

Bleed size: 215x290 mm

Trim size: 225x300 mm

Printing

cover: sheet-fed offset

content: web-offset

Paper

cover: Biledruck gloss 200 g/m²

content: Galerie Brite Plus 57 g/m²

You can find technical requirements
on the website www.burda.ru in section
FOR ADVERTISERS or require from
Advertising Sales Managers



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR
ADVERTISEMENT IN THE EDITORIAL MATERIALS, EXCEPT SECTIONS "NEW FLAT", "NOVELTIES", "FITODESIGN", "LANDSCAPE"			
2/1	—	2x(215X290) (+5mm)	9 400
1/1	—	215X290 (+5mm)	5 900
1/2	—	215X145 / 104X290 (+5mm)	4 200
1/3	—	73X290 (+5mm)	4 000
ADVERTISEMENTS NEAR CONTENT (RIGHT/(LEFT))			
1/1	—	215X290 (+5mm)	7 300
ADVERTISEMENT IN THE SECTION "NOVELTIES"			
2/1	—	2X(215X290) (+5mm)	9 500
1/1	—	215X290 (+5mm)	6 100
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	—	215X145 / 104X290 (+5mm)	3 200
1/4	88X124	104X145 (+5mm)	1 700
ADVERTISEMENT IN THE SECTION "FITODESIGN", "LANDSCAPE"*			
1/1	—	215X290 (+5mm)	4 900
1/2	—	215X145 / 104X290 (+5mm)	2 900
1/3	—	73X290 (+5mm)	2 750
CLASSIFIED			
1/8	84X60	—	900
1/16	40X60	—	500
1/32 (color, no photo)	40X30	—	290
1/32 (b/w)	40X30	—	220
Адрес (up to 210 signs)			140
COVER ADVERTISEMENT			
2 nd cover page + 1/1 (first double page)	—	2 X (215X290) (+5mm)	12 300
2 nd double page	—	2 X (215X290) (+5mm)	10 800
3 rd cover page + 1/1 (last double page)	—	2 X (215X290) (+5mm)	10 400
2 rd cover page	—	215X290 (+5mm)	8 400
3 rd cover page	—	215X290 (+5mm)	7 600
4 rd cover page	—	215X290 (+5mm)	13 000

* prices are valid only for core customers

Location in certain place with the guarantee — advertisement fees increase by 10%.

15% discount is granted to the advertising agencies for advertisements of 1/4 and more.

Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT*										
Issue	3	4	5	6	7	8	9	10	11	
Discount	3%	4%	5%	6%	7%	8%	9%	10%	11%	
IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*										
Issue	2	3	4	5	6	7	8	9	10	11
Discount	4%	6%	8%	10%	12%	14%	16%	18%	20%	22%
IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**										
Issue	2	3	4	5	6 and more					
Discount	4%	6%	8%	10%	12%					

* — discounts are mutually exclusive;

** — for one customer in case of space difference no more than half size.

Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
01/2022	11.02.2022	18.02.2022	22.03.2022
02/2022	15.04.2022	22.04.2022	24.05.2022
03/2022	22.07.2022	29.07.2022	30.08.2022
04/2022	14.10.2022	21.10.2022	22.11.2022



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