

ВЕДОМОСТИ

Как потратить

Rate Card *Kak Potratit*, 2023



	Roubles
Page	580 000
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Second Spread	1 330 000
Third Spread	1 330 000
Inside Back Cover	580 000
½ Page	350 000
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Spread between Contents	1 330 000
Central Spread	1 330 000
Back Cover	820 000
RH Page Opposite Content	677 000
RH Page Opposite Editor's Letter	677 000
Page Accent	677 000

Prices are subject to VAT 20%

Release Date *Kak Potratit*, 2023

	Release Date	Closing date	Ad materials deadline
06.03.2023	Spring and trends for the season. Gifts.Travelling.	03.02.2023	10.02.2023
07.04.2023	Design and Luxury Projects.	07.03.2023	14.03.2023
09.06.2023	Summer. Watch and Jewelry.	10.05.2023	14.05.2023
08.09.2023	Autumn Style. Tendencies and trends for the season. New Collections.	08.08.2023	15.08.2023
13.10.2023	Design and Luxury Projects.	12.09.2023	19.09.2023
10.11.2023	Style and Names.	10.10.2023	17.10.2023
08.12.2023	Gifts.	07.11.2023	14.11.2022