

BURDA Publishing House

3 Polkovaya str., bld 4,
Moscow, 127018, Russia
+7 (495) 797-45-60
advertising@burda.ru

Advertising
rates

2022

**KNIPMODE
FASHIONSTYLE**

Bleed size: 205x275 mm

Trim size: 215x285 mm

Processing: heatset web-offset
Paper

cover: 115 g/m²

content: 57 g/m² LWC 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	205x275 (+5mm)	196 000
2 nd , 3 rd , 4 th cover page	205x275 (+5mm)	209 000
1/2 page (vertical)	205x135 (+5mm)	105 000
1/2 page (horizontal)	100x275 (+5mm)	105 000
1/3 page (vertical)	205x90 (+5mm)	84 000
1/3 page (horizontal)	68x275 (+5mm)	84 000
Classifieds		
1/4 page	94x128	62 000
1/8 page	94x62	41 000

* — without VAT

Special placement — **15%**

Ad specials — by request



burda.ru/AdSpecials

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
02/2022	15.12.2021	15.01.2022
03/2022	19.01.2022	12.02.2022
04/2022	16.02.2022	12.03.2022
05/2022	16.03.2022	09.04.2022
06/2022	20.04.2022	14.05.2022
07/2022	18.05.2022	11.06.2022
08/2022	22.06.2022	16.07.2022
09/2022	20.07.2022	13.08.2022
10/2022	17.08.2022	10.09.2022
11/2022	21.09.2022	15.10.2022
12/2022	19.10.2022	12.11.2022
01/2023	16.11.2022	10.12.2022