

## BURDA Publishing House

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

## Advertising rates

# 2022

# PLAYBOY

**Trim size:** 215x275 mm  
**Bleed size:** 225x285 mm

**Processing:**  
**cover:** heatset web offset, lamination  
**content:** heatset web offset

**Paper:**  
**cover:** 200 g/m<sup>2</sup>  
**content:** 57 g/m<sup>2</sup> LWC Nova Press

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>215x275 (+5mm)</b> | <b>531 000</b>  |
| <b>Back cover</b>                           | 215x275 (+5mm)        | <b>768 000</b>  |
| <b>Inside covers</b>                        | 215x275 (+5mm)        | <b>700 000</b>  |
| <b>1<sup>st</sup> spread</b>                | 430x275 (+5mm)        | <b>1258 000</b> |
| 2, 3 spreads                                | 430x275 (+5mm)        | <b>1188 000</b> |
| <b>Sections Interview, Authors, Content</b> |                       | <b>615 000</b>  |
| 1/2 page (vert.)                            | 106x275 (+5mm)        | <b>350 000</b>  |
| 1/2 page (horiz.)                           | 215x136 (+5mm)        | <b>350 000</b>  |
| 1/3 page (vert.)                            | 72x275 (+5mm)         | <b>279 000</b>  |
| 1/3 page (horiz.)                           | 215x92 (+5mm)         | <b>279 000</b>  |

\* — without VAT

A special sequence of layouts +10% to the cost.  
Advertising in first third of magazine +10% to the cost.  
Advertising in the first half of the magazine +5% to the cost.  
Special advertising on request.

## Deadlines

| Issue          | Booking / cancellation | Materials deadline | On sale           |
|----------------|------------------------|--------------------|-------------------|
| <b>01/2022</b> | 14.02.2022             | 22.02.2022         | <b>22.03.2022</b> |
| <b>02/2022</b> | 16.05.2022             | 24.05.2022         | <b>21.06.2022</b> |
| <b>03/2022</b> | 15.08.2022             | 23.08.2022         | <b>20.09.2022</b> |
| <b>04/2022</b> | 14.11.2022             | 22.11.2022         | <b>20.12.2022</b> |



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)