

Advertising
rates
2022

THE KNITTER.
KNITTING. MY
FAVOURITE HOBBY

Bleed size: 205x275 mm
Trim size: 215x285 mm
Processing
cover: sheet-fed offset
content: heatset web-offset
Paper
cover: 130 g/m²
content: 60 g/m² 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 page	205x275 (+5mm)	196 000
2rd, 3rd, 4th cover page	205x275 (+5mm)	209 000
1/2 page (horizontal)	205x135 (+5mm)	105 000
1/2 page (vertical)	100x275 (+5mm)	105 000
1/3 page (horizontal)	205x90 (+5mm)	84 000
1/3 page (vertical)	68x275 (+5mm)	84 000
1/4 page	94x128	62 000
1/8 page	94x62	41 000

* — without VAT

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

Deadlines

Issue	Booking/ cancellation	Deadline for supplying materials and payment	On sale
02/2022	03.12.21	10.12.21	18.01.22
03/2022	11.01.22	14.01.22	15.02.22
04/2022	04.02.22	11.02.22	15.03.22
05/2022	11.03.22	18.03.22	19.04.22
06/2022	08.04.22	15.04.22	17.05.22
07/2022	13.05.22	20.05.22	21.06.22
08/2022	10.06.22	17.06.22	19.07.22
09/2022	15.07.22	22.07.22	23.08.22
10/2022	12.08.22	19.08.22	20.09.22
11/2022	09.09.22	16.09.22	18.10.22
12/2022	07.10.22	14.10.22	15.11.22
01/2023	03.11.22	11.11.22	13.12.22

