

The **Pool & Sauna magazine** is the leading and most popular specialized Russian publication in the field of construction, operation and design of pools, baths, saunas, wellness and spa complexes. The magazine is aimed at a wide range of readers: specialists involved in the construction, equipment, technical support, design of water rehabilitation facilities, managers of similar facilities, suppliers of materials and engineering equipment, professional architects and designers, as well as individuals interested in obtaining relevant and objective information in this area.

It has been published since 1999. The colorfully illustrated, information-rich materials of the magazine cover a wide range of topics - from analysis of the design features of the pools, advanced water treatment methods and recommendations for choosing engineering and climatic equipment to familiarization with modern wellness technologies, reviews of new models of stoves and heaters for saunas and baths, household appliances, furniture and accessories. Content is grouped into several subject headings, most of which are permanent.



**Circulation** 15,000 copies  
**Online version of the magazine** ∞  
**Volume** 144 pages  
**Frequency:** 4 times a year

#### TIMETABLE 2020

№	Material Due	Ship Date
№ 1/110	December 20	January 14
№ 2/111	March 3	April 7
№ 3/112	June 2	July 7
№ 4/113	September 8	October 6

#### GENERAL ADVERTISING RATES

Format	Prices in EURO
1/4	250
1/2	450
1/1	800
1/1 article with contacts	600
2/1	1 100
2/1 article with contacts	800
Pages 3, 5, 7	1 000
1 <sup>st</sup> spread -2 cover page + 3 page (spread)	3 000
II cover pages	2 000
III cover pages	2 000
IV pages of cover	3 500

#### DISCOUNTS AT ONE-TIME PAYMENT

Advertising quantity	2	3	4
Discount	10%	15%	20%

#### 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!

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