

## Contacts

**Publisher:**

BURDA Publishing House  
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Moscow, 127018, Russia  
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## Technical information

**Trim size:** 143x200 mm  
**Bleed size:** 153x210 mm  
**Processing:** heatset web-offset.  
**Paper: cover:** 80 g/m<sup>2</sup>  
**content** 54 g/m<sup>2</sup> Ural Brite LWC

**DOBRYE SOVIETY.  
LUBLU GOTOVIT**

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</b>	<b>143x200</b> (+5 mm bleed)	<b>240 500</b>
Spread	286x200 (+5 mm bleed)	<b>481 000</b>
Inside cover	143x200 (+5 mm bleed)	<b>260 000</b>
Inside back cover	143x200 (+5 mm bleed)	<b>245 000</b>
Back cover	143x200 (+5 mm bleed)	<b>285 000</b>
1/2 page (horizontal)	143x98 (+5 mm bleed)	<b>155 000</b>
1/2 page (vertical)	70x200 (+5 mm bleed)	<b>155 000</b>

\* — without VAT

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

## Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
<b>02/2017</b>	07.12.16	14.12.16	24.01.17
<b>03/2017</b>	11.01.17	18.01.17	21.02.17
<b>04/2017</b>	08.02.17	15.02.17	21.03.17
<b>05/2017</b>	07.03.17	15.03.17	18.04.17
<b>06/2017</b>	12.04.17	19.04.17	23.05.17
<b>07/2017</b>	10.05.17	17.05.17	20.06.17
<b>08/2017</b>	07.06.17	14.06.17	18.07.17
<b>09/2017</b>	12.07.17	19.07.17	22.08.17
<b>10/2017</b>	09.08.17	16.08.17	19.09.17
<b>11/2017</b>	06.09.17	13.09.17	17.10.17
<b>12/2017</b>	11.10.17	18.10.17	21.11.17
<b>01/2018</b>	08.11.17	15.11.17	19.12.17

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