

The Fireplaces & Heating magazine is the leading specialist publication for professionals and homeowners, reflecting the most up-to-date information about the fireplace and heating industry. The pages of the magazine contain reviews of the latest models of fireplaces, stoves, radiators, heating boilers of all types and designs from leading manufacturers, author's works of Russian and foreign architects and designers. The magazine publishes recommendations for the installation and operation of heating equipment of all types.

The circulation - 15,000 copies

Online version ∞

Volume - 96 pages

Frequency - 4 times a year

#### TIMETABLE in 2023

Nr.	Editorial Submission Deadline	Layout submission deadline	Release date
№ 1/108	January 27	February 10	February 24
№ 2/109	April 21	April 28	May 26
№ 3/110	July 21	July 28	August 25
№ 4/111	October 20	October 27	November 24

#### ADVERTISING PRICES

Volume	Price in USD
Address in a frame with logo	70
1/4	200
1/2	400
1/1	700
1/1 (article)	500
2/1	100
2/1 (article)	700
pages 3 / 5 / 7	900
2nd cover page + 1st page (first spread)	1800
2nd cover page	1000
3rd cover page	900
4th cover page	1800

#### DISCOUNTS FOR ONE-TIME PAYMENT

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



#### DISTRIBUTION:

Russia - 97%

Nearby countries - 3%

#### DISTRIBUTION STRUCTURE

##### Online version

(houses.ru, litres.ru etc.)

##### Distribution structure in Moscow

- ☐ Supermarkets - 42%
- ☐ Kiosks - 11%
- ☐ Subscription - 3%
- ☐ Direct mailing - 10%
- ☐ Specialized exhibitions - 12%
- ☐ Online (Wildberries, Ozon, Yandex Market, houses.ru) – 22%

##### Distribution structure in Russia

- ☐ Supermarkets - 46%
- ☐ Kiosks - 12%
- ☐ Subscription - 9%
- ☐ Direct mailing - 4%
- ☐ Regional specialized exhibitions - 1%
- ☐ Online (Wildberries, Ozon, Yandex Market, SberMegaMarket, houses.ru) – 28%

#### DISTRIBUTION IN REGIONS

- Moscow/Moscow region. 51%
- Saint Petersburg 12%
- Kaliningrad region. 0,8%
- Northwest Russia 1,2%
- South of Russia 5%
- Center of Russia 5%
- Volga region 2,5%
- Tatarstan 1%
- Bashkortostan 0,5 %
- Ural 8%
- Siberia 8%
- Primorye 2%