

BURDA Publishing House

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

Advertising
rates
2021

PATRONES

Bleed size: 200x272 mm
Trim size: 210x282 mm
Processing
обложка: sheet-fed offset
content: heatset web-offset
Paper
cover: 130 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 page	200x272 (+5 mm)	178 000
2rd, 3rd, 4th cover page	200x272 (+5 mm)	190 000
1/2 page (vertical)	98x272 (+5 mm)	95 000
1/2 page (horizontal)	200x132 (+5 mm)	95 000
1/3 page (vertical)	68x272 (+5 mm)	76 000
1/3 page (horizontal)	90x272 (+5 mm)	76 000
1/8 page	98x68	37 000

* Price does not include VAT

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

Deadlines

Issue	Deadline for the reservation of advertisement area	On sale
05/2021	17.03.2021	10.04.2021
06/2021	14.04.2021	08.05.2021
07/2021	19.05.2021	12.06.2021
08/2021	16.06.2021	10.07.2021
09/2021	14.07.2021	07.08.2021
10/2021	11.08.2021	04.09.2021
11/2021	15.09.2021	09.10.2021
12/2021	13.10.2021	06.11.2021
01/2022	10.11.2021	04.12.2021



burda.ru/AdSpecials