

**BURDA Publishing House**

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

Advertising  
rates  
**2021**

**BURDA  
STYLE**

**Bleed size:** 215x267 mm  
**Trim size:** 225x277 mm  
**Processing**  
**обложка:** sheet-fed offset  
**content:** heatset web-offset  
**Paper**  
**cover:** 170 g/m<sup>2</sup>  
**content:** 57 g/m<sup>2</sup> LWC Ultra Mag 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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
<b>1/1 page</b>	<b>215x267 (+5mm)</b>	<b>628 000</b>
4 <sup>rd</sup> cover page	215x267 (+5mm)	<b>818 000</b>
3 <sup>rd</sup> cover page	215x267 (+5mm)	<b>692 000</b>
2 <sup>rd</sup> cover page	215x267 (+5mm)	<b>756 000</b>
Spread	430x267 (+5mm)	<b>1 136 000</b>
2 <sup>st</sup> Spread	430x267 (+5mm)	<b>1 257 000</b>
Mini Spread	190x200 (+5mm)	<b>692 000</b>
Page near contents, editor's letter	215x267 (+5mm)	<b>692 000</b>
1/2 page (vertical)	103x267 (+5mm)	<b>374 000</b>
1/2 page (horizontal)	215x133 (+5mm)	<b>374 000</b>
1/3 page (vertical)	72x267 (+5mm)	<b>247 000</b>
1/3 page (horizontal)	215x87 (+5mm)	<b>247 000</b>
<b>Classifieds</b>		
1/8 page	90x60	<b>63 000</b>
1/16 page	90x30	<b>44 000</b>
Line under the heading «Useful addresses»		<b>5 800</b>

\* — without VAT

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



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)

Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
<b>02/2021</b>	11.12.20	18.12.20	30.01.21
<b>03/2021</b>	12.01.21	15.01.21	27.02.21
<b>04/2021</b>	05.02.21	12.02.21	27.03.21
<b>05/2021</b>	05.03.21	12.03.21	24.04.21
<b>06/2021</b>	09.04.21	16.04.21	29.05.21
<b>07/2021</b>	07.05.21	14.05.21	26.06.21
<b>08/2021</b>	11.06.21	18.06.21	31.07.21
<b>09/2021</b>	09.07.21	16.07.21	28.08.21
<b>10/2021</b>	06.08.21	13.08.21	25.09.21
<b>11/2021</b>	10.09.21	17.09.21	30.10.21
<b>12/2021</b>	08.10.21	15.10.21	27.11.21
<b>01/2022</b>	05.11.21	12.11.21	25.12.21