

**House & Garden** magazine is a colorfully illustrated publication for readers planning to create a new garden or keen on renovating an existing one, as well as garden designers and landscape architects.

Implemented garden projects, practical advice on planning an open space, professional landscaping and gardening of a personal plot, interior design of a suburban property - the magazine covers the whole spectrum of topics related to creating a modern garden as a continuation of the house. And at the same time it gives its readers impressions and evokes emotions - everything is like in a good garden.

Regular headings of the magazine: Landscape Design, Gardens of the World, Interviews, World of Plants, Flower Gardens, World of Taste, Design, Ideas & Solutions, Furniture, Barbecue & Grills, Fireplaces, Small Architectural Forms, Garden Design, House, Materials, Tools, Ideas for the Garden, Events, Digest.



**Тираж журнала** 30,000 copies  
**Volume** 96 pages  
**Periodicity** 2 times per year

#### TIMETABLE 2020

№	Material Due	Ship Date
№ 1/102	February 4	March 10
№ 2/103	October 6	November 10

#### GENERAL ADVERTISING RATES

Format	Price in Euro
1/8	200
1/4	350
1/2	600
1/1	1000
1/1 article with contact information	800
2/1	1600
2/1 article with contact information	1200
Pages 3, 5, 7	1600
2 cover page + 3 page (spread) or 4+5 page (spread)	2500
II cover pages	1600
III cover pages	2000
IV pages of cover	3500

#### 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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