

Как потратить

Rate Card *Kak Potratit*, 2018



	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 18%

Release Date *Kak Potratit*, 2018

Release Date	Deadline of providing advertizing materials
№ 1 – 12.02.2018 Men & Gifts	19.01.2018
№ 2 – 05.03.2018 Women & Shopping	09.02.2018
№ 3 – 19.03.2018 Fashion business	23.02.2018
№ 4 – 02.04.2018 Interiors & Design	07.03.2018
№ 5 – 16.04.2018 Spring & Trends	23.03.2018
№ 6 – 14.05.2018 Watches&Jewelery	20.04.2018
№ 7 – 03.09.2018 Autumn & Trends	10.08.2018
№ 8 – 17.09.2018 Fashion business	24.08.2018
№ 9 – 01.10.2018 Interiors & Design	07.09.2018
№10 – 15.10.2018 Lux & Investment	21.09.2018
№11 – 12.11.2018 Style	19.10.2018
№12 – 03.12.2018 Gifts	09.11.2018

*19.11 – **Trendy Accessories**

*17.12 – **Cristmas & Collections**