

BURDA Publishing House

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Moscow, 127018, Russia
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advertising@burda.ru

Advertising
rates

2022

**BOUTIQUE
TRENDS**

Bleed size: 210x295 mm
Trim size: 220x305 mm
Processing
cover: sheet-fed offset
content: heatset web-offset
Paper
cover: 115 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



BUTR

Advertising rates

AD Size	Trim size, mm	Rates, (RUR)*
1/1 page	210x295 (+5 mm)	196 000
2rd, 3rd, 4th cover page	210x295 (+5 mm)	209 000
1/2 page (vertical)	105x215 (+5 mm)	105 000
1/2 page (horizontal)	210x145 (+5 mm)	105 000
1/3 page (vertical)	70x295 (+5 mm)	84 000
1/3 page (horizontal)	100x295 (+5 mm)	84 000

* Price does not include VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
03/2022	21.01.2022	19.02.2022
04/2022	18.02.2022	19.03.2022
05/2022	25.03.2022	23.04.2022
06/2022	22.04.2022	21.05.2022
07/2022	20.05.2022	18.06.2022
08-09/2022	24.06.2022	23.07.2022
10/2022	19.08.2022	17.09.2022
11/2022	23.09.2022	22.10.2022
12/2022	21.10.2022	19.11.2022
01-02/2023	18.11.2022	17.12.2022



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