

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 (with drying)
Paper
cover: 130 g/m² Omela
content: 55 g/m² Tipographskaya

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	08.04.22	15.04.22	17.05.22
06/2022	10.06.22	17.06.22	19.07.22
07/2022	15.07.22	22.07.22	23.08.22
08/2022	12.08.22	19.08.22	20.09.22
09/2022	09.09.22	16.09.22	18.10.22
10/2022	07.10.22	14.10.22	15.11.22
01/2023	03.11.22	11.11.22	13.12.22



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