

BURDA Publishing House

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advertising@burda.ru

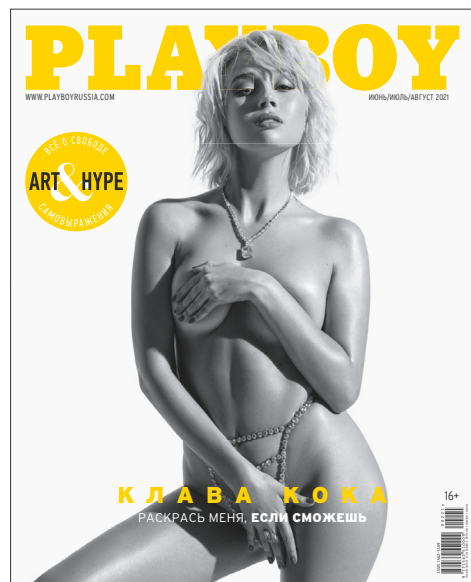
Advertising
rates
2021

Trim size: 215x275 mm
Bleed size: 225x285 mm

Processing:
cover: heatset web offset, lamination
content: heatset web offset

Paper:
cover: 200 g/m²
content: 57 g/m² LWC Nova Press

*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	215x275 (+5mm)	483 000
Back cover	215x275 (+5mm)	698 000
Inside covers	215x275 (+5mm)	636 000
1st spread	430x275 (+5mm)	1 144 000
2, 3 spreads	430x275 (+5mm)	1 080 000
Sections Interview, Authors, Content		559 000
1/2 page (vert.)	106x275 (+5mm)	318 000
1/2 page (horiz.)	215x136 (+5mm)	318 000
1/3 page (vert.)	72x275 (+5mm)	254 000
1/3 page (horiz.)	215x92 (+5mm)	254 000

* — without VAT

A special sequence of layouts +10% to the cost.
Advertising in first third of magazine +10% to the cost.
Advertising in the first half of the magazine +5% to the cost.
Special advertising on request.

Deadlines

Issue	Booking / cancellation	Materials deadline	On sale
01/2021	17.02.2021	25.02.2021	23.03.2021
02/2021	19.05.2021	27.05.2021	22.06.2021
03/2021	18.08.2021	26.08.2021	21.09.2021
04/2021 — How to be a Playboy	13.10.2021	21.10.2021	16.11.2021
05/2021	17.11.2021	25.11.2021	21.12.2021

