

**Bleed size:** 215x295 mm

**Trim size:** 225x305 mm

**Printing**

**cover:** sheet-fed offset

**content:** web-offset

**Paper**

**cover:**

200 g/m<sup>2</sup> WFC „Galerie Art Gloss“

**content:**

90 g/m<sup>2</sup> LWC „NovaPress“

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

| Share of page  | Trimmed ads, size | Bleed ads, size        | Price, EUR    |
|--|-------------------|------------------------|---------------|
| 1/1  | —                 | 215X295 (+5mm)         | <b>8 400</b>  |
| <b>ADVERTISEMENTS NEAR STAFF COLUMN (RIGHT), CONTENT (RIGHT), LETTER OF EDITOR (RIGHT)</b> |                   |                        |               |
| 1/1  | —                 | 215X295 (+5mm)         | <b>9 600</b>  |
| <b>ADVERTISEMENTS NEAR STAFF COLUMN (LEFT) / CONTENT (LEFT)</b>                            |                   |                        |               |
| 2/3  | 107X275           | 118X295 (+5mm)         | <b>6 950</b>  |
| <b>ADVERTISEMENTS NEAR CONTENT (LEFT)</b>  |                   |                        |               |
| 1/1  | —                 | 215X295 (+5mm)         | <b>9 500</b>  |
| <b>ADVERTISEMENTS IN THE RUBRIC «DECOR»*</b>   |                   |                        |               |
| 1/1  | —                 | 215X295 (+5mm)         | <b>5 100</b>  |
| 1/2  | 195x135/95X275    | 215X145/105X295 (+5mm) | <b>3 800</b>  |
| 1/3  | —                 | 71x295 (+5mm)          | <b>2 600</b>  |
| <b>DOUBLE PAGE SPREAD</b>  |                   |                        |               |
| 2 <sup>nd</sup> cover page + 1/1 (1 <sup>st</sup> double page)                             | —                 | 2 X (215X295 +5mm)     | <b>18 600</b> |
| 2 <sup>nd</sup> double page  | —                 | 2 X (215X295 +5mm)     | <b>16 500</b> |
| 3 <sup>rd</sup> double page  | —                 | 2 X (215X295 +5mm)     | <b>15 600</b> |
| 2/1  | —                 | 2 X (215X295 +5mm)     | <b>13 500</b> |
| <b>COVER ADVERTISEMENTS</b>  |                   |                        |               |
| 3 <sup>rd</sup> cover page   | —                 | 215X295 (+5mm)         | <b>10 700</b> |
| back cover page  | —                 | 215X295 (+5mm)         | <b>18 000</b> |
| <b>ADVERTISEMENTS IN CLASSIFIED RUBRIC</b>   |                   |                        |               |
| 1/2  | 195x135/95X275    | 215X145/105X295 (+5mm) | <b>4 400</b>  |
| 1/4  | 195X65/95X135     | —                      | <b>2 600</b>  |
| <b>CLASSIFIED</b>  |                   |                        |               |
| 1/16 (color)   | 45X65             | —                      | <b>750</b>    |
| 1/16 (b./w.)   | 45X65             | —                      | <b>490</b>    |
| 1/32 (b./w.)   | 45X32             | —                      | <b>290</b>    |
| Адрес (до 210 символов)  |                   |                        | <b>180</b>    |

\* 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)

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

\*\* — 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     |
|-------------------|--|---|-------------------|
| <b>02/2022</b>    | 04.12.2021   | 11.12.2021                                  | <b>15.01.2022</b> |
| <b>03/2022</b>    | 13.01.2022   | 20.01.2022                                  | <b>15.02.2022</b> |
| <b>04/2022</b>    | 10.02.2022   | 17.02.2022                                  | <b>15.03.2022</b> |
| <b>05/2022</b>    | 10.03.2022   | 17.03.2022                                  | <b>12.04.2022</b> |
| <b>06/2022</b>    | 14.04.2022   | 21.04.2022                                  | <b>17.05.2022</b> |
| <b>07-08/2022</b> | 12.05.2022   | 19.05.2022                                  | <b>14.06.2022</b> |
| <b>09/2022</b>    | 07.07.2022   | 14.07.2022                                  | <b>16.08.2022</b> |
| <b>10/2022</b>    | 11.08.2022   | 18.08.2022                                  | <b>13.09.2022</b> |
| <b>11/2022</b>    | 08.09.2022   | 15.09.2022                                  | <b>11.10.2022</b> |
| <b>12/2022</b>    | 13.10.2022   | 20.10.2022                                  | <b>15.11.2022</b> |
| <b>01/2023</b>    | 10.11.2022   | 17.11.2022                                  | <b>13.12.2022</b> |



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