

BURDA Publishing House

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Advertising rates

2022

SALON DE LUXE

Bleed size: 215x295 mm
Trim size: 225x305 mm
Printing sheet-fed offset
Paper cover:
300 g/m² WFC „Galerie Art Gloss“
content:
120 g/m² WFC „Mega Coat“ gloss

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



SALON de Luxe CLASSIC

Share of page	Bleed ads, size	Price, EUR
1/1	215X295 (+5mm)	4 350
ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)		
1/1	215X295 (+5mm)	4 800
DOUBLE PAGE ADVERTISEMENTS		
2 nd cover page + 1/1 (1 st double page)	2 X (215X295) (+5mm)	9 200
2 nd cover page	2 X (215X295) (+5mm)	8 800
2/1	2 X (215X295) (+5mm)	7 900
COVER ADVERTISEMENTS		
3 rd cover page	215X295 (+5mm)	6 100
4 nd cover page	215X295 (+5mm)	7 900

SALON de Luxe Private Interior. Saint-Petersburg*

Share of page	Размеры с полями	Bleed ads, size	Price, EUR
2/1	—	2 X (215X295) (+5mm)	4 570
1/1	197X275	215X295 (+5mm)	3 020
1/2	197X135	215X145 (+5mm)	2 020
COVER ADVERTISEMENTS			
2 nd cover page + 1/1 (1 st double page)	—	2 X (215X295) (+5mm)	6 900
2 nd double page	—	2 X (215X295) (+5mm)	5 000
3 rd cover page	—	215X295 (+5mm)	4 170
back cover page	—	215X295 (+5mm)	6 100
ADVERTISEMENTS IN THE RUBRIC «DESIGN-PROJECT»			
2/1	—	2 X (215X295) (+5mm)	1 200
1/1	197X275	215X295 (+5mm)	700

Location in certain place with the guarantee — advertisement fees increase by 10%.
15% discount is granted to the advertising agencies.

15% discount is granted to the advertising agencies for advertisements of 1/2 and more (*except the rubric "Design-project")

SALON de Luxe MODERN DESIGN

Share of page	Bleed ads, size	Price, EUR
1/1	215X295 (+5mm)	3 800
ADVERTISEMENTS NEAR CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)		
1/1	215X295 (+5mm)	4 200
DOUBLE PAGE ADVERTISEMENTS		
2 nd cover page + 1/1 (1 st double page)	2 X (215X295) (+5mm)	8 000
2 nd cover page	2 X (215X295) (+5mm)	7 700
2/1	2 X (215X295) (+5mm)	6 870
COVER ADVERTISEMENTS		
3 rd cover page	215X295 (+5mm)	5 320
4 nd cover page	215X295 (+5mm)	6 870

Issue Schedule

	Deadline for the reservation of advertisement area	Deadline for supplying material and payment	Date of Issue
№1 MODERN DESIGN	20.01.2022	27.01.2022	26.02.2022
№2 CLASSIC	17.02.2022	24.02.2022	26.03.2022
№3 MODERN DESIGN	21.04.2022	28.04.2022	28.05.2022
№4 PRIVATE INTERIOR.SPB	14.05.2022	21.05.2022	21.06.2022
№5 MODERN DESIGN	21.07.2022	28.07.2022	27.08.2022
№6 MODERN DESIGN	15.09.2022	22.09.2022	22.10.2022
№7 PRIVATE INTERIOR.SPB	22.10.2022	29.10.2022	29.11.2022

Possible discounts (for one customer)

IN CASE OF MORE THAN ONE PUBLICATION IN ONE ISSUE*				
Issue	2	3	4	5
Discount	4%	6%	8%	10%

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