

Contacts

Publisher:

BURDA Publishing House
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Technical information

Trim size: 143x200 mm
Bleed size: 153x210 mm
Processing:
heatset web-offset.
Paper: cover: 80 g/m²,
content: 54 g/m² Ural Brite LWC gloss.

DOBRIE SOVETY. DOMASHNIY DOKTOR

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



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	143x200 (+5 mm bleed)	219 000
Inside cover	143x200 (+5 mm bleed)	245 000
Inside back cover	143x200 (+5 mm bleed)	225 000
Back cover	143x200 (+5 mm bleed)	265 000
1/2 page (horiz.)	143x98 (+5 mm bleed)	125 000
1/2 page (vert.)	70x200 (+5 mm bleed)	125 000

* — without VAT

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

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
02/2017	07.12.16	14.12.16	18.01.17
03/2017	28.12.16	11.01.17	15.02.17
04/2017	01.02.17	08.02.17	15.03.17
05/2017	07.03.17	15.03.17	20.04.17
06/2017	05.04.17	12.04.17	17.05.17
07/2017	10.05.17	17.05.17	21.06.17
08/2017	07.06.17	14.06.17	19.07.17
09/2017	12.07.17	19.07.17	23.08.17
10/2017	09.08.17	16.08.17	20.09.17
11/2017	06.09.17	13.09.17	18.10.17
12/2017	11.10.17	18.10.17	22.11.17
01/2018	08.11.17	15.11.17	20.12.17

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