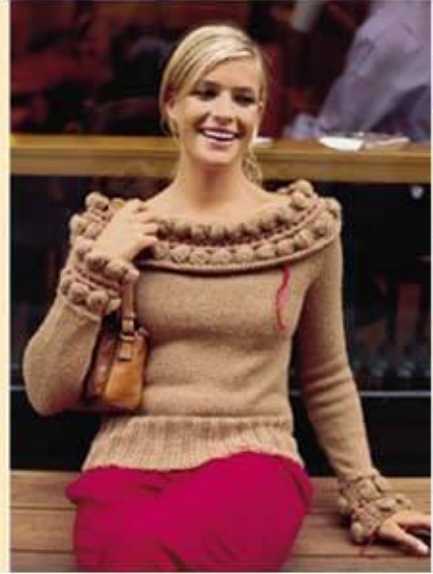




# burda



# burda

Весь мир моды!



*«The purpose of my life is to make a woman beautiful»*

*Aenne Burda*



Raisa Gorbachova  
and Aenne Burda in Moscow



The first issue of «Burda Moden»

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Весь мир моды!



*«Aenne Burda is a woman  
to learn from»*

*Jil Sander*

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Весь мир моды!



«Burda» means :

Brand

Classics

Style

Competence

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Весь мир моды!



«Burda» means :

Identity

Exclusiveness

Extravagance

Chic

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Весь мир моды!



«Burda»:

**This is the confidence.** Money invested into advertisement in “Burda” magazine is the guarantee of your profit, no matter how unstable the economic situation is.

«The Swiss bank» in the tremendous world of female magazines.

**This is the quality,** proved by time.

**This is the credence.** We have the most permanently large audience (4th-5th place in the ratings).

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## Весь мир моды!



**publication  
frequency:  
circulation:**

**monthly  
70.000**

**price:**

**13,50UAH**

**advertising page  
cost:  
(with taxes)**

**4.650 USD**

**readers' audience of  
1 issue:  
(Source: MMI'2007/1-Ukraine)**

**215,63**

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## Весь мир моды!



Beauty, creative work and new ideas are reflected in each collection of all great designers. Ideas from the capitals of the world fashion inspire our life and the content of the magazine **“Burda”**.

**“Burda”** is a bridge between the designers’ creations and the present-day woman. Every month we offer our readers surveys and reports about fashion and beauty from all over the world. **“Burda”** brings forward the design and fashion to any taste, suggests pieces of advice and ideas for everybody, who has his own ideas and his own style. The selection of patterns is always rather wide: from strict costumes and business-suits to charming romantic ensembles and elegant evening dresses.

Versatile and pragmatic concept of the issue guarantees perfect perception and active usage of the magazine. All these features contributed to the issue’s favorable position on the market of female magazines.

**“Burda” – the whole world of fashion!**



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## Весь мир моды!

### Social-demographic characteristics



Burda	nographic data of Ukra 17633,6 in percent	reach		share of readers in percent	affinity index	100 = all population of Ukraine 12-65
		in percent	in thsd.			
total	100,0	1,2	216,3	100,0	100	
<b>sex</b>						
men	46,9	0,2	14,5	6,7	14	
women	53,1	2,2	201,8	93,3	176	
<b>age</b>						
12-15	7,4	0,6	7,7	3,5	48	
16-19	9,6	1,1	18,5	8,5	89	
20-29	19,9	1,4	50,1	23,1	116	
30-39	18,1	1,7	52,8	24,4	135	
40-54	29,6	1,3	68,4	31,6	107	
55-65	15,4	0,7	18,9	8,7	57	
<b>education</b>						
primary	11,4	0,9	18,4	8,5	75	
secondary	57,1	1,0	101,3	46,8	82	
higher	31,6	1,7	96,7	44,7	142	
<b>financial status</b>						
wealthy	3,9	0,5	3,7	1,7	44	
well-to-do	41,7	1,3	95,2	44,0	105	
middle	33,2	1,3	77,7	35,9	108	
poor	10,8	1,2	23,0	10,7	99	
<b>social status</b>						
businessman	3,6	2,0	12,4	5,7	159	
managers	4,0	0,8	5,8	2,7	66	
specialists	14,0	2,1	51,5	23,8	170	
employees	11,2	1,7	34,3	15,8	141	
workers	22,7	0,8	33,3	15,4	68	
student, pupils	18,1	0,7	22,7	10,5	58	
housekeepers, young mothers	7,3	1,9	23,8	11,0	151	
other	19,0	1,0	32,4	15,0	79	
<b>marital status</b>						
married	57,8	1,0	100,6	46,5	80	
single	34,7	1,8	108,1	50,0	144	

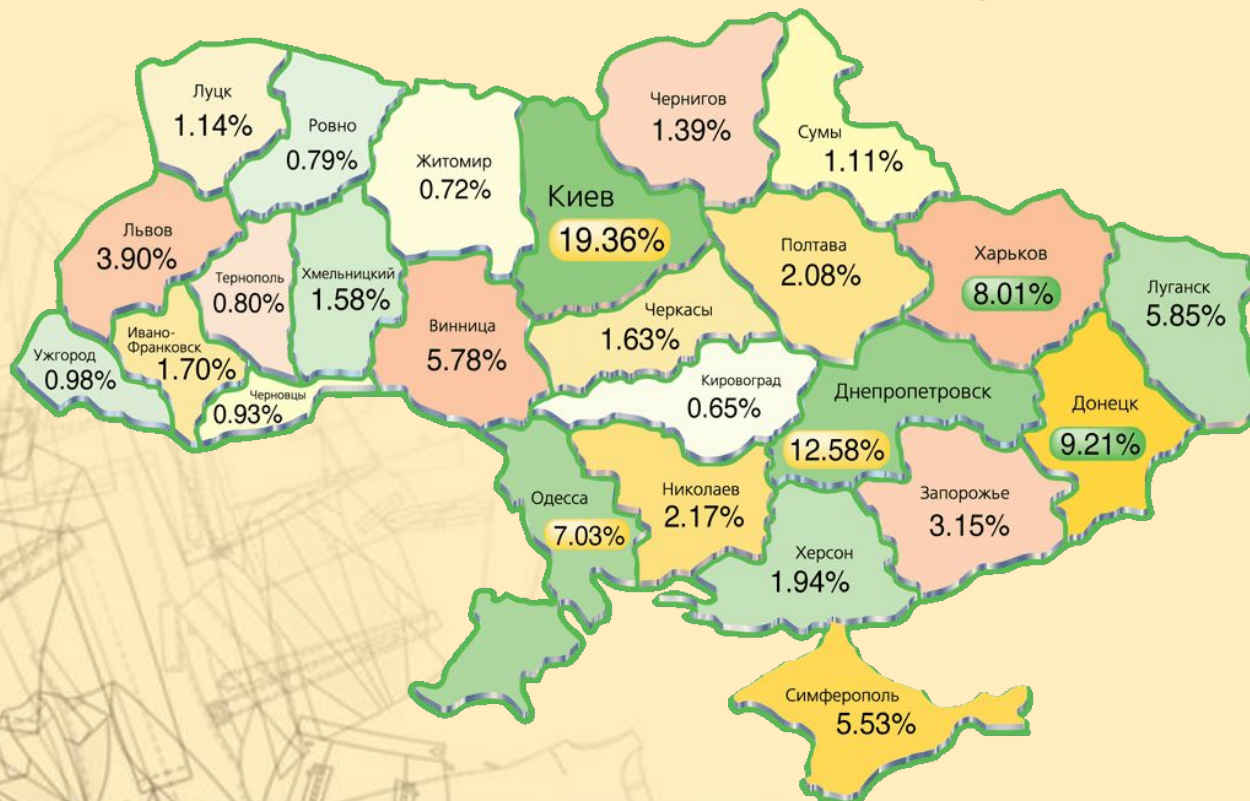
Source: MMI 2007/1-Ukraine. City population of Ukraine from 12 up to 65 years.

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Весь мир моды!



## Distribution chart of the magazine



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Весь мир моды!



## Contacts

You can get more detailed information about the advertisement placement from

Svetlana Sovinskaya [sovinskaya@burda.ua](mailto:sovinskaya@burda.ua)

Anna Malyanova [malyanova@burda.ua](mailto:malyanova@burda.ua)

by telephone (044)490 83 63