

Advertising rates 2022

WHAT DOCTORS DON'T TELL YOU

Trim size: 210x275 mm
Bleed size: 220x285 mm
Processing: Heatset web-offset (with drying)
Paper (content): 57 g/m² LWC Galerie Lite

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	210X275 (+5mm)	411 000
2 nd cover page	210X275 (+5mm)	454 000
3 rd cover page	210X275 (+5mm)	411 000
4 rd cover page	210X275 (+5mm)	593 000
1/1 page near the table of contents	210X275 (+5mm)	454 000
Spread	420x275 (+5mm)	620 000
2 nd cover page + 1/1 (first double page)	420x275 (+5mm)	691 000
3 rd cover page + 1/1 (last double page)	420x275 (+5mm)	593 000
1/2 page (horizontal)	210X134,5 (+5mm)	273 000
1/2 page (vertical)	103X275 (+5mm)	273 000
1/3 page	66X275 (+5mm)	202 000
Classified		
1/4 page	84X120	160 000
1/8 page	84X60	91 000
1/16 page	40X60	56 000
Address (up to 210 signs)		10 200

* — Without VAT

Location in certain place with the guarantee — advertisement fees increase by **15%**.

15% discount is granted to the advertising agencies for advertisements of 1/3 and more.



Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT**					
Issue	2-3	4-5	6-7	8-9	10-12
Discount	5%	10%	15%	20%	25%

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**/***		
Issue	2	3 и более
Discount	4%	6%

** — discounts are mutually exclusive;

*** — for one customer in case of space difference no more than half size.

Deadlines

Issue	Booking/cancellation	Materials deadline	On sale
02/2022	07.12.21	14.12.21	15.01.22
03/2022	11.01.22	18.01.22	12.02.22
04/2022	08.02.22	15.02.22	12.03.22
05/2022	09.03.22	15.03.22	09.04.22
06/2022	12.04.22	19.04.22	14.05.22
07/2022	11.05.22	17.05.22	11.06.22
08/2022	14.06.22	21.06.22	16.07.22
09/2022	12.07.22	19.07.22	13.08.22
10/2022	09.08.22	16.08.22	10.09.22
11/2022	13.09.22	20.09.22	15.10.22
12/2022	11.10.22	18.10.22	12.11.22
01/2023	08.11.22	15.11.22	10.12.22