

The **Fireplaces & Heating** magazine is a leading specialized publication for professionals and homeowners, reflecting the most relevant information about the fireplace and heating industry.

The pages of the magazine provide reviews of the latest models of fireplaces, stoves, radiators, heating boilers of all types and designs from leading manufacturers, copyright works of Russian and foreign architects and designers. The magazine publishes recommendations on the installation and operation of heating equipment of all types.



Magazine circulation	15,000 copies
Online version of the magazine	∞
Volume	144 pages
Periodicity	4 times a year

TIMETABLE 2020

№	Material Due	Ship Date
№ 1/96	January 17	February 4
№ 2/97	April 7	May 13
№ 3/98	July 7	August 11
№ 4/99	October 6	November 10

GENERAL ADVERTISING RATES

Format	Prices in EURO
1/4	300
1/2	700
1/1	1 200
2/1	1 700
Pages 3, 5, 7	Each page 2 000
1 st spread -2 cover page + 3 page (spread)	3 000
2 nd / 3 rd cover pages	2 500
4 th pages of cover	3 000

DISCOUNTS AT ONE-TIME PAYMENT

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

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

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%



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