

Contacts

Publisher:
BURDA Publishing House
3 Polkovaya str., bld 4,
Moscow, 127018, Russia
Tel.: +7 495 797 45 60
E-mail: vhb@burda.ru

Technical information

Bleed size: 215x295 mm
Trim size: 225x305 mm
Printing sheet-fed offset
Paper
cover: 300 г/м² WFC „Galerie Art Gloss“
content: 120 г/м² WFC „Mega Coat“ gloss

SALON DE LUXE. CLASSIC

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



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR*
1/1	—	215X295	4 350
ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)			
1/1	—	215X295	4 800
DOUBLE PAGE ADVERTISEMENTS			
2 nd cover page+1/1 (1 st double page)	—	2 X (215X295)	9 200
2 nd double page	—	2 X (215X295)	8 800
2/1	—	2 X (215X295)	7 900
COVER ADVERTISEMENTS			
3 rd cover page	—	215X295	6 100
4 rd cover page	—	215X295	7 900

* 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.

Possible discounts (for one customer)

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**				
Issue	2	3	4	5
Discount	4%	6%	8%	10%

** – 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
№1'2017	17.02.2017	24.02.2017	30.03.2017
№2'2017	11.07.2017	18.07.2017	24.08.2017

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В РОССИИ

2017

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SALON DE LUXE. MODERN

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FOR ADVERTISERS or require from
Advertising Sales Managers



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR*
1/1	—	215X295	3 800
ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)			
1/1	—	215X295	4 200
DOUBLE PAGE ADVERTISEMENTS			
2 nd cover page+1/1 (1 st double page)	—	2 X (215X295)	8 000
2 nd double page	—	2 X (215X295)	7 700
2/1	—	2 X (215X295)	6 870
COVER ADVERTISEMENTS			
2 rd cover page	—	215X295	5 320
4 rd cover page	—	215X295	6 870

* Prices are valid from 01.01.2017 till 30.06.2017.

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

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* – 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
№1'2017	22.08.2017	29.08.2017	05.10.2017

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2017