

Beautiful apartments is one of the leading Russian publications on the design, decoration, arrangement and reorganization of interiors. The magazine is aimed at a wide range of readers: professional architects, designers, specialists in the supply and installation of materials and equipment, as well as private property owners seeking to create the most comfortable, convenient and beautiful space for life. It has been published since 2000. The magazine contains colorfully illustrated, information-rich materials about the best interior projects and design concepts made in various styles. The publication covers current events in the field of architecture and design, introduces modern decoration materials, the novelties of furniture and decor manufacturers, household appliances and engineering equipment.



Circulation 35,000 copies
Online version of the magazine ∞
Volume 144 pages
Frequency: 6 times a year

TIMETABLE 2020

№	Material Due	Ship Date
№ 1/188	November 5	December 10
№ 2/189	January 17	February 4
№ 3/190	March 3	April 7
№ 4/191	April 28	June 9
№ 5/192	July 7	August 11
№ 6/193	September 8	October 6

GENERAL ADVERTISING RATES

Format	Price in Euro
1/4	400
1/2	700
1/1	1 300
2/1	1 800
Pages 3, 5, 7	Each page 2 000
II cover page + 1/1 page (spread)	4 000
II / III cover pages	Each 3 000
IV pages of cover	4 000

DISCOUNTS AT ONE-TIME PAYMENT

Advertising quantity	2	3	4	5	6
Discount	15%	20%	25%	28%	30%

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!



For additional information please contact:
29, Shchepkina street, Moscow, Russia, 129090
Tel.: +7 495 730-5591/92
E-mail: reklama@houses.ru