

## Contacts

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## MALENKAYA DIANA

## Technical information

**Trim size:** 180x225 mm  
**Bleed size:** 190x235 mm  
**Processing:** heatset web-offset  
**Paper:** 60 g/m<sup>2</sup> LWC Ural Brite Satin Plus

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>180x245</b> (+5 mm bleed)	<b>140 000</b>
<b>2, 3, 4 cover</b>	<b>180x245</b> (+5 mm bleed)	<b>150 000</b>
1/2 page (horiz.)	180x120 (+5 mm bleed)	75 000
1/2 page (vert.)	88x245 (+5 mm bleed)	75 000
1/3 page (horiz.)	180x80 (+5 mm bleed)	60 000
1/3 page (vert.)	60x245 (+5 mm bleed)	60 000
1/4	82x110	44 500
1/8	82x55	29 500

\* – without VAT

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

## Deadlines

Issue	Booking/cancellation	Materials deadline	On sale
<b>02/2017</b>	09.12.16	16.12.16	12.01.17
<b>03/2017</b>	30.12.16	13.01.17	09.02.17
<b>04/2017</b>	03.02.17	10.02.17	10.03.17
<b>05/2017</b>	10.03.17	17.03.17	13.04.17
<b>06/2017</b>	07.04.17	14.04.17	11.05.17
<b>07/2017</b>	12.05.17	19.05.17	15.06.17
<b>08/2017</b>	09.06.17	16.06.17	13.07.17
<b>09/2017</b>	07.07.17	14.07.17	10.08.17
<b>10/2017</b>	04.08.17	11.08.17	07.09.17
<b>11/2017</b>	01.09.17	08.09.17	05.10.17
<b>12/2017</b>	06.10.17	13.10.17	09.11.17
<b>01/2018</b>	03.11.17	10.11.17	07.12.17

## Deadlines. Special Issue

Issue	Booking/cancellation, materials deadline	On sale
<b>01/2017</b>	24.01.17	16.02.17
<b>02/2017</b>	04.04.17	27.04.17
<b>03/2017</b>	30.05.17	22.06.17
<b>04/2017</b>	01.08.17	24.08.17
<b>05/2017</b>	03.10.17	26.10.17
<b>06/2017</b>	28.11.17	21.12.17

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