

BURDA Publishing House

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

Advertising
rates
2022

**BURDA
STYLE**

Bleed size: 215x267 mm
Trim size: 225x277 mm
Processing
cover: sheet-fed offset
content: heatset web-offset
Paper
cover: 170 g/m²
content: 57 g/m² LWC 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	215x267 (+5mm)	691 000
4 rd cover page	215x267 (+5mm)	900 000
3 rd cover page	215x267 (+5mm)	761 000
2 rd cover page	215x267 (+5mm)	832 000
Spread	430x267 (+5mm)	1 250 000
2 st Spread	430x267 (+5mm)	1 383 000
Mini Spread	190x200 (+5mm)	761 000
Page near contents, editor's letter	215x267 (+5mm)	761 000
1/2 page (vertical)	103x267 (+5mm)	411 000
1/2 page (horizontal)	215x133 (+5mm)	411 000
1/3 page (vertical)	72x267 (+5mm)	272 000
1/3 page (horizontal)	215x87 (+5mm)	272 000
Classifieds		
1/8 page	90x60	69 000
1/16 page	90x30	48 000
Line under the heading «Useful addresses»		6 400

* — without VAT

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



Deadlines

Issue	Booking/ cancellation	Deadline for supplying materials and payment	On sale
02/2022	10.12.21	17.12.21	29.01.22
03/2022	11.01.22	14.01.22	26.02.22
04/2022	11.02.22	18.02.22	26.03.22
05/2022	11.03.22	18.03.22	23.04.22
06/2022	15.04.22	22.04.22	28.05.22
07/2022	13.05.22	20.05.22	25.06.22
08/2022	17.06.22	24.06.22	30.07.22
09/2022	08.07.22	15.07.22	27.08.22
10/2022	12.08.22	19.08.22	24.09.22
11/2022	16.09.22	23.09.22	29.10.22
12/2022	07.10.22	14.10.22	26.11.22
01/2023	11.11.22	18.11.22	24.12.22