

ВЕДОМОСТИ

Как потратить

Rate Card *Kak Potratit*, 2025



	Roubles
Page	580 000
First Spread	1 470 000
Second Spread	1 330 000
Third Spread	1 330 000
Inside Back Cover	580 000
½ Page	350 000
Spread before TOC 1	1 330 000
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*, 2025

Release Date	Closing date	Ad materials deadline	
14.02.2025	Men. Style Gifts for Holidays.	14.01.2025	21.01.2025
07.03.2025	Spring. New collections for the season. Women in business. Success stories.	04.02.2025	11.02.2025
11.04.2025	Design and Lux projects.	11.03.2025	18.02.2025
16.06.2025	All about summer. Travel , leisure, new trends. Watches and Jewelry. Overview from the shows.	16.05.2025	23.05.2025
05.09.2025	Autumn. New Collections.	05.08.2025	12.08.2025
10.10.2025	Design and Lux Projects.	09.09.2025	16.09.2025
07.11.2025	Style and Trends. Investment in Lux.	07.10.2025	14.10.2025
05.12 .2025	Gigts and New Year Collections.	04.11.2025	11.11.2025