



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: 35 000 copies

Volume: 144 pages

Format: 220x290

Frequency: 8 time a year

Price of a copy: 4,5 Euro

Russian Architects and Designers get free copy of each issue.

Distribution:

- Sale – 83,5%

- Kiosks – 9 %

- Address dispatch – 3 %

- Subscription – 1,5%

- Specialized exhibitions – 2%

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

Please pay attention that you have to pay VAT of 20 % if you add the Russian contacts into the advertising.

Timetable 2019

№	Material Due	Ship Date
№ 1 (192)	October 12 (2018)	December 11 (2018)
№ 2 (193)	December 14	February 5
№ 3 (194)	January 18	March 12
№ 4 (195)	February 15	April 9
№ 5 (196)	March 15	May 14
№ 6 (197)	May 17	July 9
№ 7 (198)	July 12	September 10
№ 8 (199)	August 9	October 8

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

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