

Bleed size: 205x290 mm
Trim size: 215x300 mm
Processing cover: sheet-fed offset
content: heatset web-offset
Paper cover: 150 g/m²
content: 57 g/m² Leipa Ultra Mag Plus

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	205x290 (+5 mm)	196 000
2rd, 3rd, 4th cover page	205x290 (+5 mm)	210 000
1/2 page (horizontal)	102x290 (+5 mm)	105 000
1/2 page (vertical)	205x145 (+5 mm)	105 000
1/3 page (horizontal)	70x290 (+5 mm)	84 000
1/3 page (vertical)	205x97 (+5 mm)	84 000
1/4 page	102x145 (+5 mm)	62 000
1/8 page	102x70 mm	41 000

* — without VAT

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



Deadlines

Issue	Booking/ cancellation	Deadline for supplying materials and payment	On sale
01/2022	11.02.22	18.02.22	22.03.22
02/2022	23.09.22	30.09.22	29.10.22