

BURDA Publishing House

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Moscow, 127018, Russia
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advertising@burda.ru

Advertising
rates
2022

**DOBRYE
SOVETY**

Trim size: 170x220 mm
Bleed size: 180x230 mm

Processing
cover: sheet-fed offset, UV varnish
content: heatset web-offset

Paper
cover: 170 g/m²² WFC
content: 60 g/m²² LWC "Ural Brite"

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	170x220 (+5 mm)	573 000
1 st Spread	340x220 (+5 mm)	1 320 000
Spread	340x220 (+5 mm)	1 139 000
First page near to the contents or the «Editor's letter»	170x220 (+5 mm)	636 000
2 rd cover page	170x220 (+5 mm)	636 000
3 rd cover page	170x220 (+5 mm)	620 000
4 rd cover page	170x220 (+5 mm)	824 000
1/2 page (horizontal)	170x110 (+5 mm)	400 000
1/2 page (vertical)	85x220 (+5 mm)	400 000
1/3 page (horizontal)	170x73,3 (+5 mm)	265 000
1/3 page (vertical)	56,7x220(+5 mm)	265 000

* — Without VAT

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

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
01/2022	18.01.22	25.01.22	26.02.22
02/2022	22.02.22	01.03.22	02.04.22
03/2022	12.04.22	19.04.22	21.05.22
04/2022	12.07.22	19.07.22	20.08.22
05/2022	20.09.22	27.09.22	29.10.22
06/2022	25.10.22	01.11.22	03.12.22



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