

BURDA Publishing House

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advertising@burda.ru

Advertising
rates
2020

**LUBLU GOTOVIT!
SPECIAL ISSUE**

Trim size: 143x200 mm

Bleed size: 153x210 mm

Processing

heatset web-offset

Paper

cover: 80 g/m² LWC UPM Ultra

content: 42 g/m² news-print

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	143x200 (+5mm)	127 000
Spread	286x200 (+5mm)	254 000
2 nd cover page	143x200 (+5mm)	144 000
3 rd cover page	143x200 (+5mm)	139 000
4 th cover page	143x200 (+5mm)	150 000
1/2 page (horizontal)	143x98 (+5mm)	70 000
1/2 page (vertical)	70x200 (+5mm)	70 000

* — Without VAT

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

Deadlines

Issue	Booking/ cancellation	Materials deadline	On sale
01/2020 Shirokaya Maslenitsa	09.12.19	16.12.19	16.01.20
02/2020 Vstrechayem Paskhu!	27.01.20	03.02.20	05.03.20
03/2020 Zagotovki	12.05.20	18.05.20	20.06.20
04/2020 Letniye zagotovki	06.07.20	13.07.20	15.08.20
05/2020	31.08.20	07.09.20	10.10.20
06/2020	02.11.20	09.11.20	12.12.20

