

Contacts

Publisher:

BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
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Technical information

Bleed size: 217x295 mm
Trim size: 227x305 mm
Printing
cover: sheet-fed offset
content: web-offset
Paper
cover: 200 г/м² WFC „Galerie Art Gloss“
content: 90 г/м² LWC „NovaPress“

You can find technical requirements
on the website www.burda.ru in section
FOR ADVERTISERS or require from
Advertising Sales Managers

SALON-INTERIOR



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR*
1/1	—	217X295	8 400
ADVERTISEMENTS NEAR STAFF COLUMN (RIGHT), CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)			
1/1	—	217X295	9 600
ADVERTISEMENTS NEAR STAFF COLUMN (LEFT) / CONTENT (LEFT)			
2/3	108X275	119X295 (+5mm)	6 950
ADVERTISEMENTS NEAR CONTENT (LEFT)			
1/1	—	217X295	9 500
ADVERTISEMENTS IN THE RUBRIC «DECOR»*			
1/1	—	217X295	5 100
1/2	197x135/96X275	217X145/106X295	3 800
1/3	—	72x295	2 600
DOUBLE PAGE SPREAD			
2 nd cover page+1/1 (1 st double page)	—	2 X (217X295)	18 600
2 nd double page	—	2 X (217X295)	16 500
3 rd double page	—	2 X (217X295)	15 600
2/1	—	2 X (217X295)	13 500
COVER ADVERTISEMENTS			
3rd cover page	—	217X295	10 700
back cover page	—	217X295	18 000
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	197x135 / 96X275	217X145 / 106X295	4 400
1/4	197X65 / 96X135	—	2 600
CLASSIFIED			
1/16 (color)	45X65	—	750
1/16 (b./w.)	45X65	—	490
1/32 (b./w.)	45X32	—	290
Address (up to 210 signs)	—	—	180

* prices are valid only for core customers.
Prices are valid from 01.01.2017 till 30.06.2017.

Location in certain place with the guarantee —
advertisement fees increase by 10%.

15% discount is granted to the advertising agencies
for advertisements of 1/4 and more.

Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT**:										
Issue	3	4	5	6	7	8	9	10	11	
Discount	3%	4%	5%	6%	7%	8%	9%	10%	11%	
IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT**										
Issue	2	3	4	5	6	7	8	9	10	11
Discount	4%	6%	8%	10%	12%	14%	16%	18%	20%	22%
IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE***										
Issue			2	3	4	5				
Discount			4%	6%	8%	10%				

** — discounts are mutually exclusive;

*** — for one customer in case of space difference no more than half size.

Issue Schedule for 2017

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
2(223)'2017	29.11.2016	06.12.2016	10.01.2017
3(224)'2017	27.12.2016	10.01.2017	07.02.2017
4(225)'2017	24.01.2017	31.01.2017	07.03.2017
5(226)'2017	17.02.2017	24.02.2017	04.04.2017
6(227)'2017	28.03.2017	04.04.2017	11.05.2017
7(228)'2017	25.04.2017	28.04.2017	10.06.2017
8(229)'2017	30.05.2017	06.06.2017	11.07.2017
9(230)'2017	18.07.2017	25.07.2017	29.08.2017
10(231)'2017	15.08.2017	22.08.2017	26.09.2017
11(232)'2017	12.09.2017	19.09.2017	24.10.2017
1(233)'2018	17.10.2017	24.10.2017	28.11.2017