

Moscow Guide

AD RATES 2012

Gate cover
2/1 page
W = 550+2x5 (bleed)
(140+270+140)+2x5
H = 348 +2x5 (bleed)

575,000 rub
(16,666.70 euro)

Full page 1/1
W = 275+2x5 (bleed)
H = 348+2x5 (bleed)
или
W = 245 H = 308

292,000 rub
(8,463.77 euro)

Back page
400,000 rub
(11,594.20 euro)

Inside front & back
380,000 rub
(11,014.50 euro)

1/2 page

W = 245
H = 152

165,000 rub
(4,782.61 euro)

SPECIAL PLACEMENT ADS
(ads on a specific page)
are an additional 30%.

All prices indicated are
VAT exclusive (VAT 18%).

1/2 page

W = 120.5
H = 308

165,000 rub
(4,782.61 euro)

1/8 page

W = 58,3
H = 152

50,000 rub
(1,449.27 euro)

1/4 page **W = 245**
 H = 74

88,000 rub
(2,550.72 euro)

1/3 page **W = 245**
 H = 100

128,000 rub
(3,710.14 euro)

1/4 page

W = 120.5
H = 152

88,000 rub
(2,550.72 euro)

1/8 page
W = 120.5
H = 74

50,000 rub
(1,449.27 euro)

Advertising rates for non-residents are based on fixed ruble/euro rate: 34.50 rubles per 1 euro.