

**GROUP HEAD:**  
Svetlana Sovinskaya  
(s.sovinskaya@burda.ua)  
Tel.: +38 050 416 27 23

**ACCOUNT MANAGER:**  
Irina Makarenko (i.makarenko@burda.ua)  
Tel.: +38 097 142 17 93

Svetlana Danilyuk (s.danilyuk@burda.ua)  
Tel.: +38 095 250 60 07

**AD PLACEMENT MANAGER:**  
Nadezhda Omelchuk (n.omelchuk@burda.ua)  
Tel.: +38 044 494 07 91 (71-46)

**FOUNDER:**  
DP Burda - Ukraine  
3 floor, 10/14U Radischeva str.  
03680 Kiev  
Tel.: +38 044 490 83 63  
Fax: +38 044 490 83 64

[www.burda.ua](http://www.burda.ua)

## BURDAMEDIA UKRAINE



**43 000 monthly**

Color space: 4/4 CMYK

Clean size: 205 x 275 mm

Bleed size: 215 x 285 mm

Processing, Cover: offset, UV-lacquer

Inner pages: offset

Paper, Cover: 170 g/m<sup>2</sup>

Inner pages: 70 g/m<sup>2</sup>

Volume: 148 pages

## ADVERTISEMENT DIMENSIONS

PAGE	PRICE, UAH
Standard page	106,000
3d cover	169,000
Back cover	253,000
Premium page in the Content/ Editor's letter /Team/ Readers' letters	136,000
<b>SPREAD</b>	
Opening Gate Fold*	345,000
1 <sup>st</sup> spread	311,500
2 <sup>nd</sup> spread	281,500
3 <sup>d</sup> spread	251,500
4 <sup>th</sup> spread	219,000
5 <sup>th</sup> - 10 <sup>th</sup> spread	210,000
<b>IN-PAGE DIMENSIONS</b>	
1/2 page	82,000
1/3 page	71,500
<b>SPECIAL PLACEMENT</b>	
Layout design	<b>+10%</b>
Ad specials - on request	
* Production is calculated separately	

## DEADLINES

NUMBER	BOOKING	PR, CREATIVITY	ADVERTISING	INSERTS	SALE
02/2020	06.12.19	12.12.19	17.12.19	27.12.19	17.01.20
03/2020	17.01.20	23.01.20	28.01.20	07.02.20	21.02.20
04/2020	14.02.20	20.02.20	24.02.20	06.03.20	20.03.20
05/2020	13.03.20	19.03.20	24.03.20	03.04.20	17.04.20
06/2020	10.04.20	16.04.20	21.04.20	30.04.20	22.05.20
07-08/2020	15.05.20	21.05.20	26.05.20	05.06.20	19.06.20
09/2020	10.07.20	16.07.20	21.07.20	31.07.20	14.08.20
10/2020	14.08.20	20.08.20	25.08.20	04.09.20	18.09.20
11/2020	11.09.20	17.09.20	22.09.20	02.10.20	16.10.20
12-01/2021	16.10.20	22.10.20	27.10.20	06.11.20	20.11.20



## TECHNICAL REQUIREMENTS

**marie claire**

- Brilliance ..... 4/4 (CMYK)
- Total Inc no more then
- For inside advertising blocks ..... no more then 300%
- For layouts on covers ..... no more then 330%
- Printing ..... offset, clip
- Lineature ..... no more then 133 lines per inch (lpi)
- Raster ..... 300 dots per inch (dpi)
- Raster tilting ..... (cyan) C – 105°, (magenta) M – 45°,  
..... (yellow) Y – 0°, (black) K – 165°
- Dot ..... round
- Types of the files used in the layout ..... Adobe InDesign CS5 (PC)
- Bitmaps ..... EPS, TIFF (300 dpi, CMYK)
- Vectors ..... Adobe Illustrator EPS
- If a layout is made in Adobe Illustrator all fonts have to make into curve lines**  
**We don't use the layouts in CorelDraw**
- Fonts all used in the layout (Open Type, Postscript Type 1)
- Files carrier ..... CD-R, DVD-R

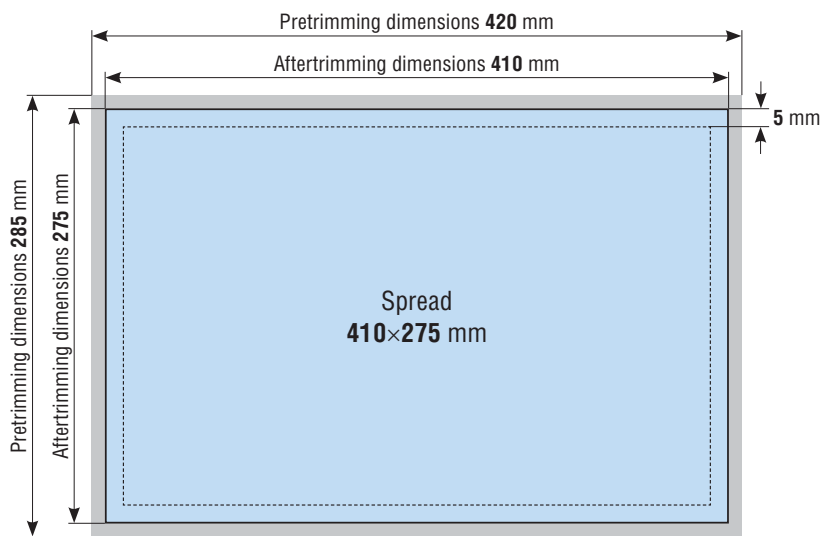
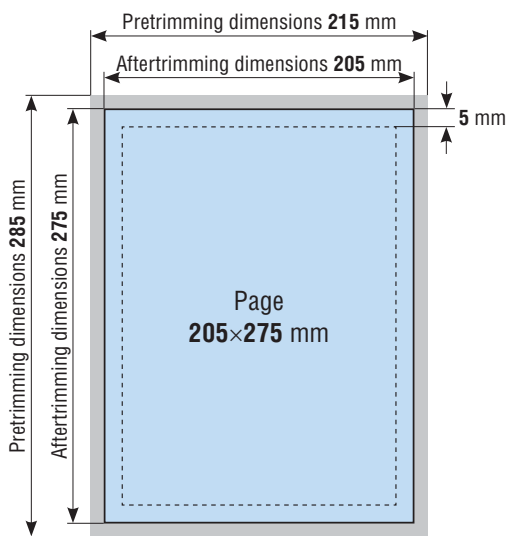


FTP: ftp.burda.ua  
login: reklama  
password: zb2jk0  
directory: reklama



File sharing: http://ex.burda.ua/

## ADVERTISEMENT DIMENSIONS



**Page** (pretrimming dimensions +5 mm) ..... **215×285 mm**  
(aftertrimming dimensions) ..... **205×275 mm**

**Spread** (pretrimming dimensions +5 mm) ..... **420×285 mm**  
(aftertrimming dimensions) ..... **410×275 mm**

Stock for the right-through image ..... **5 mm**

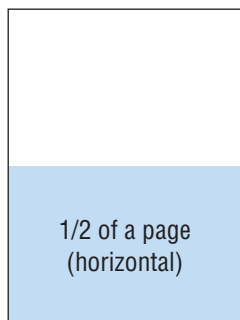
Texturing part (text, logos, which are not to be trimmed) should be distant

from the edge of the trimming format along the inside line ..... no less than **5 mm**

## IN-PAGE DIMENSIONS



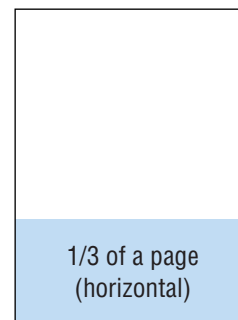
**1/2 of a page (vertical)**  
Pretrimming ..... **112×285 mm**  
Aftertrimming ..... **102×275 mm**



**1/2 of a page (horizontal)**  
Pretrimming ..... **215×146 mm**  
Aftertrimming ..... **205×136 mm**



**1/3 of a page (vertical)**  
Pretrimming ..... **78,5×285 mm**  
Aftertrimming ..... **68,5×275 mm**



**1/3 of a page (horizontal)**  
Pretrimming ..... **215×98 mm**  
Aftertrimming ..... **205×88 mm**