

Since 2000, "Beautiful Apartments" is one of the leading Russian publications celebrating home design, decoration, arrangement together with personal approach to industry talents and expert knowledge. The magazine is aimed at a wide range of readers: both professional architects, designers, innovative materials and equipment, as well as urban property owners seeking to trends and ideas to create the most comfortable, convenient and beautiful living space. The magazine contains colorfully illustrated, information-rich materials about the best realized interior projects and design concepts made in various styles. The publication covers current events in the field of architecture and design, introduces modern finishing materials, novelties of furniture and decor manufacturers, household appliances and engineering equipment.

The circulation - 35,000 copies

Online version - limitless

Volume - 128 pages

Frequency - 6 times a year



2023 TIMETABLE

№N	Editorial materials deadline	Advertising materials deadline	Release date
№ 2/207	January 26	February 9	February 21
№ 3/208	March 16	March 30	February 20
№ 4/209	May 25	June 1	June 22
№ 5/210	July 20	July 27	August 24
№ 6/211	September 21	September 28	October 19

ADVERTISING PRICES

Volume	Price, USD
1/1 (presentation) **	400,00
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	5	6
Discount	15%	20%	25%	28%	30%

** 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%