

BURDA Publishing House

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advertising@burda.ru

Advertising rates

2022

BURDA. SPECIAL ISSUES

Bleed size: 210x267 mm

Trim size: 220x277 mm

Processing

cover: sheet-fed offset

content: heatset web-offset (with drying)

Paper

cover: 150 g/m² coated glossy

content: 55 g/m² Tipographskaya

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 page	210x267 (+5 mm)	196 000
2rd, 3rd, 4th cover page	210x267 (+5 mm)	209 000
1/2 page (vertical)	105x267 (+5 mm)	105 000
1/2 page (horizontal)	210x130 (+5 mm)	105 000
1/3 page (vertical)	70x267 (+5 mm)	84 000
1/3 page (horizontal)	90x210 (+5 mm)	84 000
1/8 page	70x100	41 000

* Price does not include VAT

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



Deadlines

Issue	Booking/cancellation	Deadline for supplying materials and payment	On sale
01/2022 Burda Easy	10.01.2022	10.01.2022	12.02.2022
02/2022 Burda Best of trends	28.01.2022	04.02.2022	12.03.2022
03/2022 Burda Kids	18.02.2022	25.02.2022	02.04.2022
04/2022 Burda Plus	11.03.2022	18.03.2022	23.04.2022
05/2022 Burda Best of trends	01.04.2022	08.04.2022	14.05.2022
06/2022 Burda Best of trends	13.05.2022	20.05.2022	25.06.2022
07/2022 Burda Best of trends	15.07.2022	22.07.2022	27.08.2022
08/2022 Burda Plus	12.08.2022	19.08.2022	24.09.2022
09/2022 Burda Easy	26.08.2022	02.09.2022	08.10.2022
10/2022 Burda Kids	02.09.2022	09.09.2022	15.10.2022
11/2022 Burda Best of trends	07.10.2022	14.10.2022	19.11.2022