

Contacts

Publisher:

BURDA Publishing House
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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

BURDA



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	215x267 (+5 mm bleed)	470 000
Back cover	215x267 (+5 mm bleed)	645 000
Inside back cover	215x267 (+5 mm bleed)	495 000
Inside cover	215x267 (+5 mm bleed)	595 000
Spread	430x267 (+5 mm bleed)	845 000
1 st Spread	430x267 (+5 mm bleed)	990 000
Mini Spread	190x200 (+5 mm bleed)	545 000
Page near contents, editor's letter	215x267 (+5 mm bleed)	545 000
1/2 page (vert.)	103x267 (+5 mm bleed)	280 000
1/2 page (horiz.)	215x133 (+5 mm bleed)	280 000
1/3 page (vert.)	72x267 (+5 mm bleed)	190 000
1/3 page (horiz.)	215x87 (+5 mm bleed)	190 000
Classified		
1/8	90x60	49 000
1/16	90x30	34 500
Line under the heading «Useful addresses»		4 500

* — without VAT

Special placement — 15%
Ad specials — by request

Deadlines

Issue	Booking / cancellation	Materials deadline	On sale
02/2017	09.12.16	16.12.16	26.01.17
03/2017	09.01.17	13.01.17	23.02.17
04/2017	10.02.17	17.02.17	30.03.17
05/2017	10.03.17	17.03.17	27.04.17
06/2017	07.04.17	14.04.17	25.05.17
07/2017	12.05.17	19.05.17	29.06.17
08/2017	09.06.17	16.06.17	27.07.17
09/2017	14.07.17	21.07.17	31.08.17
10/2017	11.08.17	18.08.17	28.09.17
11/2017	08.09.17	15.09.17	26.10.17
12/2017	06.10.17	13.10.17	23.11.17
01/2018	10.11.17	17.11.17	21.12.17

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В РОССИИ

2017