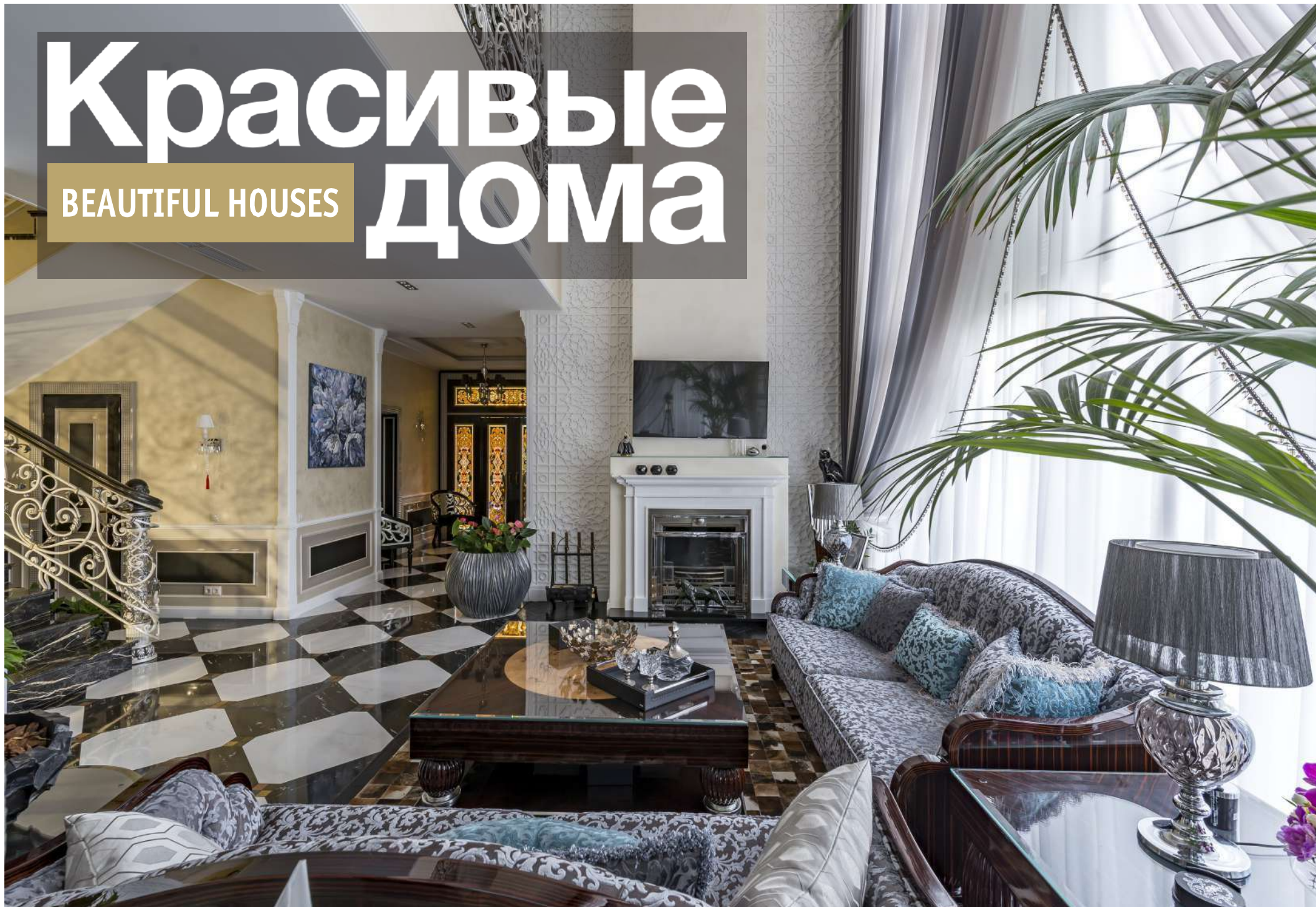


Красивые ДОМА

BEAUTIFUL HOUSES



архитектура, строительство, дизайн, интерьеры, тренды, технологии

Красивые ДОМА

1(208)'2022

BEAUTIFUL HOUSES

СПЕЦИАЛЬНЫЙ
ПРОЕКТ

БАССЕЙНЫ
& САУНЫ



houses.ru

"Beautiful houses"

Magazine on architecture, interior design, geared towards professionals – architects, designers, developers, and individuals – future homeowners and owners of the high class suburban houses. Magazine contains illustrated information materials, covers current events and novelties of leading manufacturers in the field of architecture and interior design.

Frequency - 4 issues per year

Volume - 128 pages

Circulation - 35,000 copies

Online version:

online версия



16+



"Beautiful apartments"

One of the leading Russian publications on interior design and decor, design and reorganization of living space. The wide target audience of the magazine is architects, designers and interior decorators, as well as owners of urban real estate, seeking to create a comfortable, convenient, beautiful living space.

Frequency - 6 issues per year

Volume - 128 pages

Circulation - 35,000 copies

Online version:

online версия



Objects

Publications of completed projects of cottages, villas, mansions, city apartments created by domestic and foreign architects, with colorful photographs, descriptions and plans

Trends / Furniture

Overview of the latest collections of manufacturers of soft and cabinet furniture, sanitary ware, textiles, a wide range of products for design and home decor

News / Events

Collections of short materials about novelties in the field of interior design and architecture, the most interesting products and solutions, reports on significant events

Presentations

Detailed illustrated information stories about the activities of various companies - manufacturers, salons, shops, showrooms



Projects

Demonstration of original architectural and design solutions in 3D visualization, with explanatory text, floor plans

Details

Based on the title, the rubric dwells in detail on interior design and decor, drawing readers' attention to the details of its creation

Personalities / Workshops

Presentation of the most interesting works of architects and designers in the format of a photo essay, interviews on the example of several objects.

Interview

Conversation with the stars of cinema, theater, show business, sports about the features of the stylistic decision and decorative design of their own living space



Cumulative Audience

284 000

person per month

58%

Professionals

42%

Clients

63%

Women

37%

Men

11 % monthly audience growth

76 % wealthy consumers of the segment of premium and luxury goods

85 % read magazines monthly

81 % guided by opinions from the pages of publications

Distribution



Near Abroad **3%**



OZON

Яндекс Market

WILDBERRIES

100
ДИЗАЙН
ПРОЕКТОВ

архитектура, дизайн, интерьеры, тренды, декор

Красивые квартиры

Beautiful apartments

стильные интерьеры

ГОСТИНЫЕ
СТОЛОВЫЕ
КУХНИ
ПРИХОЖИЕ
СПАЛЬНИ
ДЕТСКИЕ
КАБИНЕТЫ
ВАННЫЕ

от 20
до 500 м²



Special issue “100 design projects. Beautiful apartments»

Leading architectural bureaus and design studios present on the pages of the annual collection their most interesting projects with a brief description, made in all possible styles and combinations. In a specialized magazine, you can find living spaces for every taste, interesting options for planning housing ranging from 20 to 500 square meters.

Frequency - 1 issue per year

Volume - 226 pages

Circulation - 47,000 copies

Online version:

online версия



**Annual compilation: more than 100
apartment design projects made by the
best designers and architects of Russia**



Houses.ru

architecture and interior
design portal

175 000

unique users per month

387 000

page views per month

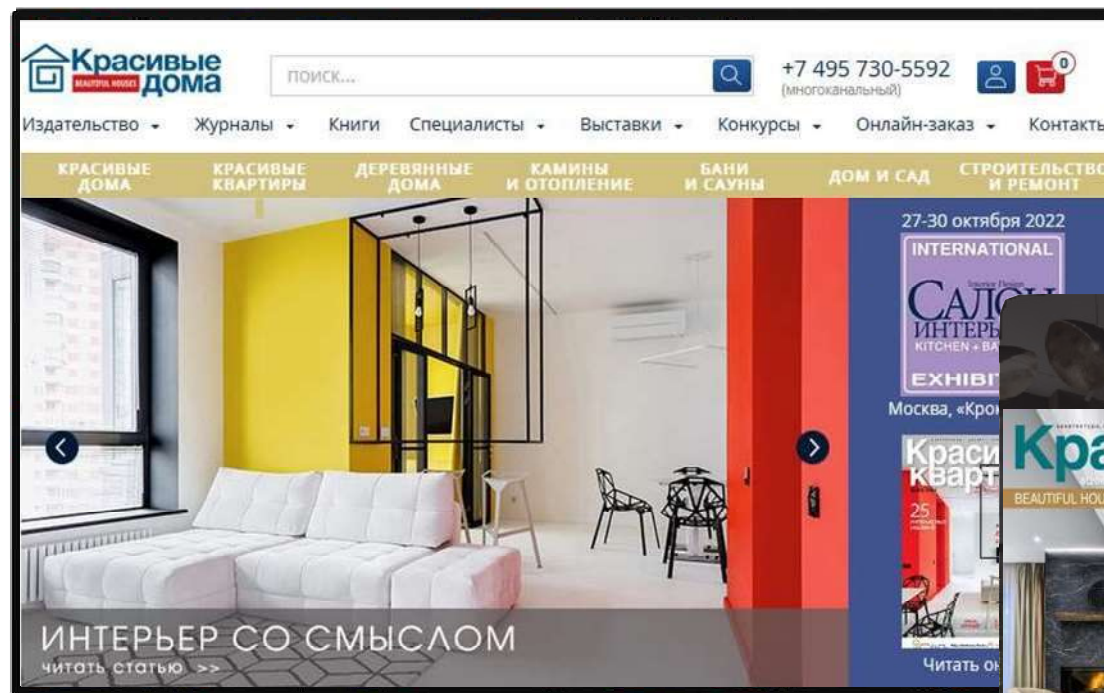


Яндекс + Дзен



up-to-date
information
and unique
materials

Articles, news,
objects and
projects,
competitions



online versions of all magazines - for free!

Advertising cost and terms

PAGE	840.00 \$
REVERSAL	1200.00 \$
1/2 PAGE RUB	480.00 \$
1/4 PAGE	240 \$
4th COVER PAGE	2160.00 \$
3rd PAGE COVER	1080.00 \$
1st spread	1260.00 \$
2nd REVELATION	1440.00 \$
PAGE (3/5/7)	1080.00 \$
ARTICLE	600.00 \$
REVEL ARTICLE	840.00 \$
"PERSONALIES" RUBRIC	600.00 \$
"DETAILS" RUBRIC	360.00 \$
"PRESENTATION" RUBRIC	300.00 \$
DESIGN PROJECT	300.00 \$
GATEFOLDER	2880.00 \$
Special issue	
100 DESIGN PROJECTS. BEAUTIFUL APARTMENTS	
PAGE	720.00 \$
REVERSAL.....	1200.00 \$
4th PAGE COVER	1440.00 \$
3rd PAGE COVER	1200.00 \$
1st REVELATION	1440.00 \$
2nd REVELATION	1200.00 \$
PAGE (3/5/7)	1000.00 \$

Technical requirements

Format	Module size
PAGE	215 x 295 (225 x 305 bleed)
1/2 PAGE (vertical) 94 x 258 mm	94 x 258 mm
1/2 PAGE (horizontal)	190 x 128 mm
1/4 PAGE (vertical)	94 x 128 mm
1/4 PAGE (horizontal)	190 x 63 mm

Claims for color rendition will not be accepted without an attached color proof.

Beautiful houses	Editorial material	Layouts	Release date
№ 1/212	23.12.2022	13.01.2023	27.01.2023
№ 2/213	16.03.2023	30.03.2023	20.04.2023
№ 3/214	22.06.2023	29.06.2023	20.07.2023
№ 4/215	21.09.2023	28.09.2023	19.10.2023
Beautiful apartments	Editorial material	Layouts	Release date
№ 1/206	11.11.2022	25.11.2022	22.12.2023
№ 2/207	26.01.2023	09.02.2023	21.02.2023
№ 3/208	16.03.2023	30.03.2023	20.04.2023
№ 4/209	25.05.2023	01.06.2023	22.06.2023
№ 5/210	20.07.2023	27.07.2023	24.08.2023
№ 6/211	21.09.2023	28.09.2023	19.10.2023
100 DESIGN PROJECTS	Editorial material	Layouts	Release date
2023/24	19.10.2023	26.10.2023	23.11.2023

ALL ADVERTISING PRICES ARE GIVEB INCLUDING VAT

Number of issues	2	3	4	5	6
Discount	15%	20%	25%	28%	30%

DISCOUNT FOR ADVERTISING AGENCIES + 10%

COST OF ADVERTISING ON ONLINE RESOURCES

Placement on the portal houses.ru

The main banner	from 300.00 \$. to 600.00 \$
Banners	from100.00 \$ to 600.00 \$
News	100.00 \$
Articles (advertising and native)	200.00 \$

Yandex.Dzen and Social nets.....150.00 \$

Mailing to email bases 600.00 \$

