

## Contacts

**Publisher:**  
BURDA Publishing House  
3 Polkovaya str., bld 4,  
Moscow, 127018, Russia  
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## Technical information

**Trim size:** 210x277 mm  
**Bleed size:** 220x287 mm  
**Processing:**  
**cover:** heatset web-offset  
**content:** heatset web-offset  
**Paper: cover:** 150 g/m<sup>2</sup>  
**content:** 60 g/m<sup>2</sup> LWC  
Ural Brite Satin Plus

You can find technical requirements  
on the website [www.burda.ru](http://www.burda.ru) in section  
FOR ADVERTISERS or require from  
Advertising Sales Managers

**CHIP**



## Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1</b>	<b>210x277</b> (+5 mm bleed)	<b>275 000</b>
1 <sup>st</sup> spread	420x277 (+5 mm bleed)	625 000
Inside cover	210x277 (+5 mm bleed)	318 000
Inside back cover	210x277 (+5 mm bleed)	300 000
Back cover	210x277 (+5 mm bleed)	460 000
1/2 page (horiz.)	182x118 / 210x138 (+5 mm bleed)	158 000
1/2 page (vert.)	86x235 / 96x277 (+5 mm bleed)	158 000
1/3 page (horiz.)	182x78 / 210x92 (+5 mm bleed)	105 000
1/3 page (vert.)	56x235 / 66x277 (+5 mm bleed)	105 000
1/4 page (horiz.)	182x58 / 210x69 (+5 mm bleed)	78 500
1/4 page (vert.)	41x235 / 51x277 (+5 mm bleed)	78 500
1/8 page (horiz.)	182x29 / 210x35 (+5 mm bleed)	55 000
1/8	86x58 / 96x69 (+5 mm bleed)	55 000
<b>Placement on the first right page (page 7) 1/1 page</b>		<b>308 000</b>

\* – without VAT

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

## Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
<b>02/2017</b>	06.12.16	13.12.16	12.01.17
<b>03/2017</b>	17.01.17	24.01.17	16.02.17
<b>04/2017</b>	14.02.17	21.02.17	16.03.17
<b>05/2017</b>	21.03.17	28.03.17	20.04.17
<b>06/2017</b>	18.04.17	25.04.17	18.05.17
<b>07/2017</b>	16.05.17	23.05.17	15.06.17
<b>08/2017</b>	20.06.17	27.06.17	20.07.17
<b>09/2017</b>	18.07.17	25.07.17	17.08.17
<b>10/2017</b>	22.08.17	29.08.17	21.09.17
<b>11/2017</b>	19.09.17	26.09.17	19.10.17
<b>12/2017</b>	24.10.17	31.10.17	23.11.17
<b>01/2018</b>	14.11.17	21.11.17	14.12.17

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**30 ЛЕТ** burda  
В РОССИИ

2017