

The **Wooden Houses magazine** is the leading and most sought-after specialized Russian publication in the field of wooden housing construction. The magazine is aimed at a wide range of readers: specialists of companies involved in the manufacture and construction of wooden objects, suppliers of lumber and engineering equipment, professional architects and designers, as well as all those who are or plan to become the owner of a wooden house.

It has been published since 2003. The magazine contains colorfully illustrated, information-rich materials about architecture, planning, construction, decoration, protection, engineering equipment, arrangement and decoration of log, timber, frame and combined objects.

The publication covers current events in the industry of wooden housing construction, introduces advanced technologies and materials, new products from leading manufacturers of engineering equipment, household appliances, tools. Content is grouped into several subject headings, most of which are permanent.



Magazine circulation	40,000 copies
Online version of the magazine	∞
Volume	132 pages
Periodicity	4 times a year

TIMETABLE 2020

№	Material Due	Ship Date
№ 1/88	November 5	December 10
№ 2/89	February 4	March 10
№ 3/90	April 28	June 9
№ 4/91	August 4	September 8

GENERAL ADVERTISING RATES

Format	Prices in EURO
1/4	600
1/2	1 100
1/1	2 500
2/1	3 500
Pages 3, 5, 7	Each page 3 500
II cover page + 1/1 page (spread)	6 000
II / III cover pages	Each 4 500
IV pages of cover	6 000

DISCOUNTS AT ONE-TIME PAYMENT:

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

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%

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

For additional information please contact:
29, Shchepkina street, Moscow, Russia, 129090
Tel.: +7 495 730-5591/2
E-mail: reklama@houses.ru

