

Since 1997, «Beautiful Houses» is the leading Russian magazine highlighting architecture and interior design, construction and engineering, aimed at a wide readers audience: both professional architects, designers, developers, suppliers of materials and equipment, as well as homeowners and home design admirers aiming to provide their homes with a unique look. The magazine contains illustrated information materials about architecture, planning, construction, interior design, decoration, engineering equipment, arrangement of private residences. The publication covers current trends in architectural, interior design and construction industry, introduces advanced technologies and materials, novelties from leading manufacturers of household appliances and tools, furniture and accessories. The content is divided into thematic headings. Online version is free for reading.

The circulation - 35,000 copies

Online version - limitless

Volume - 144 pages

Frequency - 4 times a year



## 2023 TIMETABLE

№N	Editorial materials deadline	Advertising materials deadline	Release date
№ 1/212	January 15	January 18	January 27
№ 2/213	March 17	April 7	April 19
№ 3/214	June 22	July 10	July 20
№ 4/215	September 28	October 7	October 19

## ADVERTISING PRICES

Volume	Price, USD
1/1 (presentation) **	400,00
1/1 (project) **	200,00
1/4	300,00
1/2	600,00
1/1	1 000,00
1/1 (article)	750,00
2/1	1 500,00
2/1 (article)	1 000,00
pages 3 / 5 / 7	1 350,00
2nd cover page + 1st page (first spread)	2 700,00
2nd cover page	1 500,00
3rd cover page	1 400,00
4th cover page	2 700,00

## DISCOUNTS FOR ONE-TIME PAYMENT

Number of issues	2	3	4
Discount	15%	20%	25%

\*\* No discounts

## DISTRIBUTION:

Russia – 97%

Nearby countries – 3%

## DISTRIBUTION STRUCTURE

### Online version

(houses.ru, litres.ru and others)

### Moscow

- Supermarkets – 42%
- Newsstands – 11%
- Subscription – 3%
- Direct mailing – 10%
- Specialized exhibitions – 12%
- Online-sale (houses.ru) – 22%

### Russia

- Supermarkets – 46%
- Newsstands – 12%
- Subscription – 9%
- Direct mailing – 4%
- Local specialized exhibitions – 1%

## DISTRIBUTION IN REGIONS

- Moscow/Moscow region 51%
- Saint Petersburg 12%
- Kaliningrad region 0,8%
- North-West region 1,2%
- South region 5%
- Central region 5%
- Volga region 2,5%
- Tatarstan 1%
- Bashkortostan 0,5 %
- Ural 8%
- Siberia 8%
- Primorye 2%