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FOUNDER:

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www.burda.ua



45 000 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/m2
Inner pages: 70 g/m2
Volume: 156 pages

ADVERTISEMENT DIMENSIONS

PAGE	PRICE, UAH
Standard page	92,500
3d cover	147,000
Back cover	220,000
Premium page in the Content/ Editor's letter /Team/ Readers' letters	118,500
SPREAD	
Standard spread	183,600
Opening Gate Fold	300,000
1 th spread	271,000
2 nd spread	245,000
3 ^d spread	219,000
4 th spread	190,700
5 th – 10 th spread	183,600
IN-PAGE DIMENSIONS	
1/2 page	71,500
1/3 page	62,300
SPECIAL PLACEMENT	
Layout design	+10%
Ad specials - on request	+10%

DEADLINES

NUMBER	BOOKING	PR, CREATIVITY	ADVERTISING	INSERTS	SALE
02/2019	07.12.2018	12.12.2018	18.12.2018	28.12.2018	18.01.2019
03/2019	18.01.2019	23.01.2019	29.01.2019	08.02.2019	22.02.2019
04/2019	08.02.2019	13.02.2019	19.02.2019	01.03.2019	15.03.2019
05/2019	07.03.2019	13.03.2019	19.03.2019	29.03.2019	12.04.2019
06/2019	05.04.2019	10.04.2019	16.04.2019	26.04.2019	24.05.2019
07-08/2019	17.05.2019	22.05.2019	28.05.2019	07.06.2019	21.06.2019
09/2019	12.07.2019	17.07.2019	23.07.2019	02.08.2019	30.08.2019
10/2019	09.08.2019	14.08.2019	20.08.2019	30.08.2019	27.09.2019
11/2019	06.09.2019	11.09.2019	17.09.2019	27.09.2019	25.10.2019
12-01/2020	12.10.2019	16.10.2019	22.10.2019	01.11.2019	22.11.2019



TECHNICAL REQUIREMENTS

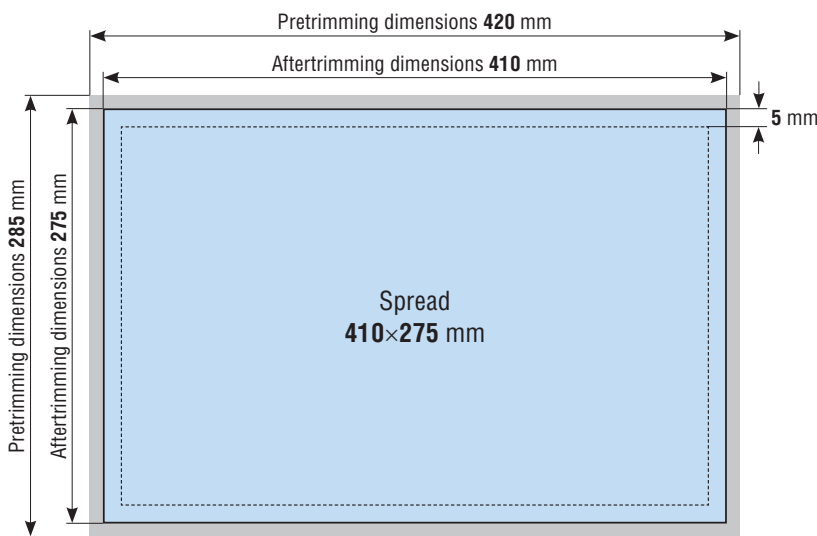
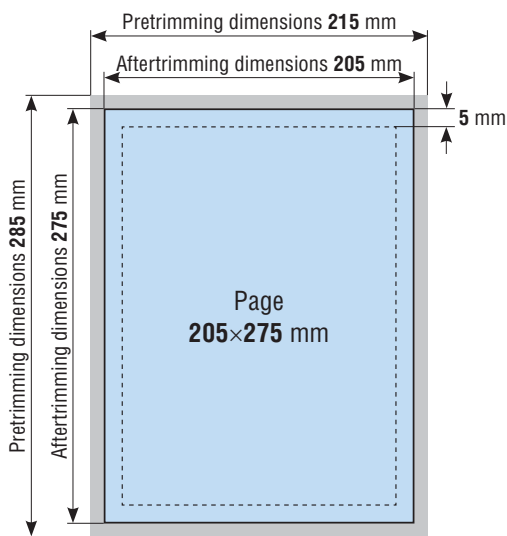
marie claire

- 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
- Font 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) **215x285 mm**
 (aftertrimming dimensions) **205x275 mm**

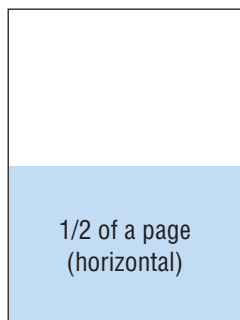
Spread (pretrimming dimensions +5 mm) **420x285 mm**
 (aftertrimming dimensions) **410x275 mm**

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



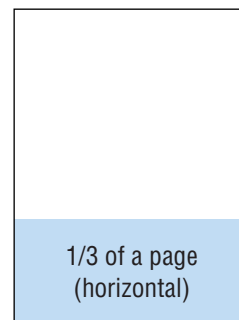
1/2 of a page (vertical)
 Pretrimming **112x285 mm**
 Aftertrimming **102x275 mm**



1/2 of a page (horizontal)
 Pretrimming **215x146 mm**
 Aftertrimming **205x136 mm**



1/3 of a page (vertical)
 Pretrimming **78,5x285 mm**
 Aftertrimming **68,5x275 mm**



1/3 of a page (horizontal)
 Pretrimming **215x98 mm**
 Aftertrimming **205x88 mm**

FORMAT	SIZE /px	VIEW	PRICE (CPM)/UAH
BANNER ADVERTISING			
Top Banner (top of page)	960 x 180	Dynamics	180
Big Premium (1st screen, right)	300 x 600	Dynamics	220
Big Premium (1st screen, right) with video	300 x 600	Dynamics	265
Banner (2nd screen, right)	300 x 600	Dynamics	150*
RICH MEDIA BANNERS			
Pop-up/ ScreenGlide/FrontLine		Dynamics	280
Catfish/MPU/PeelDown		Dynamics	320
FullScreen		Dynamics	500
BRANDING			
Branding	1920 x 1080	Dynamics	300
PR-УСЛУГИ В РАМКАХ ОНЛАЙН-ПРОЕКТОВ			
PR-article from 2000 to 3000 characters, 2 photo, 2 links. Fixing an announcement for 1 day in a through slider			11,500 (without VAT)
PR-article PR-article with video. Fixing an announcement for 1 day in a through slider			12,500 (without VAT)
News/announcement/ note up to 1000 characters, 2 photos, 2 links. Fixing an announcement for 1 day in a through slider			8,500 (without VAT)
SOCIAL NETWORKS			
Announcement article in social media			2,000 (without VAT)
Announcement PR-article in social media			1,000 (without VAT)
E-mail subscription by subscriber base			2,000 (without VAT)

* banner only on the final pages of articles on the site MarieClaire.ua (without main and main headings)

ADVERTISING FORMATS



PAGES IN SOCIAL NETWORKS



https://instagram.com/marieclaire_ukraine/



<https://www.facebook.com/MarieClaireUkraine>