offset
Paper cover: 170 g/m²
content: 57 g/m² LWC 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	215x267 (+5 mm bleed)	544 000
Back cover	215x267 (+5 mm bleed)	709 000
Inside back cover	215x267 (+5 mm bleed)	599 000
Inside cover	215x267 (+5 mm bleed)	654 000
Spread	430x267 (+5 mm bleed)	984 000
1 st Spread	430x267 (+5 mm bleed)	1 089 000
Mini Spread	190x200 (+5 mm bleed)	599 000
Page near contents, editor's letter	215x267 (+5 mm bleed)	599 000
1/2 page (vert.)	103x267 (+5 mm bleed)	324 000
1/2 page (horiz.)	215x133 (+5 mm bleed)	324 000
1/3 page (vert.)	72x267 (+5 mm bleed)	214 000
1/3 page (horiz.)	215x87 (+5 mm bleed)	214 000
Classified		
1/8	90x60	54 000
1/16	90x30	38 000
Line under the heading «Useful addresses»		5 000

* — without VAT

Special placement — 15%
Ad specials — by request

Deadlines

Issue	Booking / cancellation	Materials deadline	On sale
02/2019	07.12.18	14.12.18	24.01.19
03/2019	09.01.19	11.01.19	21.02.19
04/2019	08.02.19	15.02.19	28.03.19
05/2019	07.03.19	15.03.19	25.04.19
06/2019	05.04.19	12.04.19	23.05.19
07/2019	08.05.19	17.05.19	27.06.19
08/2019	07.06.19	14.06.19	25.07.19
09/2019	12.07.19	19.07.19	29.08.19
10/2019	09.08.19	16.08.19	26.09.19
11/2019	06.09.19	13.09.19	24.10.19
12/2019	04.10.19	11.10.19	21.11.19
01/2020	01.11.19	08.11.19	19.12.19