

BURDA ROMANIA: ADVERTISING RATE CARD – Valid from 01.01.2018. All prices in €.

Brand	PRINT										ONLINE			
	Frequency	1/1 page	1/2 page	1/3 page	1/4 page	Cover 4	Cover 3	Cover 2	Opening Spread	Spread	Advertorial	Newsletter Insert	Direct Mailing	Ratecard / format (Eur)/ CPM
Auto Motor și Sport	monthly	€ 3.900	€ 2.300	€ 1.900	–	€ 7.500	€ 4.900	€ 7.000	€ 9.000	€ 7.500	€ 400	€ 400	€ 500	€ 12
Beau Monde	quarterly	€ 4.100	€ 2.800	€ 2.300	€ 1.800	€ 6.000	€ 5.000	€ 5.800	€ 9.900	€ 8.200	–	–	–	€ 16
Beau Monde Mirese	quarterly	€ 2.800	€ 1.900	–	–	€ 4.000	€ 3.300	€ 3.800	€ 6.600	€ 5.200	€ 400	–	–	€ 16
Cărticica Practică	monthly	€ 3.000	€ 1.860	€ 1.450	€ 1.150	€ 4.500	€ 6.500	€ 3.700	€ 5.500	€ 5.000	€ 400	€ 550*	€ 1.100	€ 16
Casa Lux	monthly	€ 5.200	€ 3.500	€ 2.700	€ 2.200	€ 7.800	€ 3.500	€ 7.300	€ 12.500	€ 10.400	€ 400	€ 600	€ 1.200	€ 19
Casa și Grădina	quarterly	€ 3.200	€ 2.100	€ 1.650	€ 1.350	€ 5.200	€ 3.800	€ 4.700	€ 7.900	€ 6.400	€ 400	€ 600	€ 1.200	€ 19
Cosmopolitan	monthly	€ 6.700	€ 4.500	€ 3.700	€ 2.900	€ 9.800	€ 8.000	€ 9.400	€ 16.100	€ 13.400	€ 500	€ 650	€ 1.300	€ 20
Crafty	biannually	€ 3.200	€ 2.100	€ 1.650	€ 1.350	€ 5.200	€ 3.800	€ 4.700	€ 7.900	–	€ 400	–	–	€ 19
Draga Mea Pentru Copii	monthly	€ 1.600	€ 900	€ 700	€ 600	€ 2.300	€ 1.750	€ 1.800	€ 2.200	€ 2.000	–	–	–	–
Femeia	monthly	€ 5.200	€ 3.500	€ 2.700	€ 2.200	€ 7.800	€ 6.500	€ 7.300	€ 12.500	€ 10.400	€ 500	€ 350	€ 700	€ 20
Femeia de azi	weekly	€ 3.500	€ 2.100	€ 1.600	€ 1.250	€ 5.000	€ 3.650	€ 4.500	€ 7.000	€ 6.200	€ 400	€ 750***	€ 1.500	€ 16
Grădina Mea de Vis	monthly	€ 2.500	€ 1.500	€ 1.000	€ 900	€ 3.700	€ 2.900	€ 3.250	€ 4.800	€ 4.400	€ 400	€ 500**	€ 1.000	€ 19
Harper's Bazaar	monthly	€ 5.600	–	–	–	€ 8.200	€ 6.800	€ 7.900	€ 13.500	€ 11.200	€ 400	–	–	€ 27
Ioana	monthly	€ 4.000	€ 2.200	€ 1.800	€ 1.550	€ 5.500	€ 3.800	€ 4.700	€ 7.300	€ 6.500	€ 400	€ 300	€ 500	€ 16
Marie Claire	monthly	€ 5.300	€ 3.600	–	–	€ 7.700	€ 6.400	€ 7.500	€ 12.800	€ 10.600	€ 400	€ 800	€ 1.600	€ 22
Men's Health	monthly	€ 5.000	€ 3.300	€ 2.400	€ 1.900	€ 7.500	€ 5.500	€ 6.500	€ 11.500	€ 9.500	€ 400	€ 300	€ 600	€ 19
National Geographic	monthly	€ 5.900	€ 4.200	€ 3.000	–	€ 8.900	€ 6.800	€ 8.600	€ 14.200	€ 11.800	€ 400	€ 350	€ 700	€ 27
National Geographic Traveler	quarterly	€ 3.600	€ 2.550	€ 1.800	–	€ 5.400	€ 4.200	€ 5.300	€ 8.900	€ 7.200	€ 400	€ 350	€ 700	€ 27
Practic în Bucătărie	monthly	€ 4.000	€ 2.600	€ 1.700	€ 1.450	€ 6.500	€ 4.400	€ 5.000	€ 7.500	€ 6.800	€ 400	€ 550*	€ 1.100	€ 16
Practic Idei Pentru Casă, Grădină și Apartament	monthly	€ 2.800	€ 1.600	€ 1.100	€ 1.000	€ 3.800	€ 2.800	€ 3.000	€ 4.800	€ 4.400	€ 400	€ 600**	€ 1.200	€ 19
Sănătatea de azi	monthly	€ 3.000	€ 1.900	€ 1.400	€ 1.000	€ 4.000	€ 2.700	€ 3.500	€ 5.800	€ 5.000	€ 400	€ 750***	€ 1.500	€ 16
CHARGES FOR SPECIAL POSITIONING											* will be send to our Food database ** will be send to Home&Garden database *** will be send to Women database			
„Special positioning” = the guarantee of a secured positioning at a certain page/in a certain section; non standard format; consecutive pages, stable positioning: +15%														
LAYOUT TAX: 10% from RC 1/1 page (net price)														

BURDA ROMANIA: Inserts & Special Formats – Valid from 01.01.2018. All prices in €.

Brand	Frequency	INSERTION COSTS / 1000 COPIES				+	FORMAT COSTS / 1000 COPIES				
		Specific page	Glued	Spread	Stitching		Sample	Max 4 pages	Max 8 pages	Max 16 pages	More than 16 pages
Auto Motor și Sport	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Beau Monde	quarterly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Beau Monde Mirese	quarterly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Cărticica Practică	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Casa Lux	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Casa și Grădina	quarterly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Cosmopolitan	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Crafty	biannually	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Draga Mea Pentru Copii	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Femeia	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Femeia de azi	weekly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Grădina Mea de Vis	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Harper's Bazaar	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Ioana	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Marie Claire	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Men's Health	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
National Geographic	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
National Geographic Traveler	quarterly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 90	€ 150	€ 180
Practic în Bucătărie	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Practic Idei Pentru Casă, Grădină și Apartament	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150
Sănătatea de azi	monthly	€ 50	€ 55	€ 60	€ 65	+	€ 0	€ 50	€ 70	€ 100	€ 150

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INSERTION TYPE	Net Prices EUR
random insertion	50/1000 copies
fixed page insertion	55/1000 copies
glued insertion on a fixed spot	60/1000 copies
leaflet/booklet/catalogue	insertion costs (as per above) + advertising costs
NOTES	
1. fragile products (like shampoo sachets, detergents) will be packed in paper boxes; the client will support the costs of the paper boxes	
2. leaflets/booklets/catalogues will be inserted only inside the magazines (not on C1 or C4)	