

**BURDA Publishing House**

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advertising@burda.ru

Advertising  
rates  
**2021**

**BURDA.  
SPECIAL ISSUES**

**Bleed size:** 215x267 mm

**Trim size:** 225x277 mm

**Processing**

**cover:** sheet-fed offset

**content:** heatset web-offset

**Paper**

**cover:** 150 g/m<sup>2</sup>

**content:** 57 g/m<sup>2</sup> LWC

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 page</b>	<b>215x267 (+5mm)</b>	<b>178 000</b>
<b>2<sup>rd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover page</b>	<b>215x267 (+5mm)</b>	<b>190 000</b>
1/2 page (vertical)	103x267 (+5mm)	95 000
1/2 page (horizontal)	215x133 (+5mm)	95 000
1/3 page (vertical)	75x267 (+5mm)	76 000
1/3 page (horizontal)	215x87 (+5mm)	76 000
1/4 page	98x124	56 000
1/8 page	98x60	37 000

\* Price does not include VAT

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



Deadlines

Issue	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	On sale
<b>02/2021 Burda Best of trends (Summer trousers)</b>	12.01.2021	15.01.2021	20.02.2021
<b>03/2021 Burda Kids</b>	29.01.2021	05.02.2021	13.03.2021
<b>04/2021 Burda Easy</b>	12.02.2021	19.02.2021	30.03.2021
<b>05/2021 Burda Plus</b>	26.02.2021	05.03.2021	17.04.2021
<b>06/2021 Burda Active</b>	02.04.2021	09.04.2021	15.05.2021
<b>07/2021 Burda Kids Best of</b>	14.05.2021	21.05.2021	26.06.2021
<b>08/2021 Burda Plus</b>	27.08.2021	03.09.2021	09.10.2021
<b>09/2021 Burda Best of trends (Autumn dress)</b>	17.09.2021	24.09.2021	30.10.2021
<b>10/2021 Burda Kreativ</b>	01.10.2021	08.10.2021	13.11.2021
<b>11/2021 Burda Easy</b>	15.10.2021	22.10.2021	04.12.2021