

# ВЕДОМОСТИ

# Как потратить

## Rate Card *Kak Potratit*, 2019



	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*, 2019

Release Date	Closing date	Ad materials deadline
18.02.2019 <b>Style: Men. Gifts for Men's Day</b>	18.01.2019	25.01.2019
04.03.2019 <b>Style: Women. Gifts for Women's day. Spring Collections</b>	01.02.2019	08.02.2019
20.03.2019 <b>Fashion Business</b>	15.02.2019	24.02.2019
08.04.2019 <b>Interiors &amp; Design</b>	07.03.2019	15.03.2019
15.04.2019 <b>Spring: Trends, Tendencies, Accessories</b>	15.03.2019	22.03.2019
20.05.2019 <b>Watches &amp; Jewelry</b>	19.04.2019	26.04.2019
09.09.2019 <b>Special Jubilee Issue. 20 Years Anniversary. Autumn Collections. High Jewelry</b>	09.08.2019	16.08.2019
23.09.2019 <b>Fashion Business</b>	23.08.2019	30.08.2019
07.10.2019 <b>Interiors &amp; Design</b>	06.09.2019	13.09.2019
21.10.2019 <b>Fashion and Accessories, Su Misura, Made by Hand</b>	20.09.2019	27.09.2019
05.11.2019 <b>Style &amp; Names</b>	04.10.2019	11.10.2019
18.11.2019 <b>Lux &amp; Investment. Overview of Watch and Jewelry Collections</b>	18.10.2019	25.10.2019
02.12.2019 <b>Gifts &amp; Ideas</b>	01.11.2019	08.11.2019
16.12.2019 <b>Getting Ready for the New Year and Christmas. New Year Collections</b>	15.11.2019	22.11.2019

\*Special Jubilee Issue. 20 Years Anniversary. (Release 09.09.2019) will be inseted in The Special Jubilee Issue of Vedomosti daily and destrubuted at the Special Gala Event for Newsmakers.