

**BURDA Publishing House**

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Advertising  
rates

**2022**

**PATRONES**

**Bleed size:** 200x272 mm

**Trim size:** 210x282 mm

**Processing**

**cover:** sheet-fed offset

**content:** heatset web-offset

**Paper**

**cover:** 130 g/m<sup>2</sup>

**content:** 57 g/m<sup>2</sup> LWC Leipa Ultra Mag  
Plus

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>200x272 (+5 mm)</b>	<b>196 000</b>
<b>2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> cover page</b>	200x272 (+5 mm)	<b>209 000</b>
1/2 page (vertical)	98x272 (+5 mm)	<b>105 000</b>
1/2 page (horizontal)	200x132 (+5 mm)	<b>105 000</b>
1/3 page (vertical)	68x272 (+5 mm)	<b>84 000</b>
1/3 page (horizontal)	90x272 (+5 mm)	<b>84 000</b>
1/8 page	98x68	<b>41 000</b>

\* Price does not include VAT

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

Deadlines

Issue	Booking/cancellation, materials deadline	On sale
<b>02/2022</b>	08.12.2021	08.01.2022
<b>03/2022</b>	12.01.2022	05.02.2022
<b>04/2022</b>	09.02.2022	05.03.2022
<b>13/2022</b> <b>Patrones Extra „Dress“</b>	24.02.2022	22.03.2022
<b>05/2022</b>	09.03.2022	02.04.2022
<b>06/2022</b>	13.04.2022	07.05.2022
<b>07/2022</b>	11.05.2022	04.06.2022
<b>08/2022</b>	15.06.2022	09.07.2022
<b>09/2022</b>	13.07.2022	06.08.2022
<b>10/2022</b>	10.08.2022	03.09.2022
<b>11/2022</b>	14.09.2022	08.10.2022
<b>12/2022</b>	12.10.2022	05.11.2022
<b>01/2023</b>	09.11.2022	03.12.2022



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