

metro

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IN MOSCOW**

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Daily readership – 668 000

Source: Mediascope, NRS-Moscow, December 2019 – April 2020

RATE CARD

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Effective as of May 18, 2020



Ad format*	Size, mm	Price, USD
Double page spread (pages 2-3)	550 x 320	40 034,12
Triangle	218,65 x 223,05	10 351,02
Triangle on "News" page	263 x 158,45	10 659,42
Cut-out	not more than 260 sq. cm	11 290,06
Island	174,3x126,1	9 889,11
Giant island	D - 300 mm	26 448,55
Bookmarks	85,6 x 320 + 85,6 x 320	16 811,82
Double page spread banner	550 x 93,7	23 980,34
L-shape	550 x 61,5 + 130 x 258,5	25 314,37
U-shape	550 x 61,5 + 2(85,6 x 258,5)	26 710,15
Fireplace	284 x 190,75	24 898,71

* All the formats are exclusive (the only ad on the page), except Bookmarks.

