

## Contacts

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**BURDA. VERENA**  
**BURDA. VERENA PODIUM**

## Technical information

**Trim size:** 205x297 mm  
**Bleed size:** 215x307 mm  
**Processing:**  
**cover:** sheet-fed offset, UV varnish  
**content:** heatset web-offset  
**Paper: cover:** 200 g/m<sup>2</sup> WFC  
**content:** 60 g/m<sup>2</sup> LWC  
Ural Brite gloss

*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>205x297</b> (+5 mm bleed)	<b>140 000</b>
<b>2, 3, 4 cover</b>	<b>205x297</b> (+5 mm bleed)	<b>150 000</b>
1/2 page (horiz.)	205x143 (+5 mm bleed)	<b>75 000</b>
1/2 page (vert.)	102x297 (+5 mm bleed)	<b>75 000</b>
1/3 page (horiz.)	205x95 (+5 mm bleed)	<b>60 000</b>
1/3 page (vert.)	70x297 (+5 mm bleed)	<b>60 000</b>
1/4	92x138	<b>44 500</b>
1/8	92x67	<b>29 500</b>

\* – without VAT

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

## Deadlines

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2017</b>	16.01.2017	09.02.2017
<b>02/2017</b>	27.03.2017	13.04.2017
<b>03/2017</b>	22.05.2017	15.06.2017
<b>04/2017</b>	31.07.2017	17.08.2017
<b>05/2017</b>	25.09.2017	19.10.2017
<b>06/2017</b>	27.11.2017	21.12.2017

## Special issue Verena Podium

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2017</b>	14.02.2017	15.03.2017
<b>02/2017</b>	08.08.2017	07.09.2017

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2017