



## Beautiful houses

### Publishing house Beautiful houses press

Since 9 years the Russian Publishing House “Beautiful Houses” has been publishing magazines about architecture, houses and design.

The magazine “Beautiful Houses” provides 25 features about elegant and sophisticated private houses and all aspects of the house as well the ideas on how to get the very best from your own home. We publish professional articles about modern and classic design, new technologies and trimming materials.

Our magazines are extremely popular with people who are planning their own house.

We cooperate with leading Russian architects and experts.

That's why our magazines are interesting not only for ordinary people but for professionals.

On the pages of our magazines we introduce various original apartments' projects for wide range of people. Most of them are interested in newly created specific designs.

According to the last research of TNS Gallup Media Group (National Readership Survey) the readership of one issue “Beautiful Houses” makes 143.5 thousand people. And that's only in Moscow. In half of year it makes 350,3 thousand people. 36,5 thousand readers have leading positions in the companies, 34,6 thousand are professional people, 66,4 thousand are people with high education. Male readers are 63,4 thousand, female readers are 73,3 thousand. Most of them are wealthy people.

#### Contents of the magazine:

1. **Construction** – complete detailed presentation of houses designed by Russian and foreign architects, including exteriors, facades, interior and floor plans.
2. **Interview with celebrities** in the interior of their own houses.
3. **House with its own history** – articles about the history of famous houses.
4. **World's famous architecture** – presentation of foreign houses designed by famous foreign architects
5. **House Projects** – professionally designed house projects – computer graphics with commentary notes and floor plans.
6. **House and Garden** – the most attractive examples of landscape design of country homes' gardens with detailed annotation.
7. **Construction and decoration materials' market review.**
8. **Technologies** – qualified information about modern technologies for construction and decoration of modern private lodging.
9. **Events and News** – everything what is “on the top” in the country houses construction – exterior and interior, exhibitions, events, novelties, information about repair works and home decoration.

**Locality of circulation: Russia, the CIS & Baltic Republics**

**Circulations:** 55 000 copies

**Volume:** 176 pages

**Format:** 220x290

**Frequency:** 10 times a year

**Price of a copy:** 4,5 Euro

**Architects and Designers get free copy of each issue.**

#### Distribution:

- **Sale** – 86,2%
- **Kiosks** – 10,8%
- **Address dispatch** – 1,5%
- **Subscription** – 1,5%

#### General Advertising Rates

| Format                            | Price in Euro   |
|-----------------------------------|-----------------|
| 1/8                               | 500             |
| 1/4                               | 800             |
| 1/2                               | 1 800           |
| 1/1                               | 3 500           |
| 2/1                               | 5 500           |
| Pages 3, 5, 7                     | Each page 4 500 |
| II cover page + 1/1 page (spread) | 8 000           |
| 2 page+3 page (spread)            | 7 000           |
| II / III cover pages              | Each 5 000      |
| IV pages of cover                 | 7 000           |

| Advertising quantity          | 2    | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  |
|-------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| Discount for one-time payment | 15 % | 20% | 25% | 28% | 30% | 32% | 34% | 36% | 40% |

#### Timetable 2017

| №          | Material Due      | Ship Date          |
|------------|-------------------|--------------------|
| № 1 (174)  | October 14 (2016) | December 13 (2016) |
| № 2 (175)  | December 10       | February 7         |
| № 3 (176)  | January 20        | March 14           |
| № 4 (177)  | February 17       | April 11           |
| № 5 (178)  | March 17          | May 11             |
| № 6 (179)  | April 14          | June 14            |
| № 7 (180)  | May 19            | July 11            |
| № 8 (181)  | July 14           | September 12       |
| № 9 (182)  | August 11         | October 10         |
| № 10 (183) | September 15      | November 14        |

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**Attention!** You have to pay VAT of 18 % if you add the Russian contacts into the advertising.