

## BURDA Publishing House

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Moscow, 127018, Russia  
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advertising@burda.ru

## Advertising rates

# 2022

# MY FAVOURITE HOBBY. PATCHWORK

**Bleed size:** 205x297 mm

**Trim size:** 215x307 mm

### Processing

**cover:** sheet-fed offset

**content:** heatset web-offset (with drying)

### Paper

**cover:** 150 g/m<sup>2</sup> Lumi Art

**content:** 55 g/m<sup>2</sup> Tipographskaya

You can find technical requirements  
on the website [www.burda.ru](http://www.burda.ru) in section  
FOR ADVERTISERS or require from  
Advertising Sales Managers



## Advertising rates

| AD Size  | Trim size, mm         | Rates, (RUR)*  |
|--|-----------------------|----------------|
| <b>1/1 page</b>  | <b>205x297 (+5mm)</b> | <b>196 000</b> |
| <b>2<sup>rd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover page</b> | <b>205x297 (+5mm)</b> | <b>209 000</b> |
| 1/2 page (horizontal)  | 205x143 (+5mm)        | <b>105 000</b> |
| 1/2 page (vertical)  | 102x297 (+5mm)        | <b>105 000</b> |
| 1/3 page (horizontal)  | 205x95 (+5mm)         | <b>84 000</b>  |
| 1/3 page (vertical)  | 70x297 (+5mm)         | <b>84 000</b>  |
| 1/4 page   | 92x138                | <b>62 000</b>  |
| 1/8 page   | 92x67                 | <b>41 000</b>  |

\* — without VAT

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

## Deadlines

| Issue          | Booking/cancellation, materials deadline | On sale  |
|----------------|--|----------|
| <b>01/2022</b> | 08.02.22                                 | 15.03.22 |
| <b>02/2022</b> | 23.08.22                                 | 27.09.22 |
| <b>03/2022</b> | 08.11.22                                 | 13.12.22 |



[burda.ru/AdSpecials](http://burda.ru/AdSpecials)