

Beautiful Houses is the leading Russian publication on architecture, construction and design, aimed at a wide range of readers: professional architects, designers, developers, suppliers of materials and equipment, as well as homeowners who want to give their home a unique look.

It has been published since 1997. The magazine contains colorfully illustrated, information-rich materials about architecture, planning, building, engineering equipment, arrangement and decoration of country houses. The publication covers current events in the architectural and construction industry, introduces advanced technologies and materials, new products from leading manufacturers of household appliances and tools, furniture and accessories. Content is grouped into several subject headings, most of which are permanent.



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Online version of the magazine ∞
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TIMETABLE 2020

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№ 2/201	April 7	May 13
№ 3/202	June 2	July 7
№ 4/203	August 4	September 8

GENERAL ADVERTISING RATES

Format	Price in Euro
1/4	450
1/2	800
1/1	1 500
2/1	2 000
Pages 3, 5, 7	Each page 2 000
II cover page + 1/1 page (spread)	5 000
II / III cover pages	Each 3 000
IV pages of cover	5 000

DISCOUNTS AT ONE-TIME PAYMENT

Advertising quantity	2	3	4
Discount	15%	20%	25%

Please pay attention that you have to pay additionally **20 % of VAT** if you indicate Russian contacts in the advertisement!

DISTRIBUTION:

Russia – 97%
 Near abroad – 2,5%
 Foreign countries – 0,5%

DISTRIBUTION STRUCTURE:

Online version of the magazine
 (houses.ru, litres.ru, etc.)

Distribution structure in Moscow

- Supermarkets / gas stations - 42%
- Kiosks - 11%
- Subscription - 3%
- Mailing list - 10%
- Specialized exhibitions - 12%
- Online sales (houses.ru) - 22%

Distribution structure in Russia

- Supermarkets / gas stations - 46%
- Kiosks - 12%
- Subscription - 9%
- Mailing list - 4%
- Regional specialized exhibitions - 1%
- Online sales (houses.ru) - 28%

DISTRIBUTION OF MAGAZINES BY REGION

- Moscow / Moscow region 59%
- St. Petersburg 7.1%
- Kaliningrad region 1.4%
- North-West Russia 1.2%
- South of Russia 3.7%
- Center of Russia 5%
- Volga 3%
- Tatarstan 1%
- Bashkortostan 0.5%
- Ural 4.3%
- Siberia 4.9%
- Primorye 0.9%
- Kazakhstan 2%
- Belarus 2.8%
- Other countries 3.2%



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