

BURDA Publishing House

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

Advertising
rates

2022

**BURDA.
SPECIAL ISSUES**

Bleed size: 215x267 mm

Trim size: 225x277 mm

Processing

cover: sheet-fed offset

content: heatset web-offset

Paper

cover: 150 g/m²

content: 57 g/m² LWC

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 | 215x267 (+5mm) | 196 000 |
| 2rd, 3rd, 4th cover page | 215x267 (+5mm) | 209 000 |
| 1/2 page (vertical) | 103x267 (+5mm) | 105 000 |
| 1/2 page (horizontal) | 215x133 (+5mm) | 105 000 |
| 1/3 page (vertical) | 75x267 (+5mm) | 84 000 |
| 1/3 page (horizontal) | 215x87 (+5mm) | 84 000 |
| 1/4 page | 98x124 | 62 000 |
| 1/8 page | 98x60 | 41 000 |

* Price does not include VAT

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



Deadlines

| Issue | Booking/ cancellation | Deadline for supplying materials and payment | On sale |
|---|--------------------------|---|------------|
| 01/2022 Burda Easy | 10.01.2022 | 10.01.2022 | 12.02.2022 |
| 02/2022 Burda Best of trends | 28.01.2022 | 04.02.2022 | 12.03.2022 |
| 03/2022 Burda Kids | 18.02.2022 | 25.02.2022 | 02.04.2022 |
| 04/2022 Burda Plus | 11.03.2022 | 18.03.2022 | 23.04.2022 |
| 05/2022 Burda Best of trends | 01.04.2022 | 08.04.2022 | 14.05.2022 |
| 06/2022 Burda Best of trends | 13.05.2022 | 20.05.2022 | 25.06.2022 |
| 07/2022 Burda Best of trends | 15.07.2022 | 22.07.2022 | 27.08.2022 |
| 08/2022 Burda Plus | 12.08.2022 | 19.08.2022 | 24.09.2022 |
| 09/2022 Burda Easy | 26.08.2022 | 02.09.2022 | 08.10.2022 |
| 10/2022 Burda Kids | 02.09.2022 | 09.09.2022 | 15.10.2022 |
| 11/2022 Burda Best of trends | 07.10.2022 | 14.10.2022 | 19.11.2022 |