

**BURDA Publishing House**

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Advertising  
rates

**2022**

**LUBLU GOTOVIT!  
SPECIAL ISSUE**

**Trim size:** 143x200 mm

**Bleed size:** 153x210 mm

**Processing**

heatset web-offset

**Paper**

**cover:** 80 g/m<sup>2</sup> LWC UPM Ultra

**content:** 42 g/m<sup>2</sup> news-print

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</b>	<b>143x200 (+5mm)</b>	<b>154 000</b>
Spread	286x200 (+5mm)	<b>307 000</b>
2 <sup>nd</sup> cover page	143x200 (+5mm)	<b>174 000</b>
3 <sup>rd</sup> cover page	143x200 (+5mm)	<b>174 000</b>
4 <sup>rd</sup> cover page	143x200 (+5mm)	<b>182 000</b>
1/2 page (horizontal)	143x98 (+5mm)	<b>85 000</b>
1/2 page (vertical)	70x200 (+5mm)	<b>85 000</b>

\* — Without VAT

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

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
<b>01/2022</b> <b>Happy Easter</b>	06.12.21	13.12.21	11.01.22
<b>02/2022</b> <b>Meet Easter</b>	07.02.22	14.02.22	15.03.22
<b>03/2022</b> <b>Summer preservati- ons of fruits and vegetables</b>	11.04.22	18.04.22	17.05.22
<b>04/2022</b> <b>Favorite preservati- ons of fruits and vegetables</b>	14.06.22	20.06.22	19.07.22
<b>05/2022</b>	15.08.22	22.08.22	20.09.22
<b>06/2022</b>	07.11.22	14.11.22	13.12.22

