

**BURDA Publishing House**

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advertising@burda.ru

Advertising  
rates

**2022**

**KNIPMODE  
FASHIONSTYLE**

**Bleed size:** 205x275 mm

**Trim size:** 215x285 mm

**Processing:** heatset web-offset (with drying)

**Paper**

**cover:** 115 g/m<sup>2</sup> WFC

**content:** 54 g/m<sup>2</sup> LWC „Leipa Ultra Mag Plus“

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</b>	<b>205x275 (+5mm)</b>	<b>196 000</b>
2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup> cover page	205x275 (+5mm)	<b>209 000</b>
1/2 page (vertical)	205x135 (+5mm)	<b>105 000</b>
1/2 page (horizontal)	100x275 (+5mm)	<b>105 000</b>
1/3 page (vertical)	205x90 (+5mm)	<b>84 000</b>
1/3 page (horizontal)	68x275 (+5mm)	<b>84 000</b>
<b>Classifieds</b>		
1/4 page	94x128	<b>62 000</b>
1/8 page	94x62	<b>41 000</b>

\* — without VAT

Special placement — **15%**

Ad specials — by request



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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
<b>02/2022</b>	15.12.2021	15.01.2022
<b>03/2022</b>	19.01.2022	12.02.2022
<b>04/2022</b>	16.02.2022	12.03.2022
<b>05/2022</b>	16.03.2022	09.04.2022
<b>06/2022</b>	20.04.2022	14.05.2022
<b>07/2022</b>	18.05.2022	11.06.2022
<b>08/2022</b>	22.06.2022	16.07.2022
<b>09/2022</b>	20.07.2022	13.08.2022
<b>10/2022</b>	17.08.2022	10.09.2022
<b>11/2022</b>	21.09.2022	15.10.2022
<b>12/2022</b>	19.10.2022	12.11.2022
<b>01/2023</b>	16.11.2022	10.12.2022