

Trim size: 143x200 mm
Bleed size: 153x210 mm
Processing: heatset web-offset

Paper
cover: 80 g/m² LWC Galerie Brite
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) | 330 000 |
| Spread | 286x200 (+5mm) | 616 000 |
| 2 rd cover page | 143x200 (+5mm) | 362 000 |
| 3 rd cover page | 143x200 (+5mm) | 343 000 |
| 4 rd cover page | 143x200 (+5mm) | 394 000 |
| 1/2 page (horizontal) | 143x98 (+5mm) | 216 000 |
| 1/2 page (vertical) | 70x200 (+5mm) | 216 000 |

* — Without VAT

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



Deadlines

| Issue | Booking/ cancellation | Materials deadline | On sale |
|----------------|--------------------------|-----------------------|----------|
| 02/2021 | 09.12.20 | 16.12.20 | 26.01.21 |
| 03/2021 | 13.01.21 | 20.01.21 | 23.02.21 |
| 04/2021 | 10.02.21 | 17.02.21 | 23.03.21 |
| 05/2021 | 10.03.21 | 17.03.21 | 20.04.21 |
| 06/2021 | 07.04.21 | 14.04.21 | 18.05.21 |
| 07/2021 | 05.05.21 | 12.05.21 | 15.06.21 |
| 08/2021 | 02.06.21 | 09.06.21 | 13.07.21 |
| 09/2021 | 07.07.21 | 14.07.21 | 17.08.21 |
| 10/2021 | 11.08.21 | 18.08.21 | 21.09.21 |
| 11/2021 | 08.09.21 | 15.09.21 | 19.10.21 |
| 12/2021 | 06.10.21 | 13.10.21 | 16.11.21 |
| 01/2021 | 03.11.21 | 10.11.21 | 14.12.21 |