

BURDA Publishing House

3 Polkovaya str., bld 4,
Moscow, 127018, Russia
+7 (495) 797-45-60
advertising@burda.ru

Advertising rates

2022

M.MÜLLER & SOHN

Bleed size: 210x297 mm

Trim size: 220x307 mm

Processing

cover: sheet-fed offset

content: sheet-fed offset

Paper

cover: 250 g/m² WFC glossy

content: 90 g/m² coated matte

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 | 210x297 (+5 mm) | 196 000 |
| 2rd, 3rd, 4rd cover page | 210x297 (+5 mm) | 209 000 |
| 1/2 page (vertical) | 102x297 (+5 mm) | 105 000 |
| 1/2 page (horizontal) | 210x145 (+5 mm) | 105 000 |
| 1/3 page (vertical) | 70x297 (+5 mm) | 84 000 |
| 1/3 page (horizontal) | 210x98 (+5 mm) | 84 000 |
| 1/8 page | 90x64 | 41 000 |

* Price does not include VAT

Special placement — **15%**

Ad specials — by request

Deadlines

| Issue | Booking/cancellation, materials deadline | On sale |
|----------------|--|------------|
| 01/2022 | 20.01.2022 | 22.02.2022 |
| 02/2022 | 21.04.2022 | 24.05.2022 |
| 03/2022 | 01.09.2022 | 04.10.2022 |
| 04/2022 | 20.10.2022 | 22.11.2022 |



burda.ru/AdSpecials