

Contacts

Publisher:

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

Trim size: 204x270 mm
Bleed size: 214x280 mm
Processing
cover: sheet-fed offset, UV varnish
content: heatset web-offset.
Paper
cover: 150 g/m²
content: 57 g/m² Novapress.

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

QUATTORUOTE



Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1	204x270 (+5 mm bleed)	280 000
1 st adv. page	204x270 (+5 mm bleed)	300 000
1 st double page (Inside cover — p. 3)	408x270 (+5 mm bleed)	700 000
Gate-folder	392(200x192)x270 (+5 mm)	950 000
Back cover	204x270 (+5 mm bleed)	600 000
Inside cover	204x270 (+5 mm bleed)	450 000
Inside back cover	204x270 (+5 mm bleed)	400 000
1/2 page (vert.)	100x270 (+5 mm bleed)	150 000
1/2 page (horiz.)	204x133 (+5 mm bleed)	150 000
1/3 page (vert.)	70x270(+5 mm bleed)	110 000
1/3 page (horiz.)	204x90 (+5 mm bleed)	110 000

* — without VAT

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

Deadlines

Issue	Booking/cancellation	Materials deadline	On sale
03/2017	18.01.17	25.01.17	23.02.17
04/2017	22.02.17	01.03.17	30.03.17
05/2017	22.03.17	29.03.17	27.04.17
06/2017	26.04.17	03.05.17	01.06.17
07-08/2017	21.06.17	28.06.17	27.07.17
09/2017	19.07.17	26.07.17	24.08.17
10/2017	16.08.17	23.08.17	21.09.17
11/2017	13.09.17	20.09.17	19.10.17
12/2017	18.10.17	25.10.17	23.11.17
01/2018	15.11.17	22.11.17	21.12.17



Commercial transport



Tyres overview

1987



2017