

Bleed size: 215x290 mm
Trim size: 225x300 mm
Printing cover: sheet-fed offset
content: web-offset
Paper cover: Biledruck gloss 200 g/m²
content: Galerie Brite Plus 57 g/m²

You can find technical requirements on the website www.burda.ru in section FOR ADVERTISERS or require from Advertising Sales Managers



Advertising Rates

Share of page	Trimmed ads, size	Bleed ads, size	Price, EUR
ADVERTISEMENT IN THE EDITORIAL MATERIALS, EXCEPT SECTIONS "NEW FLAT", "NOVELTIES", "FITODESIGN", "LANDSCAPE"			
2/1	—	2x(215X290) (+5mm)	9 400
1/1	—	215X290 (+5mm)	5 900
1/2	—	215X145 / 104X290 (+5mm)	4 200
1/3	—	73X290 (+5mm)	4 000
ADVERTISEMENTS NEAR CONTENT (RIGHT/LEFT)			
1/1	—	215X290 (+5mm)	7 300
ADVERTISEMENT IN THE SECTION "NOVELTIES"			
2/1	—	2X(215X290) (+5mm)	9 500
1/1	—	215X290 (+5mm)	6 100
ADVERTISEMENTS IN CLASSIFIED RUBRIC			
1/2	—	215X145 / 104X290 (+5mm)	3 200
1/4	88X124	104X145 (+5mm)	1 700
ADVERTISEMENT IN THE SECTION "FITODESIGN", "LANDSCAPE"*			
1/1	—	215X290 (+5mm)	4 900
1/2	—	215X145 / 104X290 (+5mm)	2 900
1/3	—	73X290 (+5mm)	2 750
CLASSIFIED			
1/8	84X60	—	900
1/16	40X60	—	500
1/32 (color, no photo)	40X30	—	290
1/32 (b/w)	40X30	—	220
Адрес (up to 210 signs)			140
COVER ADVERTISEMENT			
2 nd cover page + 1/1 (first double page)	—	2 X (215X290) (+5mm)	12 300
2 nd double page	—	2 X (215X290) (+5mm)	10 800
3 rd cover page + 1/1 (last double page)	—	2 X (215X290) (+5mm)	10 400
2 nd cover page	—	215X290 (+5mm)	8 400
3 rd cover page	—	215X290 (+5mm)	7 600
4 th cover page	—	215X290 (+5mm)	13 000

* prices are valid only for core customers

Location in certain place with the guarantee — advertisement fees increase by 10%.

15% discount is granted to the advertising agencies for advertisements of 1/4 and more.

Possible discounts (for one customer)

IN CASE OF LONG-TIME ADVERTISING AGREEMENT*										
Issue	3	4	5	6	7	8	9	10	11	
Discount	3%	4%	5%	6%	7%	8%	9%	10%	11%	
IN CASE OF PAYMENT IN ADVANCE FOR ALL ADS OF THE AGREEMENT*										
Issue	2	3	4	5	6	7	8	9	10	11
Discount	4%	6%	8%	10%	12%	14%	16%	18%	20%	22%
IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE**										
Issue	2	3	4	5	6 and more					
Discount	4%	6%	8%	10%	12%					

* — discounts are mutually exclusive;

** — for one customer in case of space difference no more than half size.

Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
01/2021	12.02.2021	19.02.2021	23.03.2021
02/2021	16.04.2021	23.04.2021	25.05.2021
03/2021	23.07.2021	30.07.2021	31.08.2021
04/2021	15.10.2021	22.10.2021	23.11.2021



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